

1472 Filbert Street #207  
San Francisco, CA. 94109  
January 22, 1986

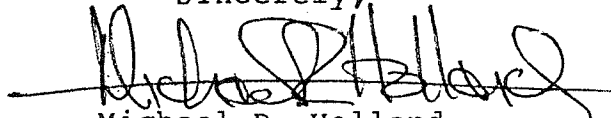
B.A.T.F.  
F.A.A., Wine and Beer Branch  
c/o Ms. Lynne Gittes  
1200 Pennsylvania Avenue NW  
Washington D.C., 20226

Dear Lynne:

Enclosed you will find the Ben Lomond Mountain Viticultural Area proposal. Included are the topographical map with the proposed boundaries and extant and planned vineyards delineated. I have included an extra copy of the proposal in case you need it.

Please contact me if there is any additional information you need. Again, I can be contacted by telephone in San Francisco at (415) 673-9294.

Sincerely,



Michael R. Holland

cc: Lynne Gittes  
Jim Beauregard

BEN LOMOND MOUNTAIN VITICULTURAL AREA PROPOSAL  
Supportive Evidence and Analysis

I. PLACE NAME VERIFICATION: The name "Ben Lomond Mountain" can be found on all current U.S.G.S. maps of the mountain area northwest of the city of Santa Cruz, California (Santa Cruz and Davenport Quadrangles). [See Appendix I, U.S.G.S. Topographical Maps].

II. HISTORICAL PRECEDENTS: Ben Lomond Mountain was first pioneered by Scotsman John Burns who gave the area its name in the 1860s. Burns was also the first grape grower in the area and made wine with limited commercial success until the 1880s, setting the example for several other families.

Commercial winegrowing began in the Ben Lomond Mountain region in 1883 with the foundation of the Ben Lomond Wine Company by F.W. Billings. The Ben Lomond Wine Company, under the management of Billings' son-in-law, J.F. Coope, brought the Ben Lomond Mountain wines out of the obscurity of the remote mountain area to stand with the finest wines in the State.

In 1887, Coope wrote..."Ben Lomond(Mountain) as a wine district, is yet in its infancy and is struggling to establish a name for itself in that industry...the wine yield of 1886(for the Ben Lomond Wine Company) was 28,000 gallons, chiefly Riesling, part of which was grown (by the Ben Lomond Wine Company), while a part was purchased (from neighboring vineyards)". By 1891, approximately 400 acres of vineyards were devoted to wine production on Ben Lomond Mountain.

In 1889 the Ben Lomond Wine Company wines were chosen by the California State Board of Viticultural Commissioners to be placed in the permanent exhibit of California wines at the Viticultural Commission office in San Francisco.

Frona Eunice Waite Colburn , in her treatise "Wines and Vines of California"(1889), proclaimed the Ben Lomond Mountain region as a "future Chablis district"... "here the Ben Lomond Company makes a wine of this (Chablis) type which is unrivaled by any other product in the State, and is the only wine in California which has the thin, delicate, flinty dryness of a true Chablis...It is a superior table wine; not heady or earthy in flavor and has the fine bouquet and exquisite flavor of a high-type mountain wine. It is sold under the classical name of Ben Lomond."

Between the years of 1890 and 1900 the Ben Lomond Wine Company wines won awards for excellence in Paris (Paris Expo,1889), Chicago (World's Columbian Expo,1893), San Francisco (Mid-winter International Trade Fair,1894), Bordeaux (Societe Philomatique,1895), and again in Paris (Paris Expo,1900).

The Ben Lomond Mountain wine industry declined after the turn of the century. By the end of World War II, only the 75 acre Locatelli Ranch vineyard and the 40 acre Quistorff vineyard remained. Both had been abandoned by the mid-1960s.

During the 1970s Ben Lomond Mountain experienced a viticultural renaissance in and around the town of Bonny Doon. In 1972, the University of California Agricultural Extension Service released a study of climatologically prime growing areas for several commercial crops, including wine grapes. This study, entitled CALIFORNIA'S CENTRAL COAST: ITS TERRAIN, CLIMATE, AND AGRO-CLIMATE IMPLICATIONS, established Ben Lomond Mountain as being a prime growing region for wine grape production [ see Appendices III & IV ]. This report stirred the interest of several individuals in the region. Since then, nine separate vineyard operations have been established within in the proposed Ben Lomond Mountain Viticultural Area.

These are the Beauregard Ranch vineyard(14 acres; Cabernet Sauvignon, Zinfandel, Chardonnay), the Grahm-Bonny Doon Vineyard(14 acres; Pinot Noir, Chardonnay, Cabernet Sauvignon, Merlot, Cabernet Franc), the Ley vineyard(12 acres; Chardonnay), the McHenry vineyard(5 acres; Pinot Noir, Chardonnay), the LeBouef vineyard(4 acres; Chardonnay), the Green vineyard(3 acres; Chardonnay), the Cox vineyard(2 acres; Pinot Noir), and the Meehan vineyard(1.5 acres; Cabernet Sauvignon, White Riesling). In addition to these there are two vineyards far enough into development to merit their mention. These are the (newly reincorporated) Ben Lomond Wine Company vineyard(250 acres proposed planting; primarily Pinot Noir, Pinot Blanc, and Chardonnay for champagne-type sparkling wine production, and Cabernet Sauvignon for still wine production) and Bill Cunningham's Redwood Ranch vineyard(80 acres proposed, 14 planted; Pinot Noir, Chardonnay, Cabernet Sauvignon, Merlot). [see Appendix I].

### III. GEOPHYSICAL FEATURES AND CLIMATOLOGY OF THE BEN LOMOND MOUNTAIN VITICULTURAL AREA

A.) Topography: Ben Lomond Mountain rises directly from the California coastline to an altitude of 2,630 feet above sea level. This mountain region is bordered by the Pacific Ocean to the west, the San Lorenzo River Basin to the east, the city of Santa Cruz (and river mouth of the San Lorenzo) to the south, and Scott Creek and Jamison Creek on the northwest and northeast sides, respectively. The proposed Ben Lomond Viticultural Area is approximately 15 miles long and an average of four miles wide, defined by its borders which generally coincide with the 800 foot elevation level.

