



# Barbera In California

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**Mendocino and Lake Counties**



# Thank You, Italy!

Our earliest grape growers came from your country. They brought Barbera with them.





# Ft. Bragg Harbor, 1905

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# Picking Hops Ukiah Valley 1890's



# Early Vineyards in Mendocino County



# Barbera: Brief History

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- ▶ Imported from Italy in 1885 from cuttings sent by Dr. Giuseppe Ollino to the Italian Swiss Colony.
- ▶ Reported in Amerine-Winkler: Composition of Musts and Wine (Hilgardia 1944)
- ▶ Importations by individuals
- ▶ Planted in small amounts by Italian American winegrowers including Martini, Seghesio, Sebastiani
- ▶ Julio Gallo encouraged planting in 1970's for warm regions

# Asti, California





# Italian Swiss Colony, 1885



# Warm Interior Ideal for Barbera

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# Terrain of California

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# Sierra Foothills

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# North Coast



# Central Coast

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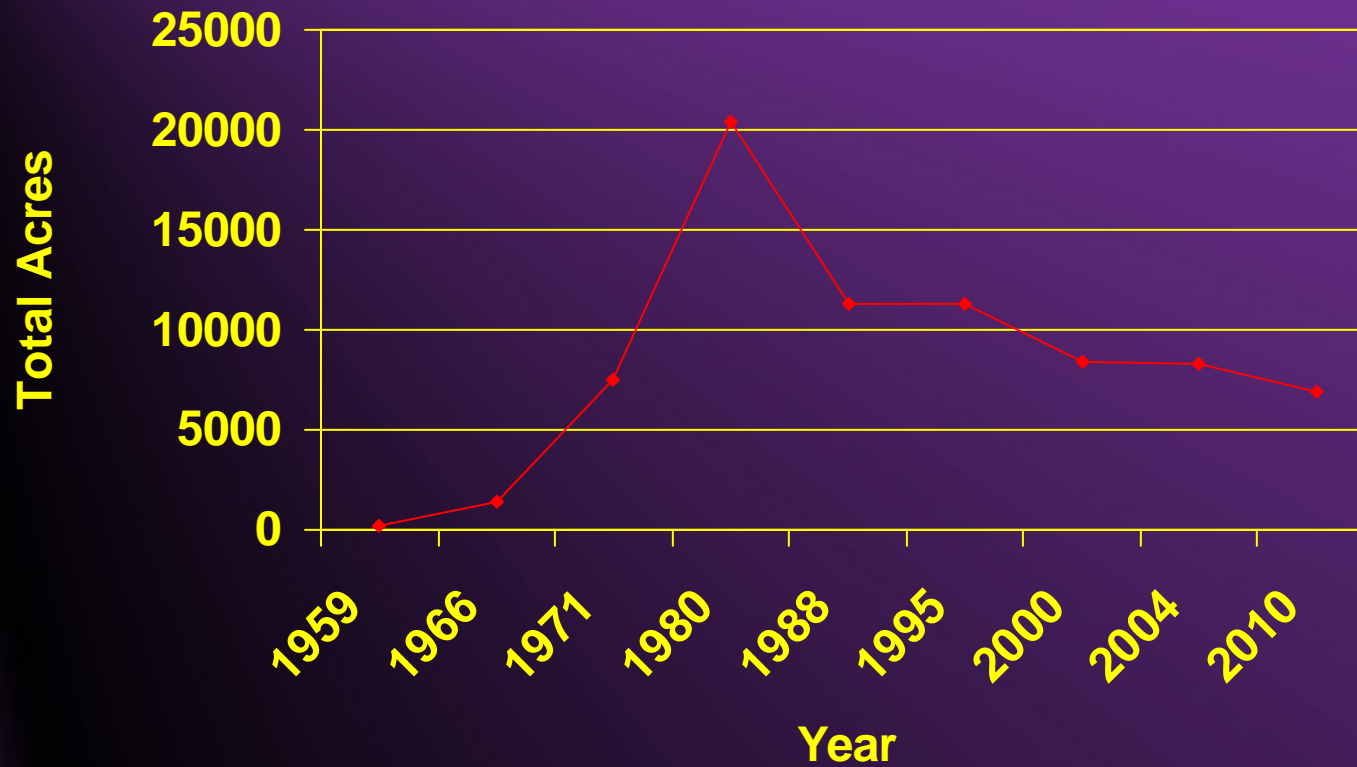


