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**COUNTY OF MENDOCINO
BOARD OF SUPERVISORS**

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Mendocino Winegrowers, Inc.
390 West Standley Street
Ukiah, CA 95482

The Mendocino County Board of Supervisors is writing to express our strong support for the efforts of Mendocino Winegrowers, Inc (MWI) to promote conjunctive labeling in Mendocino County. We concur with and endorse MWI's efforts to pass a conjunctive labeling law and believe it will be a positive step forward for Mendocino County wine grape growers and vintners.

The Mendocino County Board of Supervisors reasons for supporting MWI's efforts to promote conjunctive labeling in Mendocino County include the following:

- Conjunctive labeling will complement and capitalize on the brand identity that Mendocino County has as a destination with consumers worldwide, an identity that is being actively promoted by Visit Mendocino County's (VMC) marketing efforts.
- Conjunctive Labeling will help build brand equity and loyalty for Mendocino County wines and grapes.
- Conjunctive labeling will increase recognition for every American Viticultural Area (AVA) within Mendocino County and ensure that consumers understand where the AVA appellation is located.
- To capitalize on VMC's efforts to develop brand identity, conjunctive labeling will promote a consistent message – all Mendocino County wines that fall within the scope of the law will identify the source of origin as Mendocino County, in addition to the AVA.
- Conjunctive labeling will increase recognition of Mendocino County as a premium wine producing region and visitor destination.
- Napa County implemented conjunctive labeling in the early 1990s and is now internationally recognized as a premier wine-growing region. Other major wine producing regions in California, including Sonoma and Monterey counties, as well as the Lodi and Paso Robles AVAs have also successfully implemented conjunctive labeling.

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Finally, consistent with Mendocino County policy to support value added processes for local products, we believe that a conjunctive labeling law has the potential for increasing the value and sales of wines produced from Mendocino County grapes. That is good for Mendocino County wine grape growers, wineries, our local economy and our county.

Sincerely,



Carre Brown, Chair,
Mendocino County Board of Supervisors