

**Mendocino County  
Organic Winery & Vineyard Guide  
2006**

*“Mendocino County Leads the Nation in Organic Winegrowing”*

**18%** of Mendocino County vineyards are certified organic  
—compared to 1% in Sonoma County and  
5% in Napa County

**2,820** total producing acres that are  
certified organic compared to 565  
in Sonoma County

**15** wineries producing wine from certified  
organic grapes

**36%** of all certified organic vineyard acreage  
in California is in Mendocino County

## Comparison Data on Certified Organic Wine Growing in Mendocino, Napa, and Sonoma Counties\*

	<u>Total Bearing Acreage</u>	<u>Total Organic Acreage</u>	<u>Percentage</u>
<b>Mendocino</b>	<b>16,084</b>	<b>2,820</b>	<b>18%</b>
Napa	32,055	1,686	5%
Sonoma	57,050	565	1%

\*Figures are based on the 2005 Crop Report for Mendocino County, the Sonoma County Agricultural Crop Report 2005, and the Napa County Agricultural Crop Report 2005.

The above numbers include only those acres that are certified organic. It is estimated that with non-certified organic acreage included, the percentage of total acreage dedicated to organic wine growing in Mendocino County is closer to **25%**.

2005 Crop Report for Mendocino County -Not Yet Posted On the Internet-  
Phone (707) 463-4208 for more information

[2005 Sonoma County Crop Report](#)    [2005 Napa County Crop Report](#)

### Pure Mendocino Weekend

**Mendocino is California's leading organic county and will be hosting two days dedicated to sharing information about organic and sustainable living. Organic wine and food tasting and countywide organic farm tours benefit the Cancer Resource Center of Mendocino County.**

To purchase tickets visit our [registration page](#) or call 800-449-6483

Saturday • September 16th  
**Mendocino County Organic Wine & Food Tasting**  
Silent & Live Auction

**\$25 per person**

**4:00-7:00pm at Parducci Wine Cellars, 501 Parducci Road, Ukiah**

An afternoon of local wine and food pairings, and food demonstrations brought to you in partnership by acclaimed Mendocino County chefs, sustainable and organic farmers, and vintners. Silent and live auctions featuring one of a kind Mendocino artworks, rare wines, and more.

[Auction Description](#)

Sunday • September 17th  
**Organic Wine Tours**

Admission is FREE!!

Tours will take place at local organic farms throughout the county. This is an excellent opportunity for the whole family to see chemical-free farming firsthand, taste the bounty straight from the farm, and take a behind the scenes look at where our food comes from.

For a complete listing of participating farms, visit our

[Farm Tours page.](#)

## **Mendocino County Leads the Nation in Organic Winegrowing**

We are proud of the leadership role that the Mendocino Winegrowers have taken in developing successful organic winegrowing farming systems in California. This effort is a collaboration that has evolved over the last 20 years between young and old, farmer and university researchers, and alternative agricultural practitioners. Our roots in winegrowing go back 5 generations to the 1860's, and we've held on to the good traditions of growing vines the old ways.

To that we have added modern science and technology, including electronic weather monitoring, selecting cover crops that are especially suited for vineyards, IPM (integrated pest management), biological control, environmentally "soft" crop protectants, as well as new clones, trellises and drip irrigation. We are working with Mediterranean wine grape cultivars that love our warm sunny climate and make extraordinary wines (try some of the Coro wines to see for yourself). Some of our growers are also using the alternative agricultural practices of Biodynamics® in an attempt to make high quality wines that are balanced with nature, soil and the cosmos—a very different approach!

Finally, we are making extra efforts to protect our environment. We love where we live, and we are surrounded by nature. We recognize that our vineyards perform ecological services for our beautiful region, including absorbing water in the winter (watershed), making oxygen, recycling carbon dioxide and carbon, providing habitat for fish and wildlife, and creating breathtaking vistas for residents and visitors alike. Winegrowers are mostly local businesses that provide jobs, tax base, and economic activity for our community. But the main reason we do all of this is to make very tasty wines that we hope you will enjoy and remember us by. So pour yourself a glass and see what I mean!

Glenn McGourty  
University of California Viticulture and Plant Science Farm Advisor

## A Brief (Wine) History of Mendocino County

In the complex folds and valleys of Mendocino County, wine has been produced for over 150 years. In the 1850's farmers, many of whom were from Italy, brought varietals from the old country to their new home, re-creating the wines of their homelands. The vines planted on the slopes of Mendocino County's steep, sun-drenched terrain thrived, producing mostly rich, red wines.

Given Mendocino County's distance from major transportation routes and the sheltering nature of its remote terrain, much of the wine produced in the County stayed there; while to the more accessible south (nearer to San Francisco) Napa and Sonoma wineries gained higher profiles.

