Resiliency. It’s often thought that resilience is just a reaction to a difficult situation, but resiliency is so much more than that. It is the ability to respond quickly and with purpose because you have been thoughtful in your preparations. That’s why 2022 was a year of building resiliency for the Napa Valley Grapegrowers, our members and our community, as we continued to address the challenges we all face, like wildfires, drought, and extreme heat, with research, partnerships, and insights from experts near-and-far.

Members took advantage of enhanced program offerings that focused on planning for these situations. For example, event attendees:

- Learned about the history and impact of a destabilized climate during our brand-new Climate Science Seminar, hosted by Senior Lecturer Drew Isaacs from the University of California, Berkeley Haas School of Business
- Strapped on vineyard boots to attend the Organic Winegrowing Conference with biological and regenerative farming expert, John Kempf from Advancing Eco Agriculture
- Field-tripped with NVG’s ROOTSTOCK, which tied ecosystem goals to biodiversity practices with Dr. Olga Barbosa from IEB-Chile
- Accessed fire mitigation and preparedness tools at the Fuel Reduction Site Tour, with Code Compliance Officer Erick Hernandez from CAL FIRE / Napa County Fire Department.

The community-at-large directly benefited from our work. Together with our community partners, we funded three early-detection wildfire sensors on Atlas Peak, Clover Flat, and Diamond Mountain with 24/7 monitoring to protect Napa County residents and businesses from wildfires. We also welcomed all Napa County residents to our third Fire Resources Fair, which offered solutions for preventing and mitigating fires, that ranged from baby goats to control brush to fire-retardant foam to cover structures.

Our hardworking and amazing staff grew with three new employees: Priscilla Morella as Bookkeeping Assistant, to support ongoing financial growth, Lori Narlock as Development Manager, to strengthen fundraising efforts, and Ben O’Dwyer as Program Manager, to enrich our educational experiences.

Additionally, we celebrated the 15th anniversary of Harvest STOMP hosted by 2022 Auction Chairs, Oscar and Denise Renteria, owners of Tres Perlas Wines and Renteria Vineyard Management, and John and Michele Truchard, owners of JaM Cellars and FARM Napa Valley. Through an outpouring of support, the annual event raised a record-breaking $3.3 million for agricultural land preservation and farmworker education.

We encourage you to read this 2022 Annual Report, learn how our work fosters a resilient farming community, and get involved. There is much to be done, and whether it’s through joining a committee, attending an event, or simply donating—there is something for everyone.

Thank you so much for your ongoing support and for being a part of the Napa Valley Grapegrowers community.

Sincerely,

Mary Maher, President
Napa Valley Grapegrowers
AS A NON-PROFIT ORGANIZATION, our revenue is predominantly reliant on membership dues, grants, sponsorship support, funds raised at Harvest STOMP, and individual donations made throughout the year. We are immensely grateful for the generosity of every one of our donors, sponsors, and members—we couldn’t do our work without you!

2022 by the Numbers

$2,900,000 INVESTMENT  1155 PARTICIPANTS  71 HOURS OF EDUCATION

Revenue

21% Grants and Donations
17% Membership
62% Harvest STOMP

Distribution

26% Management and General Admin
24% Fundraising
50% Programming

Grants

We work to serve our members and our community, including the pursuit of grants that will benefit both. Grant funding not only supports our educational programming, but also shows that key governmental agencies such as the California Department of Food and Agriculture and the United States Department of Agriculture believe in our work and in our ability to have a positive impact through education. In 2022, we were honored to be a recipient of the following three highly competitive grant awards:

- USDA WESTERN EXTENSION RISK MANAGEMENT EDUCATION GRANT provided funds for resiliency-management education on climate variability, wildfire prevention and water conservation.

- USDA WESTERN EXTENSION RISK MANAGEMENT UNDERSERVED GRANT awarded funds for risk-management education on record keeping, technical assistance and crop insurance.

