

10/3/18
VETERANS

SAVE THE FAMILY FARMS

The small family wineries and vineyards upon which Napa was built are slowly selling off or going out of business. Regulations from the state and the county are escalating costs to the point where farming for a living is becoming obsolete, and farming for a lifestyle is becoming the affordable norm for an elite few.

Benefits for restricted Estate Direct to Consumer

- Reduction of intensity of use for a given parcel
- Reduction of intensity of natural resources
- Reduction of non-agricultural footprint
- Increased ability to sell Estate Agricultural products promoting single farm commodities
- Support and incentivize small agricultural estate operations better suited for the longevity of local family business
- Increase in tax revenues
- Collect data that county could use for future permits
- Bring existing vineyards into compliance of the law
- Preserve history of Napa Valley

We would further propose that there would be strict requirements to be granted the "tasting permit." The following are examples of what we are suggesting to obtain the permit:

1. You must own a minimum of 5 acres and grow grapes on your property. If your property is 10 acres or more, and a winery permit is pursued in the future, you would need to fully comply with the winery use permit application process. That permit for production would need to comply with the strict limitations of the tasting permit.
2. Obtain the requirement ABC license.
3. Have the required rest rooms for all guests.

4. All agricultural products such as, but not limited to: wine, olive oil, honey and jams tasted must be made from 100% Napa Valley grapes, olives and fruit.
5. Limit the permit to producers of 30,000 gallons or less.
6. Grant all existing winery permit holders the tasting permit.
7. Limit tastings to 25 people per day plus 2 marketing events per year, with a maximum of 100 people.
8. Must meet all food and health department requirements for agricultural consumption.
9. All license holders would be required to take classes that would inform them what they can and cannot do with their permit on their property. They should also be required to complete continuing education for credits. Every 3 years you must have completed 6 CEU's to maintain your permit. The cost for this program could be covered by charging for the classes or adding it to the cost of the permit.

As you review these suggestions please keep in mind that we developed these suggestions by keeping the county goals in mind. There are plenty of wineries with additional capacity that can contract with us for custom crush. These wineries have all services in place and the vineyards and Ag land would not have to be ripped out or paved over.

This proposal would also promote slow growth in the following way:

1. Must use 100% Napa Valley wine grapes, olives or other agricultural commodities. All wines and agricultural products used for tasting must be 50% estate.
2. With the demand for wine continuing to grow and a finite number of grapes in Napa County along with a 30,000-gallon limit, growth will be controlled by the availability of land, intensity and density of use, the market, and the county board of supervisors. any growth will be controlled.

3. Without a tasting permit, many small wineries are breaking the law knowingly or unbeknownst and or are selling off their properties in obscure retail sites.

4. The consolidation of farming operations and wineries is real. Once a major corporation or money player buys the property they will then develop it to the fullest extent that the general plan, and site capacity can bear, which goes against the stated goals.

5. Allowing small farms to sell the products grown on their property and from other properties in which they farm, would preserve the agricultural heritage for which Napa Valley is known.

Distribution is not a viable option, nor reflective of the global economy today for small wineries. Customers want to pay for authentic farm to table, or grape to glass experiences,

The distributors demand low prices, free samples, and visits to help them sell our wines. They only sell the small producer wines when we come and sell them for them. We do not make enough wine for them to make enough money to carry inventory, etc. If the distributors do obtain the distribution for the new cannabis industry it will be even more cost effective for them to focus on that industry and not on wine.

Save the Family Farm Committee
9.3.2018

