



KEY FACT SUMMARY

Mendocino County's authentic "green" credentials are unsurpassed by any other wine region in the world. The region is dominated by family farmers, many of whom have lived for two or more generations on their land—some tracing their roots to the first settlers in the 1850's. The entire farming community has a rare appreciation of the connection between man and earth. These farmers, grape growers and winemakers among them, were at the forefront of the sustainable, organic, Demeter certified Biodynamic®, and fish friendly farming movement long before it gained the attention of the general population. "America's Greenest Wine Region" is not a marketing slogan: it is the true reflection of all that this vast and varied county offers those who seek healthy foods and beverages and accessible yet pristine travel destinations.

Wineries: Mendocino County is home to 84 bonded wineries. Of these:

- 10 wineries are Demeter certified Biodynamic®
- 35 wineries are Fish Friendly Farming certified, plus 2 more are working toward certification
- 21 wineries have certified organic vineyards
- 8 wineries have un-certified organic vineyards
- 22 wineries report sustainable winegrowing practices
- One winery uses 100% solar power
- One winery is the first to be certified carbon neutral

Vineyard Entities: 343 vineyard entities grow wine grapes in Mendocino County. 28% of Mendocino County's winegrapes are certified organic or biodynamic -- 400% more than any other region in the U.S.

Acreage: Mendocino County encompasses a total area of 2.4 million acres. Of these:

- 16,400 acres are planted to wine grapes (.68%, < 1% of total acres)
- 275.8 acres of vineyard are Demeter Certified Biodynamic® (1.71% of total winegrape acreage)
- 413.7 acres of vineyard are pending Demeter certified Biodynamic® (2.57% of total wine grape acreage)
- 3943 acres of vineyard are certified organic (24% of total wine grape acreage)

Top Five White Varietals by Acreage (March 2009)

- Chardonnay 4,656
- Sauvignon Blanc 822
- Gewurztraminer 231
- Viognier 110
- Chenin Blanc 98.4

Top Five Red Varietals by Acreage (March 2009)

- Cabernet Sauvignon 2,432
- Pinot Noir 2,251
- Zinfandel 2010
- Merlot 1,727
- Syrah 735

Appellations and AVAs: An appellation is a winegrowing region with officially recognized boundaries. In the U.S., there are three classes of appellations: states, counties, and regions more specifically defined by actual growing conditions, known as American Viticultural Areas (AVAs). The Mendocino County appellation is within the larger North Coast appellation. Within Mendocino County there are twelve approved and pending (*) AVAs.

<u>AVA</u>	<u>Approved</u>	<u>Land Area</u>	<u>Vineyards</u>
Anderson Valley	Sept 1983	58,532 acres	2,050.5 acres
Cole Ranch	May 1983	187 acres	60 acres
Covelo	March 2006	4,563.2 acres	2 acres
Dos Rios	Nov 2005	15,500 acres	6 acres
McDowell Valley	Feb 1987	2,225 acres	540 acres
Mendocino	July 1984	327,430 acres	136.8 acres
Mendocino Ridge	Dec 1997	87,466 acres	75 acres
Potter Valley	Nov 1983	28,805 acres	1,906.2 acres
Redwood Valley	Feb 1997	32,046 acres	2,590 acres
Sanel Valley*	application pending	na	2,288 acres
Ukiah Valley*	application pending	na	6,182.5 acres
Yorkville Highlands	June 1998	40,000 acres	401 acres

Vineyard acreage from 2008 Mendocino County Crop Report

Overall Agriculture: 19,733 acres are planted to various agricultural crops

<u>Crop</u>	<u>Total Acreage</u>	<u>Certified Organic</u>	<u>% Certified Organic of Total</u>
Winegrapes	16,400	3,943	24%
Apples	265	167	59%
Pears	1,953	231	11.90%
Vegetables	320	315	98%
Miscellaneous Fruit	343	110	32%
Nursery and Cut Flower	64	7	4%
Pasture	371,000	2,972	1%
Total (less pasture)	19,345	3,773	20%

Watersheds: Mendocino County is rich with rivers and encompasses three major drainage basins, also know as watershed areas: Eel, Russian and Coastal. Within these, Mendocino County has two designated research areas designed to collect baseline data and monitor the overall health of the system. Pristine Elder Creek, a tributary of the South Fork Eel, is a National Landmark stream, one of about 70 in the country, and is regularly monitored by the U.S. Geological Survey. Caspar Creek, in the Jackson State Forest, has been studied since 1960 by both the California Department of Forestry and the U.S. Forest Service.

Length of Mendocino Coastline: 120 miles

The Mendocino Winegrape & Wine Commission is an alliance of 84 wineries and 343 winegrape growers in Mendocino County, California. We place a strong emphasis on education, research, and specialized viticultural techniques appropriate to growing grapes and making wine in our 12 diverse regions. From pristine wild lands and coastline to multi-generational hands-on family farmers and winemakers, America's greenest wine region is at the forefront of the sustainable, organic, Biodynamic and fish friendly farming movements.

Our website, **TrueMendocinoWine.com**, conveys the integrity of winegrapes, wines and people that define the Mendocino wine.