As these more southern counties found great success and expansion in the wine market, Mendocino County stayed largely hidden from view, growing other major crops such as hops and pears. Prohibition in the 1930's saw the end of hops, and the rise of pears and apples. Wine production, of course, dipped to almost nil and did not increase again until the 1960's "wine boom", when California wines were once again put on the map.

With greater ease of transportation the old vineyards were given new life; more vines were planted and new wineries sprung up. Wine drinkers discovered that Mendocino County's combination of old world skills and unique microclimates created superior wines and sales rose steadily. The pear and apple orchards began to dwindle, replaced by grape vines as Mendocino County wineries grew in size and profile.

In the 1970's the counter culture movement hit, as great numbers of young people with fresh ideas for natural living moved from cities near and far to the pristine splendor and calm of Mendocino County. They brought with them a consideration for the land that continues to this day—the notion of sustainability and continuing harvests that benefit the land, ourselves, and future generations.

Organic farming techniques were developed and implemented. Crops, such as pears, that were harder to grow organically, shrank; while organically grown wine grapes continued to spread. Today it is estimated that 25% of all wine grapes grown in Mendocino County are certified and non-certified organic. And though more than five times as many acres of wine grapes are grown in Sonoma and Napa counties, when compared to Mendocino County, they fall short by 25% in the total acreage dedicated to growing those wine grapes organically.

With the continuing success of organic products in the American market, Mendocino County is poised to reap the benefits of this sound and sustainable system of farming. Through a convergence of history, people, philosophy, and locale, Mendocino County continues to lead the United States in the growing and production of organic wine.

## DEFINITIONS

### “ORGANIC”

It's one of those words that seems to apply to an increasing array of trendy notions. Indeed, dictionary.com lists 14 different adjectives defined for this word (and one noun), however the definition that applies to agriculture is actually quite simple:

**organic—pertaining to, involving, or grown with fertilizers or pesticides of animal or vegetable origin, as distinguished from manufactured chemicals: *organic farming; organic fruits.*~**

But then even that definition doesn't really complete the picture. It doesn't explain the reasoning behind organic agriculture. Wikipedia defines it as such:

*According to the international organic farming organisation (IFOAM) : The role of organic agriculture, whether in farming, processing, distribution, or consumption, is to sustain and enhance the health of ecosystems and organisms from the smallest in the soil to human beings.\**

~ organic. (n.d.). *Dictionary.com Unabridged (v 1.0.1)*. Retrieved September 08, 2006, from Dictionary.com website:  
<http://dictionary.reference.com/search?q=organic&x=24&y=11>

\*Organic farming. (2006, September 4). In Wikipedia, The Free Encyclopedia. Retrieved 02:44, September 9, 2006, from [http://en.wikipedia.org/w/index.php?title=Organic\\_farming&oldid=73831571](http://en.wikipedia.org/w/index.php?title=Organic_farming&oldid=73831571)

### “BIODYNAMIC”

The term “Biodynamic©” applies specifically to the philosophies of Rudolf Steiner, who believed that the earth itself must be viewed as a living organism that can be nurtured or harmed. He believed that the best form of agriculture is one that takes into account and complements all of the many characteristics of the land being utilized.

With certified Biodynamic© farming, the rules of organic farming are narrowed dramatically; applied specifically to the Biodynamic© farm's ecosystem. Certification can be a costly and very difficult process that often takes years to accomplish. True Biodynamic© certification in the United States is only granted through the Demeter Association.

### “SUSTAINABLE”

Sustainable agriculture is best described as farming methods that have negligible impact on the land and surrounding ecosystems. If practiced properly, sustainably maintained farmland should thrive as it continues to produce far into the future.

## Barra of Mendocino

There are few wine growers in the world, much less in Mendocino County, who have the experience of Charlie Barra. His family immigrated to the area from Italy in the early 1900's, bringing with them Old World values and practices, and finding the climate and soil in Mendocino County ideal for their vines. While he and his wife Martha have been making wine for over ten years, his knowledge of the business goes back much farther. For 61 years he has been growing wine grapes in and around Redwood Valley, starting when he was just 17, growing Zinfandel vines on 20 acres of leased land.

He remembers many years ago when the use of toxic chemicals was more prevalent, watching friends and co-workers taken to the hospital after exposure to pesticides, and himself coming home from the vineyards with his eyes burning, barely able to see.

"It seemed pretty obvious to me back then," says Charlie. "Seeing the effects of these chemicals, and the damage they were doing not only to the people but to the land and the water and the animals, that if there was a way to farm without using toxins I should do it."

And he did. It wasn't much of a stretch for Charlie. Growing organically was nothing new to him. It was the common practice back in Italy where land was scarce, and the farmer knew that proper concern for the land was the only way to ensure good yields in future harvests.

"I always tell people we've been growing grapes organically for fifty years, but didn't know it for the first thirty," says Charlie.