- USDA RISK MANAGEMENT AGENCY EDUCATION GRANT provided funds for risk-management education in the face of climate challenges, specifically drought-associated risk.
Leading Napa Valley to Climate Resiliency

It’s no secret that farming in a changing climate is felt deeply by our industry, which is why so many of our programs and events focused on topics that address its impact and how to mitigate it because what happens in the vineyards, effects our entire valley. This is one of the reasons we created our Climate Science Seminar series. In 2022, we hosted three sessions of Part 1, an intensive one-day course on climate science. Taught by UC Berkeley’s Haas School of Business Senior Lecturer, Andrew “Drew” Isaacs, our seminar is modeled after his semester-long MBA course “Climate Change and Business Strategy,” which he describes as an optimistic take on the daunting issue of climate change.

The Expert: Drew Isaacs

Shock is the first reaction most students have when Drew Isaacs begins his class and seminars. Learning about the science of climate change, how significant it is and how it’s intensified exponentially in a relatively short time, is a revelation. But none of it surprises Drew. Always curious about the world, he’s been interested in earth sciences since he was a little boy. He began his career at NASA’s Planetary Science Division at the Johnson Space Center in Houston following undergraduate and graduate degrees in Geochemistry from the University of Michigan. When he was in graduate school scientists were beginning to recognize how CO2 levels and atmospheric temperatures combined caused rapid deterioration of the atmosphere. This piqued his interest, but his professional path took a few turns, including a move to Silicon Valley where his focus shifted to solving engineering problems in semiconductor manufacturing and related high-tech industries, before assuming management and executive roles in public and private corporations.

Drew joined UC Berkeley in 1999, where he began to demonstrate to students how climate change is impacting business, and how business sustainability depends both on mitigating and adapting to ongoing climate change. To date, he has taught technology innovation and climate-change strategy courses for over 10,000 MBA and Engineering students.

The classes he teaches in the degree programs at UC Berkeley and the seminars he teaches for the Napa Valley Grapegrowers serve the same purpose: to help students and the broader community to think more deeply about climate change and how it’s impacting our lives and our work.

“My impression is that people have little exposure to the severity of climate change. Our educational system and mass media have not done a good job explaining how significant it is and how advanced it is, let alone what we need to commit to in the future,” Drew says.
He teaches the Napa Valley Grapegrowers Climate Science Seminars pro bono because as a St. Helena resident, it’s the community he’s part of and wants to give back to. He adds, “My impression is that Napa Valley’s grape growers are among the most eager of the groups I teach. They are the engine room for change. They have a high level of engagement and are used to solving problems and taking action.”

Attending the Climate Science Seminar is eye-opening and inspiring. And attendees become a part of a wave of climate literacy that leads to meaningful climate action in our wine community. For example, after Tom Davies, president and managing partner of V. Sattui, attended the Climate Science Seminar, he returned to work and eliminated the use of plastic bottles at V. Sattui—reducing thousands of plastic bottles each year from finding their way to landfill. And this is just one example of changes inspired by the Climate Science Seminar.

Once the initial shock wears off, most of Drew’s students find themselves asking, “what can I do to make a difference.” His response, “Whether you are a farmer, a banker, or even a retiree, the single most impactful action anyone can take to mitigate climate change is, use less fossil fuel.”

# Programs and Resources

Our 2022 environment-related programs included:

**Three CLIMATE SCIENCE SEMINARS** offered meaningful data on climate change risks and opportunities for businesses, inspiring 85% of the 120 attendees to commit to making significant changes.

Our GROWING CONDITIONS REPORT and VIDEO equipped growers, vineyard workers and vineyard managers with more than a decade’s worth of climate metrics, including rainfall, frost, and growing degree days, resulting in innovative farming techniques that address climate change. 355 views

ROOTSTOCK and ROOTSTOCK FIELD DAY provided critical resources for wildfire prevention, water conservation, ecosystem management and climate-smart practices, tools for managing extreme heat and drought, smoke exposure and crop insurance. 188 attendees

**SUSTAINABLE VINEYARD PRACTICES** offered two days of crucial expertise addressing irrigation, drought, pests and diseases. 231 attendees

**ORGANIC WINEGROWING CONFERENCE** presented attendees with the opportunity to visit four organically farmed vineyards to learn how to support a farm’s entire ecosystem and improve crop quality, yields, and disease and insect resistance through integrative and regenerative practices. 146 attendees

