



JOIN US FOR THE
2025 PINOT NOIR FESTIVAL
VINEYARD SEMINAR tickets at AVWINES.com

AGENDA **FRIDAY, MAY 16 | BOONVILLE FAIRGROUNDS AUDITORIUM**

8:30 AM	Breakfast & Networking
9:00 AM	Introduction – Doug Stewart, Anderson Valley Winegrowers (AVWA) President & Chris Chen, UC Cooperative Extension – North Coast
9:05 AM	Regenerative Agriculture – Mendocino County Resource Conservation District <ul style="list-style-type: none">• Regenerative Ag and Salmon in Coastal Areas – Linda McElwee• Vineyard Lands and CDFA Funding Opportunities – Seth Myrick
9:35 AM	Grower Panel: Climate Shifts in Anderson Valley <ul style="list-style-type: none">• Bob Gibson, Roederer Estate• Travis Foote, Strictly Vineyards• Doug Stewart, Lichen Estate
9:50 AM	Vineyard Economics & State of Pinot Noir <ul style="list-style-type: none">• Introduction – Chris Chen• Preparing Vineyards for Economic Transition – Dave Egdal & Robert Purcell, Shartsis Friese LLP
10:15 AM	Outdoor Demo & Break <ul style="list-style-type: none">• Featuring: Farm_ng, Clemens, Volare Aerial Imaging, Bahco, Pellenc US
10:35 AM	Assessing Vineyard Technology & AI Advancements <ul style="list-style-type: none">• Mark Battany, Independent Agricultural Consultant
11:15 AM	Vineyard Mandate & Turbidity <ul style="list-style-type: none">• Adam Gaska, Mendocino Farm Bureau
11:30 AM	AVWA Scholarship Awards
11:35 AM	Closing Comments & Sponsor Acknowledgements
12:30/1 PM	Outdoor Equipment Demonstrations – at Ferrington Vineyards

THANK YOU EVENT PARTNERS



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