During those thirty years he sold varietals like Cabernet, Riesling, and Pinot Noir to elite wineries like Mondavi who knew Charlie was on to something special; this during an age when the most popular wines were generic table wines like Hearty Burgundy and Chablis.

Their 200 acres of vineyards grow a selection of ten different varietals which are produced and bottled entirely in Mendocino County. And as the market for organic wines grows, much of Barra of Mendocino's sales are predicated on the fact that they are organic. Now with Charlie's Girasole and Barra of Mendocino brands doing so well, it seems the rest of the world agrees that the age-old art of sustainable winemaking translates into something beautiful on the palette. Decades of dedication to creating quality wines and a brighter future have paid off.

"The evidence is there," says Martha. "Environmental stewardship works."

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Mailing Address: PO Box 196  
Redwood Valley, CA 95470

Tasting Room: 7051 North State Street,  
Redwood Valley, CA 95470

Phone: (707) 485-0322  
Fax: (707) 485-6784

Tasting Room Hours: 9:30am-5:30pm Daily

Website: [www.barraofmendocino.com/](http://www.barraofmendocino.com/)

Acres Farmed Organically: 40

Certified By: CCOF

Certified Since: 2003

Barra/Girasole Varietals: Muscat Canelli, Pinot Blanc, Chardonnay,  
Pinot Noir, Petite Sirah, Cabernet Sauvignon, Sangiovese, Zinfandel



## Bonterra

In 1984, as Fetzer Vineyards' popularity continued to climb, Mendocino County's best known wine brand did a very odd thing; they performed an experiment by building a five acre organic and Biodynamic® garden in Hopland. With a keen eye, they watched as the garden grew and thrived, proving there was no need for synthetic chemicals to keep it stable and productive. When they finally sampled the fruits of their labors, there were even greater payoffs to be found in the produce's wonderfully complex and rich flavors.

The question begged to be asked: if the same organic farming principles were applied to their grapes, would the wine taste better? Since 1990 Fetzer Vineyard's highly-praised Bonterra label has answered that question with an enthusiastic "Yes". Today Bonterra maintains a winery and nine different varietals currently certified by the CCOF—all of them in Mendocino County. Their two Biodynamic® vineyards (McNab and Butler Ranches) are where much of the quality research into Biodynamics® has taken place.

Bob Blue, general manager and winemaker, has been a guiding force for Bonterra from the very beginning; and knows organic certification involves a process of constant growth. According to Blue, paying close attention to detail has resulted in healthier vines and higher-quality fruit. Through annual inspections and regular contact with their certifier, Bonterra has developed more conscientious and effective management techniques—techniques that, they believe, result in better wines.

According to the critics, they're right. Accolades have poured in from all over the world, praising the fresh flavors and delicate balances Bonterra's organic wines have become known for.

Now with Brown-Forman's considerable muscle backing them, Bonterra is considered by some to be the highest profile organic wine in the United States. Fueled by this success, Bonterra is on the forefront of taking what was previously considered to be an "alternative" form of winemaking into the mainstream. For Bob Blue and company, the philosophy of sustainability came naturally when it came to winemaking in Mendocino County.

Bob believes Mendocino County is the "epicenter of organics"; from where the message is spreading as each farmer discovers the benefits of sustainable farming and passes on that information to other farmers. In the meantime, Bonterra will continue to be a standard-bearer for successful sustainability.

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Mailing Address: 2231 McNab Ranch Road  
Ukiah, CA 95482

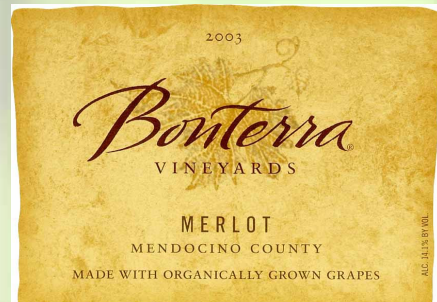
Website: [www.bonterra.com/](http://www.bonterra.com/)

Acres Farmed Organically: 1821

Certified By: CCOF/Demeter

Certified Since: 2000

Varietals: Roussanne, Viognier, Chardonnay, Syrah,  
Merlot, Cabernet Sauvignon, Muscat, Zinfandel,  
Sauvignon Blanc, Carignane



## Ceago

When Brown-Forman purchased Fetzer in 1992, Jim Fetzer was happy to go back to the vineyards and start again on a smaller scale. One year later Ceago Vinegarden was born. In 1999 they released the first vintage from their organically certified winery—a Merlot from the vines of the McNab ranch, which Jim had replanted and reorganized into an organic vineyard. The response from the public was immediate and overwhelming in its approval; so much so that Brown-Forman purchased the McNab Ranch soon afterward and is now the flagship vineyard for their Bonterra organic label.