**GRAPE CRUSH REPORT AND CONTRACT NEGOTIATIONS** provided updated best practices for contract negotiations, ensuring growers take environmental changes into consideration, including smoke and disaster clauses, 93% of 124 participants indicating they would use and implement the information provided.
Ensuring Economic Viability for Our Community

We work to sustain our industry, grower by grower and vineyard by vineyard, because a thriving, equitable farming system benefits the entire community. We provide grape growers year-long access to programs and services and work to ensure that Napa County’s 45,000 acres of vineyards, associated farmland and natural resources remain protected. Nearly 4 million tourists continue to visit Napa Valley for its wine and agrarian beauty and pour more than $2 billion into Napa Valley businesses, supporting an estimated 16,000 jobs in the community. And these visitors generate $85.1 million in tax revenue that supports local services like recreation, public safety, and road improvements. Supporting agriculture means promoting a healthy local economy, fostering the next generation, and preserving the uncommon beauty of Napa Valley.

The Philanthropists: Barbara Gabel and Zach Zachowski

Barbara and Zach had lived in the Oakland Hills for more than 30 years when they decided to exit Zachary’s Chicago Pizza, the business they founded in 1983 which is now 100% employee owned. They looked all over the world, in the US and even New Zealand and Canada, for the next place to call home before finding a property in Napa.

The land they purchased and built a home on had the qualities they were seeking, but it also came planted with Sauvignon Blanc and Chardonnay grapes. Becoming grape growers was not part of the plan but for Zach, who had grown up in semi-rural Wisconsin, easing into the life of gentleman farmer was a natural transition.

They quickly formed friendships with other grape growers, including the beloved, late Steve Moulds and his wife Betsy. Steve encouraged Barbara and Zach to promote Napa Valley as often as possible. “When balloons landed at his house, he’d greet them with Champagne,” Barbara mentions, “Steve would say, ‘this is what people will remember about Napa Valley’.” Steve was a role model in other ways too, including his and Betsy’s dedication to giving back to the community.

As former owners of a small business, and now small growers, Barbara and Zach support the Napa Valley Grapegrowers because its efforts foster those types of small businesses. Barbara says, “The organization
promotes camaraderie among growers; competitors are good about sharing information with each other.”

Barbara and Zach are thoughtful about their philanthropy and target local organizations using three criteria: where a contribution will make a difference, where it is most deserved, and where it will be well spent.

Now as they begin to make another type of “exit plan,” their estate plan, they are relying on the same formula they used with their business, which is to build a good foundation, maintain success, and create a solid exit plan. Otherwise, Zach warns, “It’s like taking a beautiful ride on a horse only to fall off and ruin the dismount at the end.”

A decade after making Napa their home, Barbara says they wake up happy every day. Looking back, she says, “The best thing I ever did was give Zach my phone number in 1975 when he asked for it. It is all so fun. We feel blessed to live here.”

Resources

Our Napa Valley Weather Alert delivered emails and texts to help growers and vineyard managers effectively plan for extreme weather events throughout the growing season. 1075 participants.

For 10 years, our Wages & Benefits Survey has been used to benchmark compensation practices in Napa County. Positive trends reflect our educational programming that provides employers with the tools to support and elevate Napa Valley’s vineyard workforce.

Spanish for the Wine Industry focused on vocabulary and conversational skills pertinent to vineyards, wineries, and human resources during a 10-week course. 50 participants

COVID-19 Updates for Employers continued to keep growers and vineyard managers aware of COVID-19 protocol. 61 attendees

Tools to Maintain Napa Valley’s Workforce Webinar provided an expert discussion on current labor trends, how to encourage and maintain job satisfaction, and a detailed presentation on the H2A program. 50 participants

ADVOCACY

Working with Congressman Mike Thompson’s staff on the 2023 Farm Bill supporting advocacy at the federal level aimed at improved crop insurance coverage and the design of a permanent disaster assistance program.

The Napa Valley Grapegrowers was an active participant in Napa County’s Groundwater Sustainability Plan as well as in the development and delivery of two presentations on Water Mitigations Strategies in Napa Valley vineyards to help ensure sustainable management of our precious resources.