B.) Soils: The geophysical boundaries of the Ben Lomond Mountain region become apparent when examining the geologic stratigraphy of the area. Ben Lomond Mountain is comprised

of a large geologic structure known as a pluton, composed primarily of granitic rocks [quartz diorite, marked "gr" on Appendix II, Geology Map], with some intrusions of metamorphic rocks [quartzite and pelitic schists, marked 'mr' on Appendix II]. This plutonic structure distinguishes Ben Lomond Mountain from surrounding areas and is unique within viticulturally viable growing areas in the Santa Cruz Mountains. These bedrock formations are covered at the lower elevations and isolated tablelands by depositions of sandstone [marked 'T' on Appendix II], primarily Santa Margarita sandstone and to a lesser extent Santa Cruz Mudstone. The combination of the granitic quartz diorite and metasedimentary rock structures with the sandstone deposits and forest detritus forms a variety of soil complexes which are generally described as slightly acidic, sandy loams. The resultant topsoil complexes are well-drained and deep, lending themselves readily to successful viticulture as demonstrated by past and present vineyards in the area.

C.) Climate: The Ben Lomond Mountain area is particularly distinguishable by climatological evidence. Ben Lomond Mountain presents the first major obstruction to marine weather patterns. Winter storms lose much of their moisture on the western slope of coastal hills and mountains where the warm, moisture-laden marine air is lifted and cools, precipitating in fogs or rainfall. As a result, Ben Lomond Mountain draws much of the precipitation from marine air that moves onshore between the city of Santa Cruz and Ano Nuevo point. As is apparent from the precipitation map [Appendix III], Ben Lomond Mountain receives the highest average amount of precipitation in Santa Cruz county at 60 inches.

During the summer, the mountain forms a barrier against the low-lying fogs that inundate the shore and coastal valleys. This fogbelt generally rests between the 400 and 800 foot elevations along the western slope of Ben Lomond Mountain. Above this level, the marine air climate tends to give way to a low mountain climate where abundant sunshine is characteristic of the summer months.

The 1972 University of California climatology study of prime growing areas for commercial crops [Appendix IV] demonstrates the suitability of the climate afforded by Ben Lomond Mountain for wine grape production. Of special interest is the delineation (in broken lines) of a "premium wine grape production thermal" existing along the ridgeline of the mountain above 1,500 feet.

#### IV. DESCRIPTION OF SPECIFIC BOUNDARIES OF PROPOSED BEN LOMOND MOUNTAIN VITICULTURAL AREA

From the beginning point at the intersection of Sections 25, 26, 35, and 36 (Davenport Quadrangle, T. 10 S., R. 3 W. MDBM) which coincides with the 800-foot contour line, the boundary follows the 800-foot contour line in a meandering line in a northwest direction across Section 26 into Section 27 ( T. 10 S., R. 3 W.).

1.) Thence in a meandering line along the 800-foot contour line in a generally north northwesterly direction through Sections 27, 23, 22, 15 20, 17, 16, 9, 8, 5, 7, 6 ( T. 10 S., R. 3 W.); and Sections 32, 31 and 30 ( T. 9 S., R. 3 W.) to the intersection of the 800-foot contour line and Scott Creek in Section 19 ( T. 9 S., R. 3 W.).

2.) Thence in a northeasterly direction along the south bank of Scott Creek through Sections 19, 20, and 17 to the intersection of Scott Creek with the 1600-foot contour line in Section 16 ( T. 9 S., R. 3 W.).

3.) Thence in a meandering line in an easterly direction along the 1600-foot contour line through the southeast and southwest corners of Sections 9 and 10 (respectively) to the intersection of the 1600-foot contour line with Jamison Creek in Section 16 ( T. 9 S., R. 3 W.).

4.) Thence in an easterly direction along the south bank of Jamison Creek across Sections 15 and 14 ( T. 9 S., R. 3 W.) to the intersection of Jamison Creek and the 800-foot contour line in the southwest corner of Section 14 ( T. 9 S., R. 3 W.).

5.) Thence in a southeasterly direction in a meandering line along the 800-foot contour line across Sections 23, 24, 25 ( T. 9 S., R. 3 W.), Sections 30 and 31 ( T. 9 S., R. 2 W.), and Sections 5, 8, 9, 16, 17, and 21 ( T. 10 S., R. 2 W.).

6.) Thence in a generally northwesterly direction in a meandering line along the 800-foot contour line through Sections 31 and 30 ( T. 10 S., R. 2 W.), and Sections 25 and 36 ( T. 10 S., R. 3 W.) to the point of the beginning at the intersection of Sections 25, 26, 35, and 36 ( T. 10 S., R. 3 W.).

APPENDICES

- Appendix I : U.S.G.S. 7.5 minute series topographical maps including Santa Cruz CA., Davenport CA., Big Basin CA., and Felton CA. Quadrangles.
- Appendix II: Clark, Joseph C. STRATIGRAPHY, PALEONTOLOGY, AND GEOLOGY OF THE CENTRAL SANTA CRUZ MOUNTAINS, COASTAL CALIFORNIA RANGES. (Washington D.C.: United States Government Printing Office, 1981) Geological Survey Professional Paper 1168 - Page 3, Figure 1.
- Appendix III: Average Seasonal Precipitation Map of Santa Cruz County. From CALIFORNIA'S CENTRAL COAST: ITS TERRAIN, CLIMATE, AND AGRO-CLIMATE IMPLICATIONS.
- Appendix IV: Wine Grapes by Region Map. From CALIFORNIA'S CENTRAL COAST:...

SOURCES

- Appendix II: Clark, Joseph C. STRATIGRAPHY, PALEONTOLOGY, AND GEOLOGY OF THE CENTRAL SANTA CRUZ MOUNTAINS, COASTAL CALIFORNIA RANGES. (Washington D.C.: United States Government Printing Office, 1981) Geological Survey Professional Paper 1168.
- Appendices III & IV : Gilbert, Dewayne E. CALIFORNIA'S CENTRAL COAST: ITS TERRAIN, CLIMATE, AND AGRO-CLIMATE IMPLICATIONS. ( Davis, California: University of California Agricultural Extension Service, 1972). Figure 16 - Santa Cruz County Precipitation Map, Santa Cruz County Section; Wine Grapes by Region (Map Case)
- Historical Section Extracted from WINE HISTORY IN SANTA CRUZ COUNTY: 1835 TO PRESENT. Bachelor of Arts Thesis in American Studies by Michael R. Holland, University of California at Santa Cruz, 1982.

