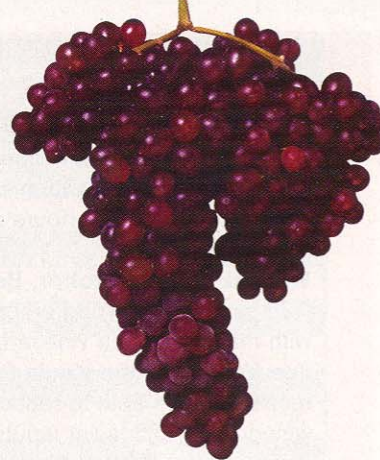


Top Grape Growers



American/Western Fruit Grower presents the nation's largest grape growing operations, and the path they have followed to building successful businesses.

IT TAKES both commitment and dedication to become a leader in your industry. You'll find some examples of this hard work in *American/Western Fruit Grower's* Top Grape Growers report, sponsored by Makhteshim Agan of North



Commit to Quality

Research Strategies to Cut Costs

Organize for Market Strength

Promote Environmental Stewardship

An American/Western Fruit Grower Initiative

America. This list is based on and ranked according to wine, table, and raisin grape acreage owned or leased by one company that is responsible for maintaining it. By making the right decisions and using their resources effectively, these growers have worked their way up to become the largest operations in the industry.

Within this report, you'll also learn more about how the success of some of these companies is a reflection of *American/Western Fruit Grower's* CROP initiative. We'll take a close look at each of the four components of CROP, and the strategies the companies are taking with regard to each of them. These companies have used elements of the CROP initiative to develop successful grape and wine operations.

Commit To Quality

- **Jason Smith, Valley Farm Management, Soledad, CA:** "We are actively seeking a better relationship and communication with our customers, local wineries. By spending more time in the field with customers, we are able to understand and deliver exactly what they need."
- **Mike Burden, Lent-Burden Farming, Modesto, CA:** "We have participated in numerous trials to improve quality, while at the same time attempting to reduce costs."
- **Carl Evers, Farmland Management Services, Turlock, CA:** "We work with packers and processors on defining what degree of quality is needed, and provide an incentive if it is achieved."
- **W. Andrew Beckstoffer, Beckstoffer Vineyards, Rutherford, CA:** "We achieve this through communication with wineries, using a bottle price formula to promote a united approach, research into the latest techniques, and education of managers and field workers."
- **Joe Valente, John Kautz Farms, Lodi, CA:** "We aim to be able to produce high-quality winegrapes and to be able to compete with the world market."

Other Resources

- The Grape Doctor (www.grapedoctor.com) is the home page of Richard T. Nagaoka, a viticultural consultant in St. Helena, CA, in the heart of the Napa Valley, who offers full-service viticultural consulting to growers worldwide.
- University of California-Davis Department of Viticulture and Enology (<http://wineserver.ucdavis.edu/winegrape>) is designed to help improve the quality and value of grapes, raisins, and wine for consumers by the application of new information and a better understanding of grape and wine qualities.
- Cornell University Grape Web site (www.fruit.cornell.edu/grapes.html) provides information for Eastern grape growers looking to improve the quality of their vines.

Of course, there are other areas for you to learn as well. Within each component, we've also listed additional resources and Web sites you can use to incorporate CROP into your own business. Whether they are universities or associations, these resources can provide valuable assistance.

Research Strategies To Cut Costs

- **Mike Burden, Lent-Burden Farming:** “We have reduced labor costs with mechanization, and have reduced tractor hours per acre through chemical mowing.”
- **W. Andrew Beckstoffer, Beckstoffer Vineyards:** “We have a continuing program of experimentation with machinery and vineyard procedures.”
- **Joe Valente, John Kautz Farms:** “We use new research to be able to reduce labor costs and grow winegrapes with lower inputs.”
- **Jason Smith, Valley Farm Management:** “We are continually using sustainable measures to cut costs and farm our grapes based on timely applications and diligent monitoring.”
- **Carl Evers, Farmland Management Services:** “We get bids for larger volumes of material and use a zero base budget process. We also experiment with low-cost ideas and implement low-cost ideas incrementally.”

Other Resources

- Texas Winegrape Network (winegrapes.tamu.edu)
- University of California Fruit and Nut Research and Information Center (<http://fruitsandnuts.ucdavis.edu/crops/grape.shtml>)



Organize For Market Strength

- **Joe Valente, John Kautz Farms:** “We have a strong local and state winegrape commission to market and promote local winegrapes and wines.”
- **W. Andrew Beckstoffer, Beckstoffer Vineyards:** “We coordinate sales to over 50 wineries.”

