



For Immediate Release  
August 5, 2008

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*Suisun Valley Grape Growers Face their Next Big Challenge:  
Under supply within the industry will bring greater demand for their wines,  
but will they be ready to meet that demand, all things considered?*

Suisun Valley, CA: Suisun Valley Grape Growers Association members have seen their share of changes since their association was created in 2003. There's an imminent upswing in the wine business that's going to greatly benefit them, as they ready to meet their newest challenge... an industry faced with an undersupply.

Winegrape growers in Suisun Valley's fundamental challenge and impetus for forming as a grape growers' association came with the sudden and major loss of key, corporate North Coast oral contracts for many of the farmers. In 2000-2001, just when a major corporation purchased Turner Road, the start of the over supply period began. As is always the case in a time of over supply, it caused large corporations to reconsider their grower relationships. In that process, those corporations severed most of their existing grower relationships with the Suisun grapegrowers.

This proved to be devastating; therefore, in order to begin a recovery for the AVA growers' economy, they banded together. This collective-mind thought process allowed them to face the overriding fact that a commodity based company can easily become a downdraft to growers, when all conditions are perfectly in place. They consequently organized, strategized, and completely rethought the valley's business model.

Knowing that the industry operates in cycles of over supply and then under supply, the Suisun Valley neighbors began to change their grapes growing practices;

instituting all methods that would guarantee the next cycle of undersupply that would have their grapes be ready for Prime Time.

According to Suisun Valley Grape Growers Association President Roger King, “We learned and developed a strategic plan that focused us away from any and all commodity-based production. This occurrence caused us begin to specialize on ultra premium and luxury class supply for a new client base. Those clients would be searching for the best possible fruit available within the North Coast AVA, and our grapes would succeed because they’d also be priced very competitively.”

This is how the Suisun Valley grape growers attacked and are now winning recognition as a fundamental part of the North Coast. Their sales message being evaluated during the oversupply period now has a very new voice, as they face the under supply predicted for the 2008 harvest. This is their major turn around.

Undersupply may prove to be the most advantageous challenge yet to be met, before any slumps in the cycles come back around again.

One question to consider in this process is, “Will this undersupply limit the Suisun Valley grapegrowers’ prospects for growth?”

Not in the least, if their historic tenacity is any indication of whether or not they’ll accomplish something with this undersupply period. Suisun Valley grapegrowers are determined to continue emerging with each new cycle more triumphant than the ones earlier set before them. How they’ll do it will be with continued innovative planning and policy setting.

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