FUNDRAISING

Sponsorship supported programs and services as well as underwrote events like our Annual Celebration and Harvest STOMP, ensuring that all funds raised would be used to support the organizations’ missions. 55 sponsors

Harvest STOMP reached a new record with $3.3 million raised for the Napa Valley Grapegrowers and the Napa Valley Farmworker Foundation. 565 guests
Fighting Fire with Prevention, Mitigation and Innovation

The persistent threat of wildfires calls for progressive tactics for preventing, mitigating and suppressing fires. The Napa Valley Grapegrowers has developed a robust response to address these issues through education, research, and advocacy.

The Sponsors: Marjorie and Gordon Burns

Following billions of dollars of losses to the wine industry stemming from wildfire smoke in 2020, we partnered with ETS Laboratories to research the study of wildfire impact on wine grapes. Remarkably, following disaster, grape contracts and insurance coverage often hinge on indicators of wildfire smoke exposure, and yet, our scientific understanding is still trying to catch up!

The results of this study will set much needed benchmarks, to help prevent future economic catastrophe. This partnership has already generated the largest collection of baseline samples in the world, and the research will achieve greater understanding of how grapes interact with wildfire smoke to influence picking decisions and even insurance reform. It has been a ground-breaking effort, and we are grateful to Marjorie and Gordon Burns, founders and owners of ETS for their dedication to it, and also for their long-time sponsorship of the Napa Valley Grapegrowers.

Marjorie and Gordon, recognize that the industry’s success is ETS’s success, which is why they are such staunch supporters of growers and producers. “As long as we focus on the needs of our clients and continue to provide education and put analysis into perspective, as well as deliver growth and dependability, ETS will be sustainable.”

This is no small feat in an industry that has evolved dramatically since ETS was formed in 1978 in Marjorie's basement. In the ensuing 45 years, the couple has not only observed the wine industry grow and change, they've also been instrumental in its growth through innovation in analysis—on a global scale.

More recently, the Burns and their diverse staff have embarked on the wildfire impact study to define the markers that measure the extent of exposure to wildfire smoke. The Burns investment in this project in support of our industry was reciprocated when ETS faced its own wildfire emergency.

In September 2020, as ETS began collecting the wildfire-impact samples, the lab became the home for 15 or 16 fridges and freezers to hold the samples. And then the season’s second major fire erupted. St. Helena, where the samples were, faced evacuation. ETS staff couldn’t get to work, and the power became unreliable. Gordon mentioned to a client that the samples needed to be moved. The client’s reply was, “I got it.” That night, while fires were ravaging the surrounding hillsides, the same client returned to ETS with two 40-foot flatbed trucks and a crew. They moved everything and when the ordeal was over refused payment of any kind.

The Burns are clearly passionate about their work. And while the best wines may be made at the intersection of art and science, the best communities are where neighbors supporting neighbors reigns supreme.
At the first annual Fire Resources Fair, 25 organizations gathered to educate community members about preparing for wildfire.

Wildfire Watch
In August, we learned at the last minute that funding was needed for monitoring the three wildfire-detection sensors installed on Atlas Peak, Clover Flat, and Diamond Mountain. The monitoring had been paid for by private organizations in the beginning of the 2022 fire season, but the funding had run out. We were able to step in, and using funds raised at the previous year’s Harvest STOMP, pay for the sensors’ monitoring for the month of September rather than let them sit unwatched.

Then on Monday, September 5, 2022, as temperatures soared to record highs, the sensors were the first to identify a fire in the eastern hills between Oakville and Yountville. Cal Fire was immediately notified and was able to extinguish the fire quickly, avoiding what could have been a catastrophic event.

Later that week, we received reports of three more fire detections picked up by the sensors and kept under control within the same 24-hour period.

Thanks to the generosity of our STOMP donors, we able to fund the sensor monitors and work with industry and community partners to ensure detection through the entire 2022 fire season—a benefit to everyone who works and lives in Napa County.

Fire Resources Fair
On April 28, in collaboration with our local partners Napa Valley Vintners, Napa FireWise and Napa County Fire, we hosted our first annual Fire Resources Fair at Napa Valley College’s Upper Valley Campus.