Ghor (see GHOR), c. 1199; E-Bengal made province under Tughlak dynasty 1324; Bengal under independent dynasty 1338-1539; in 1576 taken from Afghans by Moguls; first visited by factors of English East-India Company 1633; Calcutta (*q.v.*) founded by English 1690 and Bengal made a presidency 1699; soon after Clive's victory at Plassey (*q.v.*) 1757 came to be under the Company's financial and military control; seat of authority of governor-general 1773-1834; Eastern Bengal and Assam separated from Bengal province 1905, but restored in 1912 when the whole was constituted as new presidency; made autonomous province 1937 (see INDIA 1); divided Aug. 15, 1947 into East Bengal, now Bangladesh, and West Bengal, part of India (see these terms for former divisions and districts of Bengal assumed as such).

**Bengal Bay** \ben-'gal-'bay\ Indian Ocean bet. E India and W coast of Burma and the Malay Penin.

**Benghazi** \ben-'gazi\ Former province of N (Italian) Libya, N Africa; 58,684 sq. m.; \* Benghazi.

2 or *anc.* **Ber-ni-cia** \ber-'ni-'sha\ Coastal city; Libya, on NE shore of Gulf of Sidra; pop. (1970c) 170,000; cement; food processing; exports incl. hides and sponges; univ. (1956); formerly a \* of Libya; under Italian administration developed as seaport and naval and air base; in World War II Italian supply base; captured by British Feb. 7, 1941; by Germans Apr. 4, 1941; again taken by British Dec. 21, 1941; given up Jan. 28, 1942; retaken Nov. 20, 1942.

**Beng-kalis** \ben-'kalis\ 1 Island, E Sumatra, Indonesia, at S end of Strait of Malacca.

2 Town and fishing port on W side of island; ab. 120 m. W of Singapore; pop. (1961c) 11,673.

**Beng-kulu** \ben-'ku-lu\ or formerly **Beng-koe-len** \ben-'ku-'lan\ Former residency of Neth. Indies, on the SW coast of Sumatra, now part of the Indonesian prov. of South Sumatra; 10,122 sq. m.; \* Bengkulu; comprised the elevated region of the S Barisan Mts. and a narrow coastal strip.

2 Town, its \* a part in 148°S, 102°16'E, ab. 350 m. NW of Jakarta; pop. (1961c) 25,330. Settlement established by British 1684 and fort built a few years later; in early years a center of pepper and spice trade; ceded to Dutch 1824 in exchange for Malacca.

**Ben-go, Bay of** \ben-'go\ Inlet of Atlantic Ocean on NW coast of Angola, W Africa; Luanda is on it.

**Ben-gore Head** \ben-'go\ Cape, E of Giant's Causeway, co. Antrim, Northern Ireland.

**Ben-guela** \ben-'gwel\ Coastal district, W Angola, SW Africa; 14,598 sq. m.; pop. (1960c) 487,873; \* Benguela.

2 Seaport town, its \* pop. (1969c) 35,162; railroad terminus; exports cattle, hides. Fort built here 1587; town founded 1619.

**Benguella Current** or **Benguella Current**. A cold ocean current moving northward along the W coast of Africa.

**Ben-gue-rir** \ben-'gir\ Town, W cen. Morocco, NW Africa; ab. 45 m. NNE of Marrakech on railroad and highway to Casablanca; pop. (1960c) 15,881.

**Ben-guet** \ben-'get\ Province, N Luzon, Phil., in mountainous region of S Cordillera Central and Caraballo Mts.; 1025 sq. m.; pop. (1970p) 262,679; \* La Trinidad; agriculture; gold mining. Formed by Spanish as a military district (*comandancia*) 1846; made subprovince 1908, province 1968. Baguio, its most important town, administered separately.

**Ben-ha** \ben-'ha\ City, \* of Qalyubiya gov., N-Egypt, on railroad E of the Damietta branch of the Nile ab. 28 m. N of Cairo; pop. (1970c) 72,500; in region producing grapes.

**Ben Hill** \ben-'hil\ County in Georgia. See table at 137A.

**Ben-i** \bā-'nē, 'ben-'ē\ 1 River, N and cen. Bolivia; 994 m. long; rises in E cordillera of Andes in Cochabamba dept., flows N to unite with Mamoré river and form Madeira river; near its mouth receives large tributary from the W, the Madre de Dios.

2 or in full **El Beni** \el-'\ Department of N Bolivia. See table at BOLIVIA.

**Bé-ni Ab-bès** \bā-'nē-'ā-'bēs\ Town, Saoura dept., Algeria, near Morocco border; ab. 100 m. S of Béchar; pop. (1966c) 2341; dates.

**Ben-i-cia** \bē-'nē-'shā\ City, Solano co., cen. California, on N shore of Carquinez Strait 18 m. NNE of Oakland; pop. (1970c) 7349; fishing, manufacture of dredging machinery; U.S. Army Arsenal. Founded 1848; capital of California 1853-54; chartered as city 1861.

**Beni-Has-an** \ben-'ē-'has-'an\ Village on the Nile river, Egypt; 75 m. N of Asyut; site of rock tombs (XIIIth dynasty, c. 2000 B.C.).

**Ben-in** \bē-'nin, 'nen, 'ben-'in\ 1 Formerly part of Upper Guinea, W Africa, bet. the Volta river and Rio del Rey, including all of Slave Coast and the Niger delta region.

2 Name formerly given by French to their possessions on the Guinea coast including Dahomey.

3 Former native kingdom, one of the most highly organized of the Negro states of W Africa before the coming of the Portuguese 1482; exerted great influence in 17th cent., then known to Europeans as Great Benin; control taken over by British 1897-99.

4 River, S Nigeria, flowing into Bight of Benin; ab. 100 m. long; connects with W part of Niger delta.

5 or **Benin City**. Town, \* of Mid-Western State, Nigeria, in W delta of the Niger ab. 150 m. E of Lagos; pop. (1969c) 116,774; brasswork; rubber processing.