# San Joaquin Valley



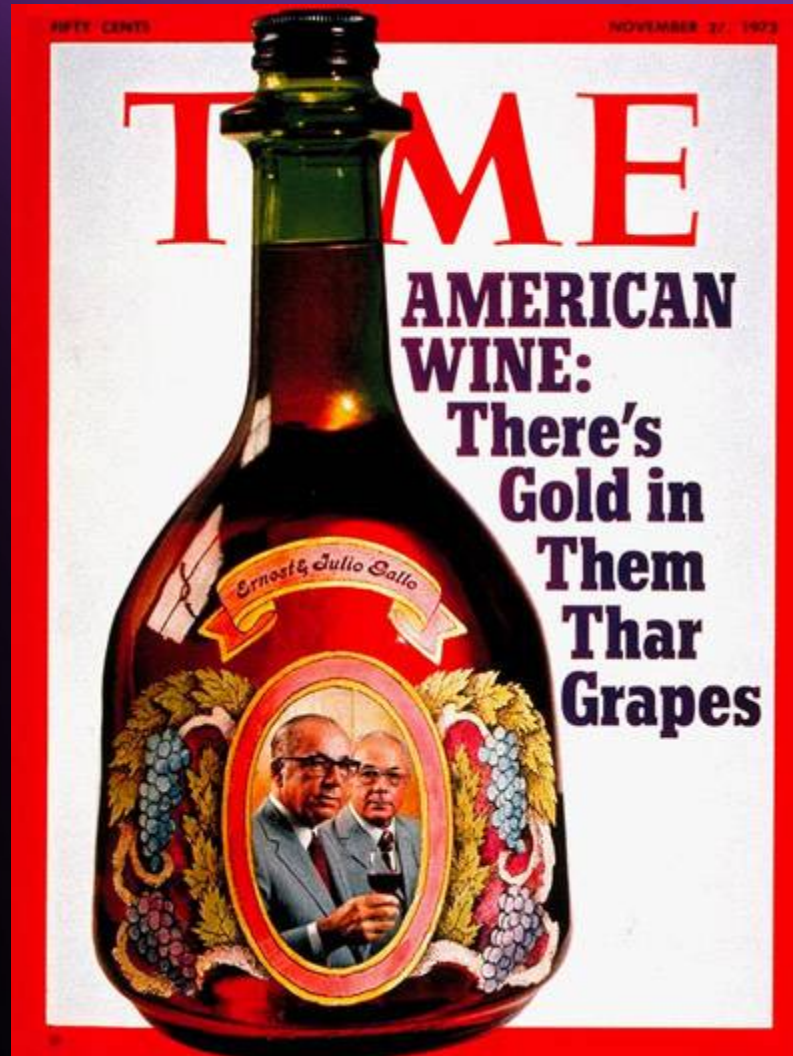
# Barbera Area in California, 1959-2004 in Acres