Jim went back to The Home Ranch—the family vineyard located in Redwood Valley where he now continues the sustainable traditions the Fetzers have kept for generations. The Home Ranch was certified organically by the CCOF as soon as certification was available, and then Biodynamically© in 1997, making Ceago Vinegarden the second wine producer ever to be certified by Demeter.

For Jim and Ceago winemaking is about being true to the uniqueness of the land. He believes the best grapes reflect the characteristics of the land it's grown on—the warm days and cool nights, the clay in the soil, and every other ecological factor that influences the nature of the vines. It's about allowing the balance of the wine to be tied directly to the land—to showcase the land and all its aspects.

Ceago has discovered success, but continues to find educating the public to be a challenge, since many still don't understand the philosophical reasons behind creating organic wines. But then they take a taste and Jim's message becomes obvious.

"Folks may be a little timid at first," says Jim's daughter and Ceago's Marketing Executive, Katrina Fetzer. "But once they try our wine the responses are all very similar. They'll usually mention two qualities. They notice our wines are unique and also very well-balanced." Katrina smiles. "Then they usually end up buying some."

It's easy to understand balance when you consider Jim Fetzer's effort to maintain its own ecological balance. By bringing together diverse selections of plant and animal life on their farm, Ceago has created a natural ecosystem that creates the purest expression of the site. It is a delicate balance that makes its way into every bottle.

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Mailing Address: PO Box 3017  
Nice, CA 95464

Tasting Room: 5115 East Highway 20  
Nice, CA 95464

Phone: (707) 274-1462  
Fax: (707) 274-9736

Tasting Room Hours: 10am-5pm Daily

Website: [www.ceago.com/](http://www.ceago.com/)

Acres Farmed Organically: 270

Certified by: Demeter/Stellar/CCOF

Certified Since: 1997

Varietals: Syrah Rose, Chardonnay, Sauvignon Blanc, Cabernet Sauvignon



## Chance Creek

Chance Creek's 14 acres of Sauvignon Blanc, Sangiovese, and Viognier are grown on an old, formerly forgotten vineyard in Redwood Valley that Lou Bock discovered in 1979, when it was overgrown with manzanita and oak. Since then, he has worked to produce wines that capture the real character of this special plot of land, and has found success in the critical acclaim he's received for his Sauvignon Blanc, Viognier, and Sangiovese.

But what sets Chance Creek's Lou Bock aside from many other organic grower/producers is one very essential farming ingredient—sheep. And why not? The 35 sheep do double duty, grazing on weeds and the cover crop of grasses and clover he replants every three or four years, and fertilizing the earth while they work.

"They go wherever they want," says Lou. "They come in after harvest and leave after June before they can eat the ripening grapes. They do eat olive tree bark, but they leave the vines alone."

It's creative farming methods like this that have kept Chance Creek in the business of producing CCOF-certified organic wines for every one of their 15 years of winemaking.

But sheep aren't the only trick up Lou's sleeve.

Along with a mixture of organic compost and manure he sprays his own product—a seaweed fertilizer branded as "Kelp Sea Life", which not only stimulates growth, promotes ripening, and helps the vines better withstand stress, it works as a fungicide as well. "There's an immediate effect on the vines after you spray," says Lou. "After a few hours the leaf color is more vibrant and the vines literally look like they've perked up."

Chance Creek grows Viognier—a varietal, Lou has learned, that needs to be thinned dramatically to produce a balanced wine. His Sangiovese is a clone from Brunello that produces intense wild black cherry and anise flavors, and his popular (and award winning) Sauvignon Blanc comes from some of the first vines he planted 25 years ago.

"I'm doing it because sustainable farming is where it's at. I'm a die-hard and people realize that we're creating something good because of the way we farm. Plus, I don't want my kids or workers around poisons if I can help it."

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Mailing Address: Louis Bock  
PO Box 251  
Davenport, CA 95017

Phone: (831) 423-3006  
Fax: (831) 423-1026

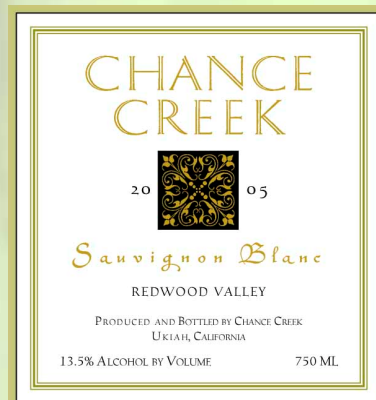
Email: [wines@bockwines.com](mailto:wines@bockwines.com)

Acres Farmed Organically: 17.5

Certified By: CCOF

Certified Since: 1991

Varietals: Sangiovese, Sauvignon Blanc, Viognier



## Frey Vineyards

It's impossible to discuss sustainable wine-growing without mentioning Mendocino County's Frey Vineyards. Founded in 1980 by Jonathan and Katrina Frey, they were organic from the very beginning and are the oldest organic winery in the U.S.