6 Country, W Africa. See DAHOMEY.

**Benin, Bight of**. Widemouthed bay in N section of the Gulf of Guinea, W Africa.

**Ben-i Saf** \ben-'ē-'saf\ Seaport and commune, NE Tlemcen dept., NW Algeria, ab. 50 m. SW of Oran; pop. (1966c) 18,507; fisheries; exports iron ore.

**Beni Su-ef** or **Bani Su-wayf** \ben-'ē-'sū-'af\ 1 Governorate of Upper Egypt. See table at EGYPT.

2 City, its \* on W bank of Nile 22 m. SE of Al-Faiyum; pop. (1970c) 99,400; trade center; cotton manufacture.

**Ben-ja-min** \ben-'jā-'mān\ City, ☉ of Knox co., N Texas; pop. (1970c) 308.

**Ben-kel-man** \ben-'kēl-'mān\ City, ☉ of Dundy co., S Nebraska; pop. (1970c) 1349.

**Benkoelen** or **Benkulen**. See BENGKULU.

**Ben Laoigh**. See BEN LUI.

**Ben Law-ers** \ben-'lō-'sə-rz\ Mountain, Perth co., cen. Scotland, NW of Loch Tay; 3984 ft.

**Benld** \bē-'nēld\ City, Macoupin co., SW cen. Illinois, 26 m. NE of Alton; pop. (1970c) 1736.

**Ben Ledi** \ben-'led-'ē\ Mountain in SW Perth co., cen. Scotland, NE of Loch Katrine; 2875 ft.

**Ben Lo-mond** \ben-'lō-'mōnd\ 1 Mountain, N Utah, just N of Ogden; 9717 ft.

2 Mountain, NE New South Wales, SE Australia; 4877 ft.; highest peak in New England range.

3 Mountain, NE Tasmania, Australia, bet. the North and South Esk rivers; 5160 ft.

4 Mountain, Stirling co., S cen. Scotland, on E side of Loch Lomond; 3192 ft.; dominating peak of the region.

**Ben Lui** \ben-'lū-'ē\ also **Ben Laoigh** \-'lō-'ē\ Mountain, on border bet. Perth and Argyll cos., cen. Scotland, N of Ben Lomond; 3708 ft.

**Ben Mac-dhui** \ben-'māk-'dū-'ē\ also **Ben Muich-dhail** \-'mōk-'\ Mountain, SW Aberdeen co., NE cen. Scotland; 4296 ft.; one of the Cairngorm group.

**Ben More** \ben-'mō-'ē, '-mō-'ē\ 1 Mountain, cen. part of the island of Mull off W coast of Scotland; 3169 ft.

2 Mountain, SW Perth co., cen. Scotland; 3843 ft.

3 Mountain, Sutherland co., N Scotland; 3273 ft.

**Ben more, Lake** \ben-'mōr\ New Zealand; 30 1/2 miles.

**Ben-ne-be-o-la**. Twelve Bens of group in Connemara, Ireland.

**Ben-haun** \ben-'bōn\ Benett Aben-atk. Co. SOUTH DAKOTA.

**Benett Lake**. Lake, 1 Ben-Ben-Ben Columbia Island.

**Ben-e**. Arabic Occa. Ben-Araban Is. 78.

**Ben-e**. South Carolina. Ben-yam, fire-fabri.

**Ben-nev**. Ben-nev. W cen. Scotl.

**Ben-ni**. Highest peak in C.

**Ben-ty**. Ben-ty. Ben-ty. Ben-ty.

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February 1987 • \$2.00  
California and Western States

# Grape Grower



**Bonny Doon Vineyard:  
Definitely Unconventional**

**Redwood Rancher  
Farm Show**

**Chapter 12 Bankruptcy  
May Mean Survival**

**Protecting Oregon's Premium  
Pinot From Bird Damage**



# Bonny Doon Vineyard Definitely Unconventional

## *Varieties, Spacing, Trellising, Wines Out of Mainstream*

**R**andall Graham is a viticulturist and winemaker who'd rather not take the well-worn path created by mainstream California wine grape growers.

Family-owned Bonny Doon Vineyard, a mountain habitat overlooking the Pacific ocean just north of Santa Cruz, Calif., is where Graham exercises his desire to produce the best possible wines in California, even if it means being completely unconventional and a little eccentric.

His 28-acre vineyard contains a rich variety of grapes, including classic domestic premium varieties like Chardonnay, Cabernet Sauvignon, Cabernet Franc, Merlot, Malbec, Petite Verdot and Pinot Noir. But there also are grapes that represent what Graham believes to be the future of California wine. They are: Syrah, Marsanne, Roussanne and Viognier, all classic vini-

fera of the Rhone region in southeastern France.

"I don't think we really know what wine grapes will grow best in California," Graham said. "That's why I'm experimenting with Rhone varieties. My strong feeling is that climatologically speaking, they are very much suited to California. The south of France is much closer to our climate than northern France, so it stands to reason that we should have better success growing their grapes than the varieties of the north (Pinot Noir, Chardonnay and Cabernet Sauvignon). And I think the wines will be a welcomed change for many American wine drinkers who find the Bordeaux varieties difficult to approach because of high tannins and astringency."

The vineyard is planted French-style, with narrow, eight-foot row spacings and tight within the rows; the Rhone varieties are growing with four-foot vine spacing, while the rest of the estate is planted with just three feet between the vines. "I believe it's the way to go," Graham said, based on his own in-depth research during and after receiving his viticulture degree from University of California, Davis and a fact-finding trip to France.

Despite Graham's academic knowledge, his six-year-old vines have been very poor yielders ranging anywhere from one-half ton to one ton per acre. Graham explained that the main problem lies in the vineyard's sandy, nonfertile soil. So, to get a crop "that made sense," he had to spread the vine out to get every bud he could along the cane. He soon found out that his original

pruning method, the common bilateral cordon training with a single canopy, wasn't going to deliver. So he went with a double canopy only to be met by another problem: too much shade.

Difficult to discourage, Graham and his vineyard manager, Merilark Padgett, decided a major trellising and pruning overhaul was needed to get higher yields. The meticulously devised plan is complicated and perhaps unprecedented. And it will require nearly three years to complete.