Over 25 organizations, including the USDA Farm Service Agency and USDA Natural Resource Conservation District, were on-site to teach attendees about fire safety, preparedness, mitigation, and resources. The attendees learned how to better prepare for wildfire season and were provided with information about how to protect their property, structures, and employees/people, insurance options and risk mitigation tools, and so much more.

Resources and Education
FUEL REDUCTION SITE TOUR provided an in-depth, real-life example of how to create and maintain defensible space and incorporate fuel reduction into a vineyard property’s annual farm work plan. 19 attendees

FIRE RESILIENCY BEST PRACTICES VIDEO was made possible by the USDA Western Extension Risk Management Education grant funding and the cooperation of Cal Fire and Napa County Fire. 204 views
Sharing the Good

In 2022, we remained committed to promoting the Napa Valley grape-growing community as the gold standard for agriculture. We communicated about our own achievements, like a record-breaking Harvest STOMP and funding wildfire early detection sensors during peak fire season, but our focus is always to share the many outstanding achievements of the local community—through extreme weather conditions, growers have adapted, and that’s good news!

In the News

WINE SPECTATOR

“Napa’s 2022 Harvest Stomp Auction Raises $3.3 Million for Charity”

*The event celebrated is 15th year with record support for farmer education and vineyard preservation*

NOB HILL GAZETTE

“Harvest STOMP: Preserving Napa Valley’s Ag Land and Supporting Farmworkers”

NAPA VALLEY REGISTER

“How Napa Valley Winemakers are on the Front Lines of Climate Change”

“Napa Valley Grapegrowers Report: Preparing the community for wildfire”
In the Community

BIG NEWS!

We are pleased to announce that NVG joined 1% for the Planet as an Environmental Partner! This partnership is intended to advance our impact as well as involve more businesses and individuals in the environmental movement.

We are committed and excited to continue our environmental work in 2023!

Email Communications

In 2022 members received 148 Grower Bulletins, which includes events, programs, notable press, and important industry-related updates. With a well-above-the-industry-average open rate, our email communications are keeping our members up to date with NVG news. To join our email list: info@napagrowers.org

Social Media

TOP ORGANIC POSTS:

It was a reel-y fun year for social media! Reels were our top posts last year – followed closely by “good news” posts.

SOCIAL MEDIA BY THE NUMBERS:

Facebook: 9.3K  Twitter: 2.6K
Instagram: 4.4K  Youtube: 2K
TikTok: 12  New! Follow us and help us grow.

NVG’s Top 3 Most Popular Videos in 2022:

1. 2022 Napa Valley Grower of the Year, Arnulfo Solorio
3. Harvest STOMP 2022 Fund-a-Need

Scan the QR code to view and subscribe:
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Meet Arnulfo Solorio, 2022 Grower of the Year

Arnulfo “Nufo” Solorio is a Partner and Vice President of Operations at Silverado Farming Company, where he has served in leadership roles since 2002. He served three 3-year terms on the Napa Valley Grapegrowers Board of Directors and was the first of Mexican descent to do so.

Nufo was passionate about providing professional development and educational opportunities to farmworkers and their families and in 2011 he cemented his legacy by working with the Napa Valley Grapegrowers to create the Napa Valley Farmworker Foundation. Today, the Napa Valley Farmworker Foundation serves thousands of farmworkers each year with programs in literacy, leadership, vocational training, mentorship, and community participation.

Born in Patzimaro, Michoacan, Mexico, Nufo dreamed of going to school from a young age, but his family were ranchers in Mexico, and he was told: “Books do not feed you; animals and land do.”

Following his dreams, Nufo traveled to Napa at the age of 14, but quickly realized to get an education, he needed money. He began working at Charles Krug as a fieldworker and mechanic’s assistant while following crops through Arizona, California, and Washington. He eventually worked his way through school and in 1984 enrolled in Napa Valley College. Since then, he has completed enough courses to receive three Associates Degrees—all while working full-time and raising a family.

Nufo strongly believes education is the key to success, that learning never stops, and that empathy and compassion are the key to successful leadership. We congratulate Nufo on following his passion, realizing his dreams and working to help others do the same.
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