Since that time Frey Vineyards has become a family operation, with family members participating in every aspect of wine production; maintaining the crops, harvesting, crushing, bottling, and more.

No organic standard for wine production existed when they began, and until official certification was available they simply wrote on their label "grapes grown organically". Today they operate under CCOF certification and are also the first wine producer to make wine under stringent Biodynamic® guidelines, and are one of only a small handful of wineries who don't use sulfites to preserve their wines.

Being at the forefront of what was, at that time, a fairly controversial subject, the Freys staked their futures on the idea that sustainable agriculture meant more than making a quick buck. And with attitudes quickly changing about the positive benefits of organic methods, the pay-off for Frey Vineyards has been an increasingly profitable and higher-profile business that justifies the philosophies they have championed for over 25 years.

Harvesting from their own 90 acres of estate vines, Frey also buys from about twenty local certified organic growers, offering organic wine lovers a wide selection of varietals; from Gewurztraminer to Sauvignon Blanc to Syrah and Sangiovese. They also offer two different blended wines (Natural White and Natural Red), but generally stick with single varietals.

"It's a wonderful niche to be in," says Katrina. "We're part of the long-time group here in Mendocino County that has worked hard to turn people's opinions around about their attitude towards organics."

Now, with data emerging that shows that organic farming concentrates flavinoids and pigments, it seems that folks like Katrina might be right about something else, too. It might not only be better for the environment, organic wine may very well taste better, too.

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### Mailing Address/

Tasting Room: 14000 Tomki Road  
Redwood Valley, CA 95470

Phone: (707) 485-5177  
-Toll Free (800) 760-3739  
Fax: (707) 485-7875

Tasting Room Hours: TASTINGS BY APPOINTMENT ONLY

Website: [www.freywine.com](http://www.freywine.com)

Acres Farmed Organically: 91

Certified By: CCOF/Demeter

Certified Since: 1996

Varietals: Chardonnay, Gewurztraminer, White Zinfandel, Sauvignon Blanc, Zinfandel, Syrah, Cabernet Sauvignon, Merlot, Sangiovese, Petit Sirah, Pinot Noir



## Graziano Family of Wines

The Graziano Family have been growing grapes in Mendocino County's fertile soil since 1918 when Greg Graziano's grandfather, Vincenzo Graziano, and his wife Angela, first planted vineyards in Mendocino County. After surviving both Prohibition and the Great Depression, Vincenzo and other grape growers formed the Mendocino Vineyards Winery in Ukiah. Many years later this winery was sold and became a vital portion of the famous Cresta Blanca Winery.

Ready to take his grandparents' dreams to the next level, Greg Graziano started his winery in 1988, creating unique varietals under four different brands: Saint Gregory, Monte Volpe, Enotria and Graziano. Still a family business, the Grazianos are now producing organically grown fruit on about 100 acres, and have been buying organically certified grapes for about eight years for production in their organically and Biodynamically© certified Redwood Valley winery.

According to Greg, practicing sustainable winemaking isn't just an option—it's the best possible solution. It makes just as much sense ethically and philosophically as it does in business. When producers use environmentally sound methods of farming they promote more productive farmland that will continue to produce high-quality fruit long into the future. And since the organic market is growing in size and with an increasingly high profile, it makes sense to be a part of it.

Organic wines currently produced by Graziano's award-winning winery include; Graziano Zinfandel from Robert Parker's Redwood Valley Vineyards, Graziano Zinfandel from the family's Graziano Vineyards (using 32 year-old vines), as well as the Enotria Moscato from the family's Tournour Vineyards.

Though Graziano's organic wine production is a small portion of their business, Greg Graziano feels it is absolutely vital to make organic wines available to wine buyers. The greater the selection of organic wines made available to the consumer, the better the odds a consumer will try them and experience for themselves why organic is so significant. The momentum for change is certainly there, and Greg Graziano firmly believes that Mendocino County is in a perfect position to lead the charge.

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Winery Address: 1170 Bel Arbres Road  
Redwood Valley, CA 95470  
Phone: (707) 485-9463  
Fax: (707) 485-9742  
Tasting Room: 13251 South Highway 101, Suite 3  
Hopland, CA 95449  
Phone: (707) 744-VINO (8466)  
Fax: (707) 744-8470  
Tasting Room Hours: 10am-5pm Daily  
Website: [www.grazianofamilyofwines.com](http://www.grazianofamilyofwines.com)  
Acres Farmed Organically: 100  
Vineyard Certified By: CCOF  
Winery Certified By: Stellar  
Certified Since: 2000