Beginning this year, they will change over from a bilateral cordon to cane-pruning with a renewal spur, continuing with a double canopy. "As it grows this season, we will allow that canopy to invert or flop over the wires, which are 3.5 feet from the ground and attached to a two-foot crossarm," explained Graham. This, he added, will provide plenty of sunlight to clusters.

During the growing season this year, he plans to take a cane, growing from the renewal spur on the lower wire, and tie it to an upper wire 5.5 feet above the ground on a three-foot crossarm.

"I'm going all the way to achieve my objective," Graham said. "A three-foot crossarm is what I need for the objective that I'm after. That is to get more light on the vines," he added.

Once he gets the cane on the upper wire this year, Graham hopes to accomplish two things. First, it will shelter the clusters on the lower wire



*Standing next to a Chardonnay vine, Randall Graham shows the position of the cane where he plans to retrain his 28 acres of vines.*

By  
**Pat Cavanaugh**  
Assistant Editor



from sunburn. Secondly, it allows the vine to be reworked to the higher wire, which is his ultimate goal. The plan is to eventually prune off the lower canes and train all canes on the upper wire.

"The advantage I see for training on the upper wire is that we will have more canopy in the vertical plane, allowing more sunlight to enter the canopy and on the clusters; there'll be more surface area for receiving light," he explained. "As the canes flop over, we'll tuck them underneath the lower wire." This, he said, will keep the canes out of the vine row so he hopefully still can get his narrow-gauge tractor through.

*Continued on page 6*

*Grahm, winemaker and viticulturist for Bonny Doon Vineyard, will go to any extent to get more yield from quality grapes.*



## RELATED STORY

# Randall Grahm— 'Frank Zappa of Viticulture'

**B**onny Doon Vineyard's unusual approach to grape growing has "other wineries looking, but not following."

Those are the words of Randall Grahm, winemaker and viticulturist for the family owned winery, producing 10,000 cases per year. Twenty-five percent of the sales are out of the winery's tasting room, along side the rustic county road in the Santa Cruz Mountains, just north of the Pacific coast city of Santa Cruz. The rest are marketed throughout California and 12 other states. His mother, Ruth, heads up the Los Angeles based marketing office.

"Other wineries are just too conservative to do what we're doing here," said Grahm, who has been referred to as the "Frank Zappa of California viticulture." Like the unconventional musician, Grahm is an out-of-the-ordinary, non-conformist, whose professional desire is to test the limits of grape growing and winemaking instead of relying on the "tested" formulas designed by his fellow winemakers in the industry.

A native of Southern California, Grahm studied philosophy at UC, Santa Cruz and took a European tour before he decided to work as a wine seller in Beverly Hills. Here, his already intense interest in wines grew to the point of enrolling at UC Davis to study viticulture. There, he admittedly was a holy terror. Professors were bombarded with so many questions they soon learned to hide when they heard his footsteps. In 1979, he graduated and is now a fanatic when it comes to grape quality. "It's the only way to make truly great wine," he said. While waiting for his own vines to mature, his early wines beginning with 1981, were purchased from other grape growers in California and Oregon.

For example, in 1983, '84 and '85, Grahm was obsessed with Pinot Noir, but was unable to find "suitable" grapes among thousands of California acres. So he trucked in several tons of raw material to his winery


from Oregon's Willamette Valley. "It was well worth the trouble," he said, after the three vintages turned out extraordinarily well. At \$18 a bottle the vintages are now rare finds.

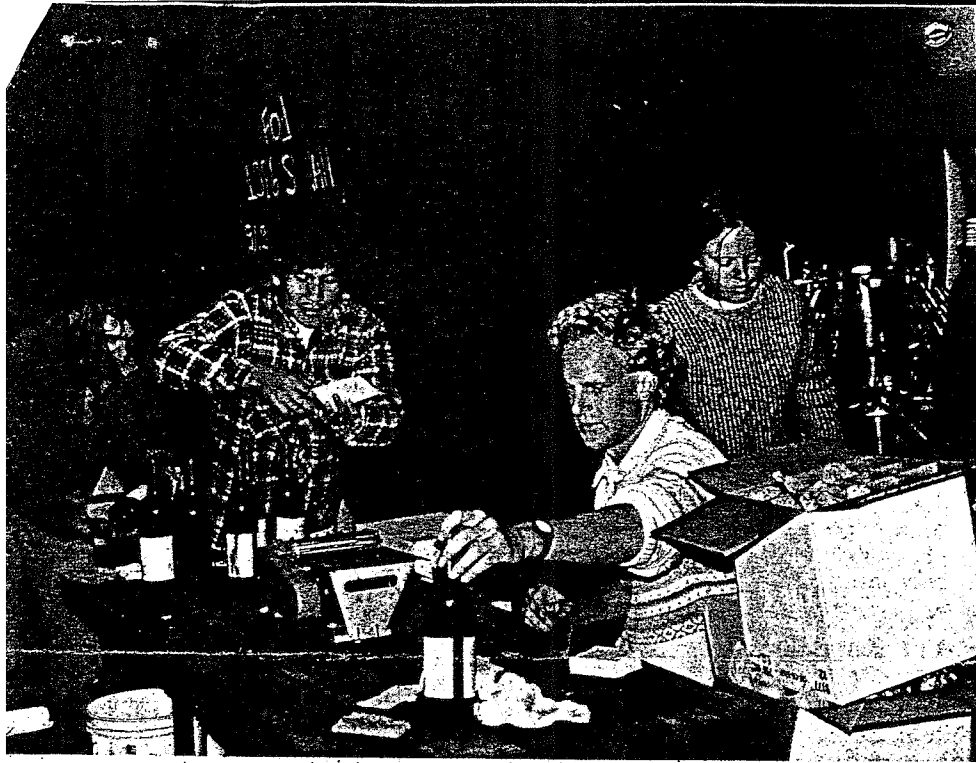
The wine industry, drinkers included, keep an eye on Grahm, because they never know what he'll do next.

In 1984, Grahm produced 92 cases of Vin de Paille, using sweet late harvest Muscat Canelli (blanc) grapes from Monterey County. As per the tradition, he left the grapes overnight on a prune dryer before they were fermented in French oak puncheons. The resulting bright gold wine, which tastes of liquid peaches (according to one wine taster), is 13 percent residual sugar. It was bottled in tenths, (instead of fifths) and sold out quickly at \$12 each.