Other Resources

- California Association of Winegrape Growers (www.cawg.org)
- California Table Grape Commission (www.tablegrape.com)
- Lodi Woodbridge Winegrape Commission (CA) (www.lodiwine.com)
- Washington Association of Wine Grape Growers (www.wawgg.org)
- Finger Lakes Grape Program (www.cce.cornell.edu/programs/finger-lakes-grape)
- American Society for Enology and Viticulture (www.asev.org)
- Ohio Wine Producers Association (www.ohiowines.org)
- Napa Valley Grape Growers Association (CA) (www.napagrowers.org)

Promote Environmental Stewardship

- **Mike Burden, Lent-Burden Farming:** “We have built and installed an extensive network of raptor housing to reduce rodent problems.”
- **Carl Evers, Farmland Management Services:** “Our mantra is ‘Doing the right thing, in the right way, for the right reason.’ Examples of this at our farm include: IPM on 100% of our acreage; cost-benefit/environmental impact analysis; low tillage and use of cover crops; plant tissue lab testing for fertility; soil moisture monitoring to optimize the timing of irrigation; shredding prunings into mulch.”
- **Jason Smith, Valley Farm Management:** “We are using sustainable farming measures that best fit each vineyard. We are evaluating each vineyard on its own and not using a basic program for all of them.”
- **W. Andrew Beckstoffer, Beckstoffer Vineyards:** “We won an IPM Innovation Award in 1997. We offer local public support of environmental programs, and have implemented a bio-diesel program.”
- **Joe Valente, John Kautz Farms:** “Through IPM, we are promoting the American farmer who produces the safest food in the world and is also the friendliest to the environment.”

Other Resources

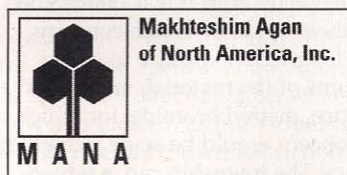
- Sonoma County Grape Growers Association (www.sonomagrapevine.org)
- Michigan Wines (www.michiganwines.com)
- California Sustainable Winegrowing Alliance (www.sustainablewinegrowing.org)

Top Grape Growers

Company	Year Founded	Grape Acreage	Crops Grown	Total Acreage	2004 Rank
1 Bronco Wine Company, CA	1973	32,000*	Winegrapes	32,000	1
2 E & J Gallo Winery, CA	1933	23,000*	Winegrapes	23,000	2
3 Giumarra Vineyards (GVC), CA	1930	10,210*	Winegrapes	10,210	4
4 Beringer Wine Estates, CA	1876	9590	Winegrapes	9590	3
5 Delicato Vineyards, CA	1924	7500	Winegrapes	7500	5
6 Vino Farms, CA	1973	7353*	Winegrapes	7353	6
7 Monterey Pacific, CA	1992	6880	Grapes, Lemons	6986	7
8 Sutter Home Vineyards, CA	1947	5700	Winegrapes	5700	10
9 Scheid Vineyards, CA	1972	5092	Winegrapes	5092	11
10 Delano Farms, CA	1989	5000	Winegrapes	5000	12
10 John Kautz Farms, CA	1948	5000	Winegrapes, Apples, Cherries	5100	9
12 Sun World International, CA	1976	4654*	Grapes, Stone Fruit	6575	13
13 Creekside Land Co., CA (formerly Batth & Mahil Farms)	1996	4000	Winegrapes	4240	15
13 Lucich Farms, CA	1974	4000*	Table Grapes	4000	--
15 Gerawan Farming, CA	1938	3601	Grapes, Stone Fruit	9472	8
16 Anthony Vineyards, CA	1972	3535	Table Grapes, Stone Fruit	5879	22
17 Ste. Michelle Wine Estates, WA (formerly Stimson Lane)	1986	3500	Winegrapes	3500	17
18 Stokes Farms, CA	1954	3255	Winegrapes, Pears, Cherries	4945	20
19 Beckstoffer Vineyards, CA	1970	3200	Winegrapes	3200	16
20 Valley Farm Management, CA	1973	3025	Grapes	3025	19
21 General Vineyard Services, CA	1951	3000	Winegrapes	3000	18
22 Lent-Burden Farming, CA	1993	2552	Winegrapes, Almonds, Walnuts	6054	24
23 Premiere Partners, c/o Westchester Group, IL	1986	2496	Grapes	13,007	21
24 Farmland Management Services, CA	1986	2084	Winegrapes, Almonds, Stone Fruit, Apples	20,812	25
25 Pacific Vineyard, CA	1988	2070	Winegrapes	2070	23

* = estimated acreage

A Message From the Sponsor



MAKHTESHIM Agan of North America (MANA) congratulates the Top Grape Growers as selected by *American/Western Fruit Grower* magazine. We are pleased to recognize this committed group who continue to be innovative in maximizing production efficiencies and environmental stewardship.

MANA is the North American Company of Makhteshim Agan Industries, Ltd., Israel, the world's leading manufacturer of generic crop protection products. MANA offers a high level of technological and regulatory competencies, a customer-focused sales and marketing team, and a portfolio of 30 brands including a broad range of herbicides, insecticides, and fungicides. At present, MANA is the sole registrant of Diazinon insecticide and is committed to supporting its Ag-only registration. MANA's portfolio in grapes includes herbicides: Oryzalin, Galigan, and Diuron; insecticides: Chlopyrifos, Diazinon, Dicofol, and Thionex; and Orius fungicide.

We welcome the opportunity to serve America's vineyard and orchard growers.