



Mendocino County

Legislation Details (With Text)

File #: 19-0465 **Version:** 1 **Name:**
Type: Approval **Status:** Approved
File created: 5/15/2019 **In control:** Executive Office
On agenda: 5/21/2019 **Final action:** 5/21/2019
Title: Discussion and Possible Action Regarding Letter of Support for Adoption of Conjunctive Labeling for the Mendocino County Wine Industry
(Sponsors: Supervisors McCowen and Williams)

Sponsors:

Indexes:

Code sections:

Attachments: 1. Letter of Support, 2. Mendocino County AVA Map, 3. Why Consider Conjunctive Labeling, 4. Does Wine Region Conjunctive Labeling Really Work?, 5. Conjunctive Labeling Testimonials, 6. 05-21-19 Labeling Handout

| Date | Ver. | Action By | Action | Result |
|-----------|------|----------------------|--------|--------|
| 5/21/2019 | 1 | Board of Supervisors | | |

To: Board of Supervisors

From: Supervisor McCowen and Supervisor Williams

Meeting Date: May 21, 2019

Department Contact: John McCowen

Phone: 463-4221

Department Contact: Ted Williams

Phone: 463-4221

Item Type: Regular Agenda

Time Allocated for Item: 90 Mins

Agenda Title:

Discussion and Possible Action Regarding Letter of Support for Adoption of Conjunctive Labeling for the Mendocino County Wine Industry
(Sponsors: Supervisors McCowen and Williams)

Recommended Action/Motion:

Approve Letter of Support for adoption of conjunctive labeling for the Mendocino County wine industry; and authorize Chair to sign same.

Previous Board/Board Committee Actions:

None.

Summary of Request:

The Mendocino Winegrowers, Inc. have held a series of educational forums and community meetings to inform members of the Mendocino County wine industry on the issues related to conjunctive labeling and the process for establishing conjunctive labeling in Mendocino County. In plain language, conjunctive labeling

would mean that bottles of wine made from Mendocino County grapes would include Mendocino County on either the front or back of the label in addition to the name of the winery and the sub-appellation, if any. In order to adopt conjunctive labeling an election must be held with each wine grape grower and winery having one vote. If the vote is in favor of conjunctive labeling, Senator McGuire will introduce legislation to approve conjunctive labeling for Mendocino County. To date, conjunctive labeling has been endorsed by the Mendocino County Farm Bureau, Visit Mendocino County and Destination Hopland with other organizations expected to sign on shortly. The Board of Supervisors is requested to consider and approve the attached letter of support. Additional attachments include: 1) Mendocino County AVA Map; 2) Why Consider Conjunctive Labeling; 3) Does Wine Region Conjunctive Labeling Really Work?; and 4) Conjunctive Labeling Testimonials.

Alternative Action/Motion:

None.

Supervisorial District: All

vote requirement: Majority

Supplemental Information Available Online At: N/A

Fiscal Details:

source of funding: N/A

current f/y cost: N/A

annual recurring cost: N/A

budgeted in current f/y: N/A

if no, please describe:

revenue agreement: N/A

budget clarification: N/A

Agreement/Resolution/Ordinance Approved by County Counsel: N/A

CEO Liaison: Janelle Rau, Deputy CEO

CEO Review: Yes

CEO Comments:

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Executed By: Lindsey Dunham, Deputy Clerk I

Date: May 22, 2019

Final Status: **Approved**