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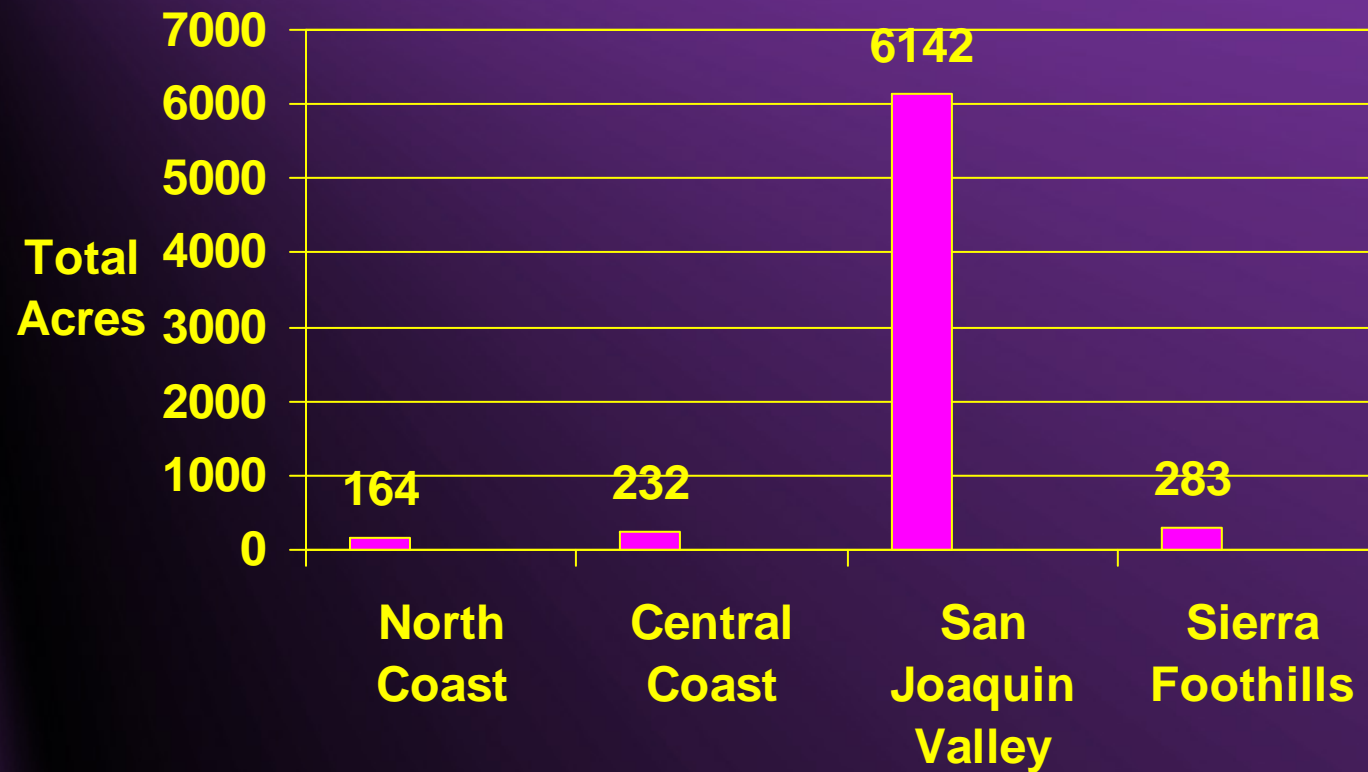




