



2024 IMPACT REPORT JANUARY-JUNE

Your investment in the Napa Valley Grapegrowers, a 501(c)(3) non-profit organization, funded education and advocacy efforts that fostered the next generation of leaders, helped build climate resiliency, raised awareness among the broader community about the benefits of viticulture, and so much more. We are grateful for your support of our mission: to cultivate viticultural excellence and environmental stewardship for the Napa Valley.

By the Numbers

EDUCATION

We provide workshops and seminars on sustainable farming and climate-smart practices, low-smoke burning, integrative pest, disease and weed management, and water conservation—all of which help to preserve the quality of air, water, and land that our entire community relies on for its physical and economic well-being. Our educational efforts target those just beginning their careers in the vineyards to tenured vineyard managers and from hospitality professionals to the broader community.

8

WORKSHOPS AND SEMINARS

28

HOURS OF EDUCATION

322

COMMUNITY AND INDUSTRY PARTNERS

8

EDUCATIONAL VIDEOS PRODUCED

32,450

VIDEO VIEWS (ENGLISH)

298

VIDEO VIEWS (SPANISH)

ADVOCACY

We provide education about the issues that intersect with agriculture to policymakers and our community. Our advocacy efforts include commentary letters, public comments, and participation in meetings and forums focused on establishing long-term resiliency to protect our land, water, and air for the benefit of everyone who lives, works, and visit the Napa Valley.

6

PRIORITIES

33

ADVOCACY EFFORTS

33

COMMUNITY AND INDUSTRY PARTNERS

COLLABORATION

We partner with like-minded organizations and educational institutions to preserve the values our farming community is built on—educating our neighbors about the value of vineyards, working together to prevent, mitigate and recover from natural disasters, and preparing the next generation of Napa Valley leaders.

885

PARTICIPANTS

68

COMMUNITY AND INDUSTRY PARTNERS

2024 Highlights

EDUCATIONAL PROGRAMS

Thanks to donors like you, the 2024 **University Outreach Program** was fully funded! And a very special thank you to our matching gift donor, **Judy Jordan**.

Your combined contributions helped foster the next generation of Napa Valley leaders, by providing education that included:

- On-campus college presentations that introduced the history and importance of the Napa Valley Ag Preserve, the work of the Napa Valley Grapegrowers (NVG), and the role the next generation will play in the future of the Napa Valley
- A week-long intensive program for Cal Poly students that included:
 - Vineyard and winery visits to showcase the career opportunities available in the Napa Valley
 - Discussions with industry leaders about wildfire preparedness, pest and disease, labor and workforce, climate resiliency and smart business models, vineyard development, extreme weather events, and technology and innovation

CONNECTING WITH COMMUNITY

As the voice for grape growers, we strive to connect with our community to promote the importance of viticulture in Napa County. This year we launched exciting initiatives to engage the public and raise awareness about what happens in the vineyards throughout the year, they are:

- **Ask a Grower** booth at the Napa Farmers' Market and American Canyon's Meet Me in the Street. We've paired our team with our growers who have shared information with curious individuals about a variety of topics, from the benefits of bluebird boxes to cover crops.
- Our **Seasonal Vineyard Walks** host hospitality professionals and community at sites across the Napa Valley, in partnership with our grape-grower members, to increase our presence with grass roots messaging in tasting rooms and around town.
- **Friends of the Grapegrowers** (FOG) is an exciting new community-based platform designed for individuals who are passionate about or interested in learning more about the mission and vision of the NVG. FOG will receive access to educational workshops, vineyard tours, and special events that provide a behind-the-scenes look at grape growing in Napa Valley, as well as a quarterly newsletter, packed with updates on NVG's initiatives, insights into the latest trends in viticulture, and fascinating facts about the grape-growing process. FOG also offers a means to donate to our 501(c)(3), and further drive our efforts to ensure our vineyards and environment continue to thrive for generations to come.
- Our **Climate Science Seminar** was released online as a series of six videos to provide the grape-growing industry and the public access to climate-resiliency tools, creating an impact among a broad audience.