

Central Sierra Grape Day

April 9th, 2026 (Amador Fairgrounds)

Agenda

8:30 AM – 9:00 AM Coffee and Registration

9:00 AM – 9:15 AM Welcome and Introduction

9:15 AM – 10:00 AM Building Better Bridges Between Public Relations and Wine Media
Speaker: MaryAnn Worobeic (Wine Spectator)

10:00 AM – 10:45 AM State of the Grape Industry: Trends, Pricing, and the Season Ahead
Speaker: Kyle Collins (Allied Grape Growers)

10:45 AM – 11:00 AM Break

11:00 AM – 12:00 PM Panel Discussion: Regional Marketing and Agritourism Opportunities
Moderator: Scott Oneto (UCCE)
Panelists: Representatives from Honey Industry, Delfino Farms and Visit Amador.

12:00 PM – 12:30 PM Diversifying Revenue Through Agritourism
Speaker: Rachael Callahan, (UC SAREP)

12:30 PM – 12:45 PM Diversified Markets for Grape Growers
Speaker: Mackenzie F Patton (UCCE)

12:45 PM – 1:00 PM Local Organizations Introduction and Tables
Includes: OurEGG, Local Resource Conservation Districts, Local Grape Growers Association, and others.

1:00 PM - 1:30 PM Lunch and Wine Tasting