# E & J Gallo, Modesto



# Barbera by Region, Acres, 2010

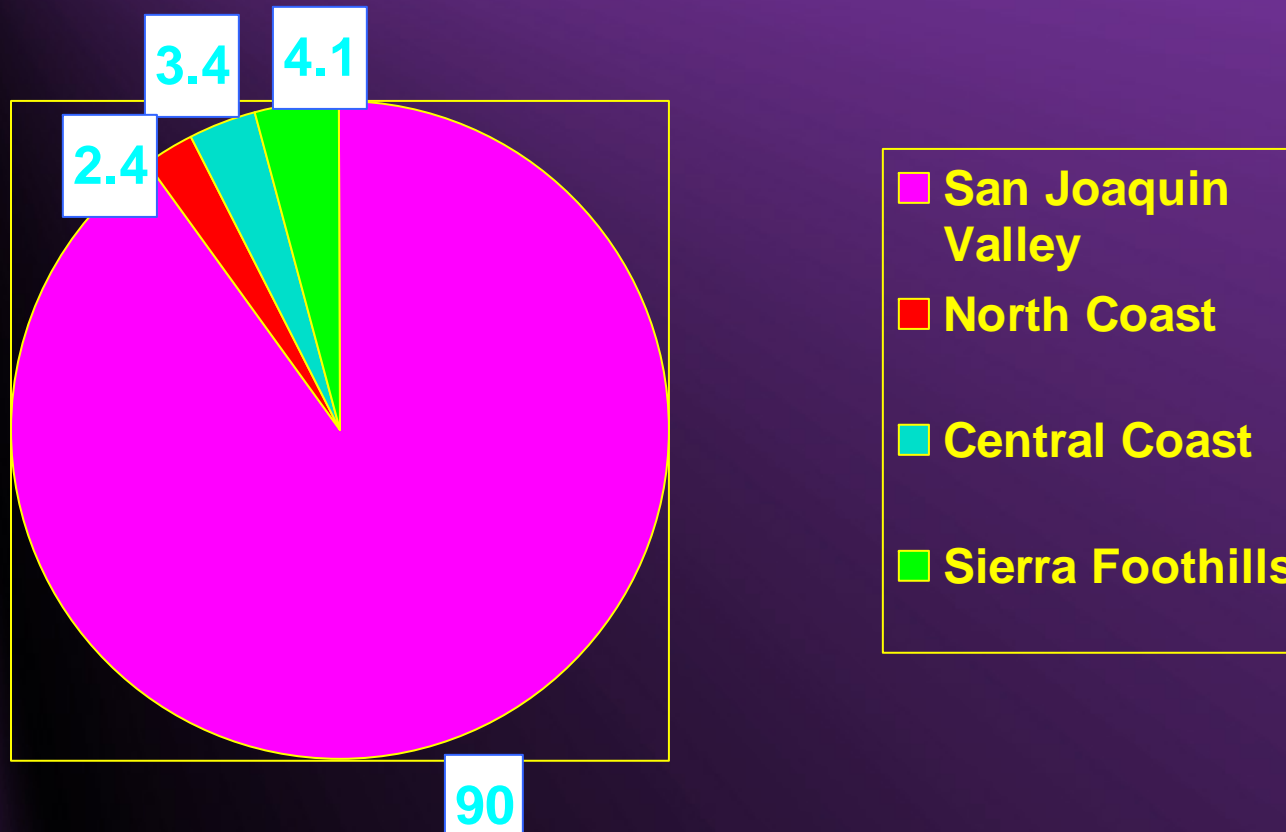


# Rise and Fall of Barbera

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- ▼ **Planted to blend with Carignane, Ruby Cabernet**
- ▼ **Valued for productivity, acidity**
- ▼ **Julio Gallo encouraged plantings, gave contracts to growers**
- ▼ **Acreage grew in 1970's**
- ▼ **Quality wasn't as good as hoped**
- ▼ **Declined by 1981**

# Percentage of Barbera Area by Region in California



# Barbera Production and Value, California 2003

Region	Average Price/Ton	Total Value for Region	Percent of State's Total Value
North Coast	\$ 1480	\$ 413,732	2.9 %
Central Coast	\$1,232	\$351,208	2.5%
Sierra Foothills	\$1,121	\$ 779,095	5.5%
San Joaquin Valley	\$250	\$ 12,678,524	89.2%
<b>TOTAL</b>		<b>\$ 14,222,559</b>	

# SJV Growing Conditions

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# Barbera, Gallo Ranch



# Barbera, Lake County Trials

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- ▼ Red Hills, Lake County, 1998-2001
- ▼ Vines planted in 1995 on 2.15 x 3.1 m spacing, 5 C rootstock
- ▼ High Winkler Region III
- ▼ Volcanic Soils



# Harvest Data, Red Hills Trial Barbera 1998-2000

Year	Harvest Date	Av. Yield/ 1m Cordon (kg)	Clusters/ 1 m Cordon	Av. Cluster Wt. (g)	Fruit/ Prunings Ratio
1998	Oct. 11	3.4	31	89	8.3
1999	Sept. 27	1.8	22	82	2.9
2000	Sept. 15	4.5	45	102	8.4
3 year Av.		3.2	33	89	6.5

# Fruit Chemistry, Red Hills Trial Barbera, 1998-2000

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<b>Year</b>	<b>Av. Berry Wt.</b>	<b>% Brix Sugar</b>	<b>pH</b>	<b>Titatable Acidity g/l</b>
<b>1998</b>	<b>1.68</b>	<b>25.9</b>	<b>2.98</b>	<b>9.4</b>
<b>1999</b>	<b>1.63</b>	<b>26.3</b>	<b>3.15</b>	<b>11.9</b>
<b>2000</b>	<b>1.82</b>	<b>25.6</b>	<b>3.26</b>	<b>9.6</b>
<b>3 year average</b>	<b>1.71</b>	<b>25.9</b>	<b>3.13</b>	<b>10.3</b>

# Barbera Conclusions

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- ▶ **Good cultivar for warmer winegrowing regions of California**
- ▶ **Wines have good fruit, dark color, good tannic structure**
- ▶ **Despite large planted area, not a large wine category**
- ▶ **Best wines produced outside of the San Joaquin Valley**