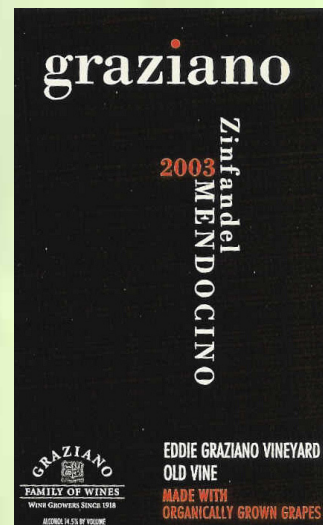
#### Varietals:

**Saint Gregory:** Pinot Noir, Pinot Meunier, Pinotage, Pinot Blanc

**Monte Volpe:** Pinot Grigio, Tocai Friulano, Sangiovese, Montepulciano, Negroamaro

**Enotria:** Arneis, Moscato, Barbera, Dolcetto, Nebbiolo

**Graziano:** Zinfandel, Petite Sirah, Carignane, Sauvignon Blanc, Chenin Blanc



## Handley Cellars

Though Handley Cellars has been using organic farming techniques since the early '90's, it wasn't until 2005 that the CCOF officially certified their vineyard as organic. Owner and winemaker Milla Handley explains that she opted for official certification because as she traveled around the country, she observed the organic movement expanding rapidly. Stores like Whole Foods and Trader Joe's were offering more organic products to meet the obvious consumer demand for these items.

For Milla Handley, labels or no, organic farming has always been right. "It's the farming method that takes into account the bigger picture," says Milla. "It's the way to be a good neighbor and a good employer. No one has to deal with the toxins. The rivers stay clean."

For Handley Cellars, organic farming is part of a healthy lifestyle. By creating an herbicide-free, sustainable farming environment, Handley maintains a balance between humans and nature, making sure that damages never occur. Milla Handley likens it to "...getting your body in shape so you never need a heart bypass."

When it comes to winemaking, organic farming is also about producing the highest-quality fruit with the greatest depth of character. By using sustainable methods, Handley believes she can best bring out the "terroir" of her corner of Anderson Valley. Her Pinot Noir, Chardonnay, and Gewürztraminer are winning high praise around the nation (her 2005 Gewürztraminer received 93 points from *Wine & Spirit*).

The Handley Cellars Estate Vineyard is located in scenic Anderson Valley, Mendocino County. Many of the current residents came in the late 60's and started organic farming then. The farming community is small, with old-timers and more recent organic farmers living, working, and learning together.

It is against the backdrop of that Mendocino County history, philosophy, and spirit of craftsmanship and cooperation that Handley Cellars has grown into the premiere winery it is today.

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Mailing Address/

Tasting Room: 3151 Hwy. 128  
Philo, CA 95466

Phone: (707) 895-3876  
-Phone Toll Free (800) 733-3151  
Fax: (707) 895-2603

Tasting Room Hours: 10am-5pm Daily  
(Nov-Apr)  
10am-6pm Daily  
(May-Oct)

Website: [www.handleycellars.com/](http://www.handleycellars.com/)

Acres Farmed Organically: 30

Certified By: CCOF

Certified Since: 2005

Varietals: Riesling, Viognier, Chardonnay, Gewurztraminer,  
Pinto Gris, Sauvignon Blanc, Pinot Noir, Zinfandel, Pinot Noir  
Rose



## Jeriko

For Jeriko's Danny Fetzer, being organic is a lifestyle, first and foremost; and it is just as much an approach to life as it is an approach to farming or business. Danny will be the first to admit that being a winemaker came with the territory. It's in his blood. He grew up in the successful Fetzer winemaking family, believing strongly in the sustainable farming techniques his family practiced. That profound influence, together with the organically-leaning lifestyle found in Mendocino County, makes it seem almost unavoidable that when given the chance to own and operate his own winery, Danny would choose to found Jeriko as an entirely organic wine estate .

"Grapevines are like people," says Danny. "If you're a healthy person in a healthy environment you won't have as many of the health issues you'd have if you were surrounded by the unhealthy stuff. If you can create the balance organically you'll have a better product."

Since releasing their first vintage (a Chardonnay in 2000) Jeriko seems to have proven this theory correct. Though they've only been in business for a handful of years, they're already starting to receive great critical praise for their wines. Their 2001 Brut, in particular, is not only the first sparkling wine ever to be made in the United States, it was also acknowledged as one of the best when it received the Gold Medal and Best in Show at the 2005 Orange County Wine Fair Competition—one of the country's largest and best-known wine competitions.

Certainly being certified both organic and Biodynamic© hasn't hurt Jeriko. Business is definitely good. Thanks in part to their international organic certification, the last two or so years have seen Jeriko expanding throughout global markets. Due to this demand, the production on their 100% estate-grown wines is going up as well.

Danny believes sustainable winemaking is going to be around for a long time; and what better place to grow than Mendocino County, where so many people really believe in supporting organic farmers and the whole organic movement in general. For Jeriko, Mendocino County is starting to look like the launching pad for a successful winery.