Also in 1984, he pulled out all the stops and released Le Cigare Volant (The Flying Cigar). It is a blend of 70 percent Grenache, 25 percent Syrah and five percent Mourvedre. The wine was inspired not only because of Grahm's affinity for Rhone Valley wines, but also because, in 1954, the southern Rhone village of Chateauneuf-du-Pape passed a law forbidding UFO's (or flying cigars as the French know them) from landing in the vineyards. Grahm said the 1984 vintage commemorated that landmark decision and sold out quickly at \$10.50 a bottle. The new cigar to be released should cost significantly more.

Other Bonny Doon Vineyard award-winning wines include: Pinot Blanc; a Cabernet Sauvignon from Anderson Valley; a Syrah from Paso Robles, and a 1985 Chardonnay, from Monterey.

He just completed his first estate bottling of a 1985 Claret, a blend of Cabernet Sauvignon, Merlot, Cabernet Franc and Malbec. "I want to denote a traditional Bordeaux blend. I want complexity," he said. It will be released this year, along with a 1985 estate Chardonnay. 



*With oak cooperage nearby, wines are labeled, and boxed by winery personnel.*

Grahm knows his plan won't be an easy one. The biggest problem he faces will be during the transition period. That's the period this year when the vines will be growing and flopping over the lower wires. "The problem is that it will be tight clearance for our equipment. By allowing the cane to flop over the wire, there's going to be solid vines in the middle of the rows. We may have to do some hedging this year to get the tractor through," he explained. "Possibly next year we may not have to hedge because we'll be tucking the vines in behind the lower wire, giving us more room in the middle of the rows."

Throughout the retraining, Grahm will continue with his standard cultural practices of dry farming and fighting off birds and insects, particularly bees and yellow jackets. "They are by far our biggest problem," he said. "They come into the vineyard and take a bite out of each berry." He explained that the Rhone grapes are as aromatic as Muscats and bees cannot resist them. He's thinking about a trap crop in the middle, such as a grain, which may deter grape damage by offering insects an alternative.

Birds also have granted the vineyard little mercy, which Grahm has tried to overcome by using overhead netting. His efforts were met with frustration, because the system proved to be too labor-costly. He said he's thinking about a simpler

design closer to the vine and grape bunches. "Something must be done, because the birds will be back."

No other major pest problems exist beside a little, infrequent mildew which he controls with Bayleton and sulfur.

His cover crop is natural vegetation, which he'll mow throughout the season. "So far, we've kept the centers as natural as possible where


it keeps a good population of beneficials (insects) around," he said.

The only time he'll irrigate or apply fertilizer is just after planting. "We really push them to ripen. We're even thinking about putting some reflectors in the field to get more light all over the vine.

"I want to produce the best grapes that will grow in the cool climates that we have in Bonny Doon and other California wine regions," he said. "I want to get the maximum intensity along with a lot of character, complexity and color."

He explained that of the grapes he does produce, all are very high in quality. "They really are exceptional," Grahm said. "We simply need more yield. The ton or less yields that we're getting now make no economic sense. That's why I'm going with this radical trellising system, to bring in more light to the canopy and buds."

This, he feels, will maximize the potential of the grapes and harmonize the grapes with the right area, which is why he's looking at the Rhone varieties.

Who knows, perhaps the products of Grahm's experimentation could very well uncover new truths for California wine growers. "We'll have to be patient," Grahm said. "It will probably be five years before we know for sure." 



*Assistant winemaker Daniel Press, after bottling the winery's 1985 Claret, a red wine blending the Bordeaux estate grapes.*

Approved American Viticultural Areas  
as of October 21, 1985

KEY

ENTIRELY WITHIN: These viticultural areas are contained entirely within the named viticultural area.

PARTIAL OVERLAP: These viticultural areas are partially within and partially outside the named viticultural area.

\* \* \* The named viticultural area completely surrounds one or more other viticultural areas.

(prop.) This viticultural area has been proposed as a NPRM in the Federal Register.

<u>VITICULTURAL AREA</u>	<u>ENTIRELY WITHIN</u>	<u>PARTIAL OVERLAP</u>
Anderson Valley, CA	Mendocino North Coast	
Alexander Valley, CA	North Coast Northern Sonoma	
Altus, AR	Ozark Mountain (prop.)	
Arroyo Seco, CA	Monterey Central Coast	
Augusta, MO		
Carmel Valley, CA	Monterey Central Coast	
Catoctin, MD		
Central Coast, CA		* * *
Central Delaware Valley, PA, NJ		
Chalk Hill, CA	Russian River Valley Northern Sonoma North Coast	

<u>VITICULTURAL AREA</u>	<u>ENTIRELY WITHIN</u>	<u>PARTIAL OVERLAP</u>
Chalone, CA	Central Coast	
Cienega Valley, CA	Central Coast	* * *
Clarksburg, CA		* * *
Clear Lake, CA	North Coast	
Cole Ranch, CA	Mendocino North Coast	
Columbia Valley, WA, OR		* * *
Cumberland Valley, MD, PA		
Dry Creek Valley, CA	Northern Sonoma North Coast	
Edna Valley, CA	Central Coast	
El Dorado, CA		Cal. Shenandoah Valley
Fenville, MI	Lake Michigan Shore	
Fiddletown, CA	California Shenandoah Valley	
Finger Lakes, NY		
Grand River Valley, OH	Lake Erie	
Guenoc Valley, CA	North Coast	
The Hamptons, Long Island, NY		
Hermann, MO	Ozark Mountain (prop.)	
Howell Mountain, CA	Napa Valley North Coast	
Hudson River Region, NY		
Isle St. George, OH	Lake Erie	
Knights Valley, CA	Northern Sonoma North Coast	
Lake Erie, NY, PA, OH		* * *

<u>VITICULTURAL AREA</u>	<u>ENTIRELY WITHIN</u>	<u>PARTIAL OVERLAP</u>
Lake Michigan Shore, MI		* * *
Lancaster Valley, PA		
Leelanau Peninsula, MI		
Lime Kiln Valley, CA	Cienega Valley Central Coast	
Linganore, MD		
Livermore Valley, CA	Central Coast	
Lodi, CA (prop.)		
Loramie Creek, OH		
Los Carneros/ Carneros, CA	North Coast	Napa Valley Sonoma Valley
Madera, CA		
Martha's Vineyard, MA	Southeastern New England	
McDowell Valley, CA	Mendocino North Coast	
Mendocino, CA	North Coast	* * *
Merritt Island, CA	Clarksburg	
Mesilla Valley, NM, TX		
Mimbres Valley, NM (prop.)		
Mississippi Delta, MS, TN, LA		
Monterey, CA	Central Coast	* * *
Monticello, VA		
Napa Valley, CA	North Coast	* * *
North Coast, CA		* * *
Northern Neck, VA (prop.)		

