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LIVERMORE VALLEY WINEGROWERS WIN CDFA GRANT TO FUND CALIFORNIA-GROWN MARKETING CAMPAIGN

Livermore Valley, Calif. (October 24, 2016)–The California Department of Food and Agriculture (CDFA) has awarded \$209,270 in funding to the non-profit Livermore Valley Winegrowers Association (LVWA) as part of the USDA’s 2016 Specialty Crop Block Grant Program (SCBGP). The funds will be used over a three-year period to enhance the marketability and long-term competitiveness of Livermore Valley winegrapes.

“Livermore Valley's winegrape growers face mounting costs,” says Chris Chandler, executive director of the LVWA. “With the CDFA funding, we will seek to counter this trend and bring sustainability to all Livermore Valley growers through research, followed by a marketing campaign that leverages the California-grown identity of the grapes used to make our historic region’s award-winning wines.”

Fruit Grower News and grower reports show labor and water costs rose 25 percent and 18 percent, respectively, in 2015, while three year regional grape prices are stagnant. The LVWA project will benefit growers by boosting prices for Livermore Valley grapes by building demand for higher value winegrape uses (e.g., high-end wine versus bulk/juice) and focusing on the region's distinct terroir (geography/climate/soils). Campaign tasks will include a regional market assessment, creation of promotional materials for industry-wide promotion and for use by growers/winemakers in marketing themselves, media engagement and tours, and advertising.

The USDA’s SCBGP provides grants to state departments of agriculture to fund projects that enhance the competitiveness of specialty crops, defined as fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).

CDFA will fund 72 projects, awarding grants ranging from \$50,000 to \$450,000 to non-profit and for-profit organizations, government entities, and colleges and universities. Selected through a competitive process, the 2016 SCBGP project abstracts are available online at http://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2016SCBGP_ProjectAbstracts.pdf.

About Livermore Valley Winegrowers Association

The Livermore Valley Winegrowers Association is a 501(c)6 organization that supports the wineries, growers and members in the Livermore Valley American Viticultural Area through educational and marketing programs. The organization is dedicated to advancing, protecting and promoting the quality wines, vineyards and experiences of Livermore Valley Wine Country. For information, please visit www.LVwine.org.

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