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Mailing Address/  
Tasting Room: 12141 Hewlitt & Sturtevant Road  
Hopland, CA 95449

Phone: (707) 744-1140  
Fax: (707) 744-1348

Tasting Room Hours: 10am-5pm Daily

Website: [www.jerikoestate.com/](http://www.jerikoestate.com/)

Acres Farmed Organically: 113

Certified By: CCOF/Demeter (pending)/ USDA

Certified Since: 1998

Varietals: Brut Chardonnay, Chardonnay, Pinot Noir, Sangiovese,  
Merlot, Syrah, Pinot Noir Rose



## Mendocino Wine Company

One could argue that when it comes to winemaking, Mendocino County owes a debt to synchronicity. The history, climate, and terrain all came together to form an ideal grape growing locale. The same could certainly be said for the Mendocino Wine Company. In 2004 when Paul Dolan, fresh from completing 27 years of guiding Fetzer's dominant rise into the international wine market and sustainable winemaking, met Tim Thornhill, an accomplished horticulturalist and manager of his family's La Ribera Vineyard, great things were bound to happen.

Soon after, these family grape-growers (Tim Thornhill, his brother Tom Thornhill, and Paul Dolan) purchased the historic Parducci Winery. They swiftly turned it into a company that reflected their convictions, with a completely sustainable business model—one that included three different bottom lines. Paul Dolan named this business principal "E3"; the three "E's" standing for Economics, social Equity, and Environment. By taking the notion of sustainability to the next level, Mendocino Wine Company is doing its best to spread the word that sustainability works in all aspects of the business world.

They lead by example. Their Organic and Biodynamic processing facility, one of only a handful nationwide, is used by sustainable winemakers from near and far, and their wines have become so popular Mendocino Wine Company was named the "#1 Hottest Small Brand" for 2005 by Wine Business Monthly. The Mendocino Wine Company partners farm 70 acres that are certified Organic and Biodynamic, 85 acres certified Organic (with 44 of those acres in transition to Biodynamic), and 242 acres in transition to Organic.

Mendocino Wine Company continues to produce the Parducci, Sketchbook, and Zingaro brands it started with, and is adding new and dynamic brands like Roselle, Tusk 'N Red, Big Yellow Cab (it's a Cabernet) and their most recent, Zig Zag Zin. Also coming soon will be a Paul Dolan brand focused on Biodynamic grapes grown on his family's Dark Horse Ranch, located, of course, in Mendocino County.

Though Mendocino Wine Company has certainly earned its share of wine awards and accolades, their success is gauged more by the fact that they grow on their own terms, as a sustainable enterprise that finds success not just by making money, but by protecting the same land that produces the grapes, and the employees who work for its continued achievement.

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Mailing Address/

Tasting Room: 501 Parducci Road  
Ukiah, CA 95482

Phone: (707) 463-5350  
Fax: (707) 462-7260

Tasting Room Hours: 10am-5pm Daily

Website: [www.mendocinowinecompany.com/](http://www.mendocinowinecompany.com/)

Acres Farmed Organically:

70 Organic/Biodynamic©  
85 Organic  
-with 44 of those acres in transition to  
Biodynamic  
30 in 2nd year of organic transition  
212 in transition to organic

Certified By: CCOF/Demeter

Certified Since: 2003

Varietals: Pinot Grigio, Muscato, Sauvignon Blanc, Chardonnay, Pinot  
Noir, Merlot, Zinfandel, Cabernet Sauvignon, Petite Sirah, White Zinfandel,  
Muscat Canelli, Syrah, Syrah Rose



## Yorkville Cellars

Inspired by a *Sunset* magazine article, Deborah and Edward Wallo made a visit to Mendocino County and immediately fell in love with its distinctive natural beauty and rural pace. They wasted no time looking for just the right setting to call home, and within a few months were fortunate enough to stumble upon a stunning, out of the way spot in Yorkville, a tiny village just beyond the southern tip of Anderson Valley. Their home is a special place: a highland valley where the waters of the Russian and Navarro Rivers intertwine—where giant coastal redwoods mingle with valley oak. After discovering their new home held the perfect conditions for growing grapes, they soon began developing vineyards.

Both vineyards on the Yorkville property have been certified organic and are assiduously maintained. The first vineyard, 13 acre Randle Hill Vineyard, dates back to 1982, and is located behind the tasting room. It is currently planted with two white varieties—Sauvignon Blanc and Semillon. Planted in 1990 in the front of the tasting room lies Rennie Vineyard; part of its 17 acres running along twisting Highway 128. It includes all five of the main red grapes originating in Bordeaux, France: Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec, and Petit Verdot. Yorkville Cellars is the only known winery in California to grow all seven of the Bordeaux grapes and produce each of those single varieties each vintage.