<u>VITICULTURAL AREA</u>	<u>ENTIRELY WITHIN</u>	<u>PARTIAL OVERLAP</u>
Northern Sonoma, CA	North Coast	* * *
North Yuba, CA		
Ohio River Valley, OH, KY, IN, WVA		
Ozark Mountain, AR, MO, OK (prop.)		* * *
Pacheco Pass, CA	Central Coast	
Paicines, CA	Central Coast	
Paso Robles, CA	Central Coast	
Potter Valley, CA	Mendocino North Coast	
Rocky Knob, VA		
Russian River Valley, CA	Northern Sonoma North Coast	* * *
San Pasqual Valley, CA	South Coast (prop.)	
Santa Cruz Mountains, CA		
Santa Maria Valley, CA	Central Coast	
Santa Ynez Valley, CA	Central Coast	
California Shenandoah Valley, CA		El Dorado * * *
Shenandoah Valley, VA, WVA		
Solano County Green Valley, CA	North Coast	
Sonoita, AZ		
Sonoma County Green Valley, CA	Northern Sonoma North Coast Russian River Valley	
Sonoma Mountain, CA	Sonoma Valley North Coast	
Sonoma Valley, CA	North Coast	* * *

<u>VITICULTURAL AREA</u>	<u>ENTIRELY WITHIN</u>	<u>PARTIAL OVERLAP</u>
South Coast, CA (prop.)		* * *
Southeastern New England, CT, RI, MA		* * *
Suisun Valley, CA	North Coast	
Temecula, CA	South Coast (prop.)	
Umpqua Valley, OR		
Walla Walla Valley, WA, OR	Columbia Valley	
Willamette Valley, OR		
Willow Creek, CA		
Yakima Valley, WA	Columbia Valley	
York Mountain, CA	Central Coast	



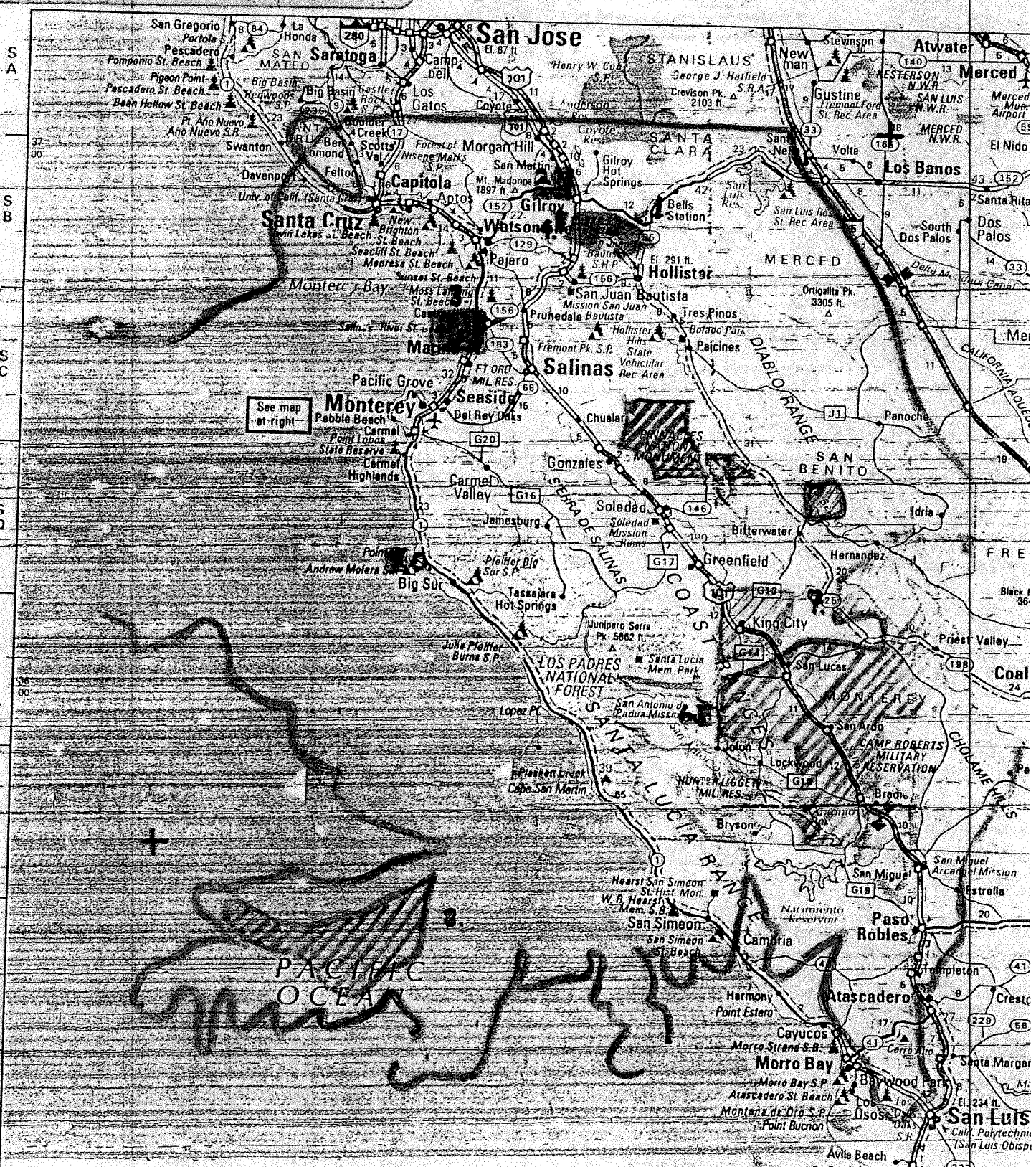
BONNY DOON  
VITICULTURAL AREA

Proposed Boundary

- Existing Vineyards:
- 1.) Beauregard
  - 2.) McHenry
  - 3.) Gramm
  - 4.) Cox
  - 5.) Green
  - 6.) Meehan