In 2006, Yorkville Cellars is proud to be celebrating 20 very successful years of CCOF certification. After 158 medal awards in the last 5 years, national recognition including several “Top 100 Wines of the Year” listings, and accolades from top wine critics, Deborah and Edward’s goal has never wavered. They are still in love with their home, and are committed to making fine wines that reflect Mendocino County’s unique sense of place. They believe that in order to capture that essence, the land must be allowed to speak for itself—and what better way to do that than through organic farming. Judging by their reactions, wine lovers agree.

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Mailing Address: PO Box 3  
Yorkville, CA 95494

Tasting Room: 25701 Highway 128  
Yorkville, CA 95494

Phone: (707) 894-9177  
Fax: (707) 894-2426

Tasting Room Hours: 11-5 Daily

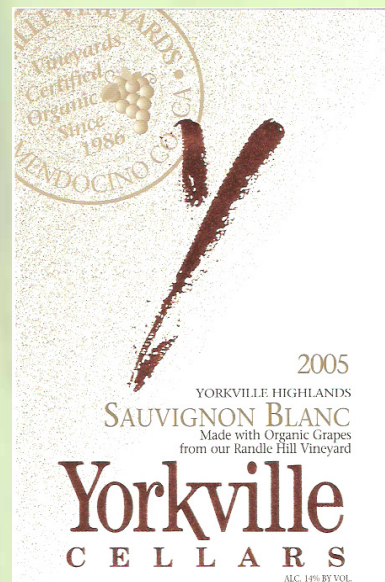
Website: [www.YorkvilleCellars.com](http://www.YorkvilleCellars.com)

Acres Farmed Organically: 30

Certified By: CCOF

Certified Since: 1986

Varietals: Sauvignon Blanc, Semillon, Cabernet Franc, Merlot,  
Cabernet Sauvignon, Malbec, Petit Verdot



## Interesting Links

### Sustainable Certification Organizations

USDA Organic Certification	<a href="http://www.ams.usda.gov">www.ams.usda.gov</a>
CCOF Organic Certification	<a href="http://www.ccof.org">www.ccof.org</a>
Demeter Biodynamic© Certification	<a href="http://www.demeter-usa.org">www.demeter-usa.org</a>
Organic Farming Research Foundation	<a href="http://www.ofrf.org">www.ofrf.org</a>

### Additional Organic Information

The New Farm	<a href="http://www.newfarm.org">www.newfarm.org</a>
How To Read Organic Wine Labels	<a href="http://www.organicconsumers.org">www.organicconsumers.org</a>
Organic Trade Association	<a href="http://www.ota.com">www.ota.com</a>
Organic Wine Journal	<a href="http://www.organicwinejournal.com">www.organicwinejournal.com</a>

### Mendocino County Wine Links

Mendocino County Promotional Alliance	<a href="http://www.gomendo.com">www.gomendo.com</a>
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## 2006 CCOF Winegrowers and Winemakers in Mendocino County

### Winegrowers

Barra Family Vineyards  
Beckstoffer Vineyards  
Bonterra Vineyards  
Butow Vineyards  
Ceago Estate Wines  
Ceago Vinegarden  
Chance Creek Vineyards  
Chase Vineyards  
Cold Creek Ranch  
Cox Vineyards  
Dark Horse Vineyards  
David & Sarah Downey  
Fetzer Vineyards  
Filigreen Farm/ Yggdrasil Land  
Foundation  
Frey Vineyards  
Graziano Vineyards  
Handley Cellars  
Hillside Vineyards  
Hoover Vineyards  
Inland Ranch  
Jeriko Vineyards  
John & Joyce Myers  
Lakeview Vineyards

Light Vineyards  
Lolonis Vineyards  
McDowell Valley Vineyards  
McFadden Farm  
Mendocino Wine Group  
Mountanos Vineyards  
Parducci Wine Cellars  
Patianna Vineyards  
Rancho Chiquito  
Red/Cypress Hill Vineyards  
Redwood Valley Juice Co.  
Redwood Valley Vineyards  
Sanel Valley Vineyards  
Saracina Vineyards  
Sciacca Vineyards  
Shadowbrook Farms  
Sozzoni Bros.  
Starr-Milano, Inc.  
The Poor Ranch  
Thompson Vineyards  
Tomki Vineyards  
Uncle Bob Vineyards  
Upton Vineyards  
Vecino Vineyards  
Walker  
Yorkville Cellars

### Wineries

Barra of Mendocino  
Bonterra  
Ceago  
Chance Creek  
Frey Vineyards  
Graziano Family  
Handley Cellars  
Jeriko Estate  
Le Vin  
Lolonis Winery  
McFadden Vineyards  
Mendocino Wine Co.  
Patianna Vineyards  
Saracina  
Yorkville Cellars