- Proposed Vineyards:
- 7.) B.L.W.Co.
  - 8.) Cunningham

	Palm Springs	Phoenix AZ	Riverside	San Bernardino	San Francisco	San Jose	Santa Barbara	Santa Cruz	Tijuana								
Merced	160	277	214	119	475	171	209	279	166	232	284	245	122	136	255	158	80
Needles	55	390	324	228	587	282	150	171	277	336	176	155	136	255	158	80	
	271	273	115	9	376	58	319	382	65	127	387	347	195	91	356	232	
	58	334	225	58	59	317		377	440	10	108	445	405	253	149	414	290
	27	392	331	137	130	353	108	444	509	115		514	468	316	218	483	359

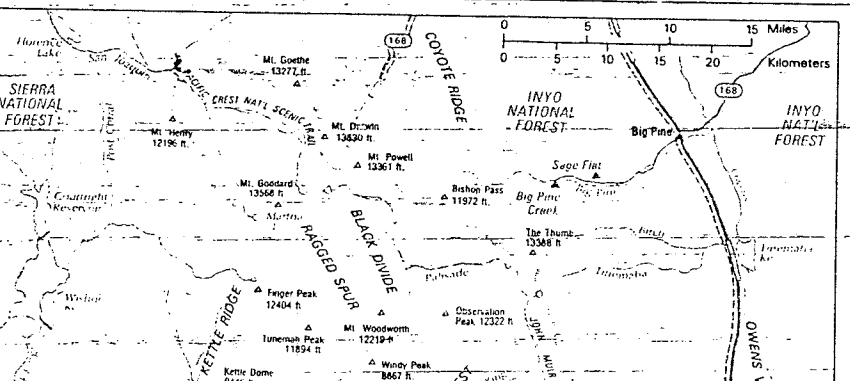
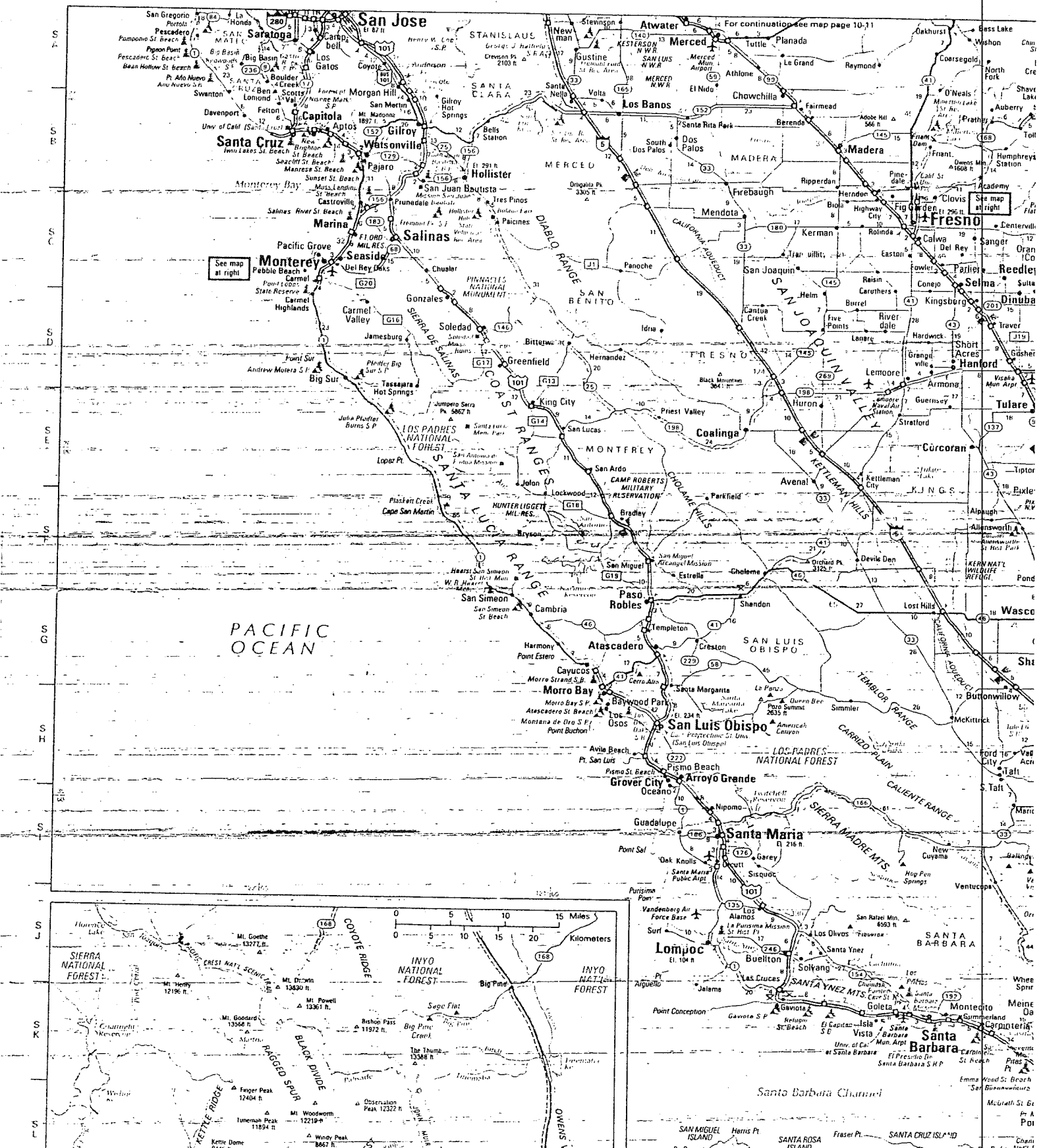


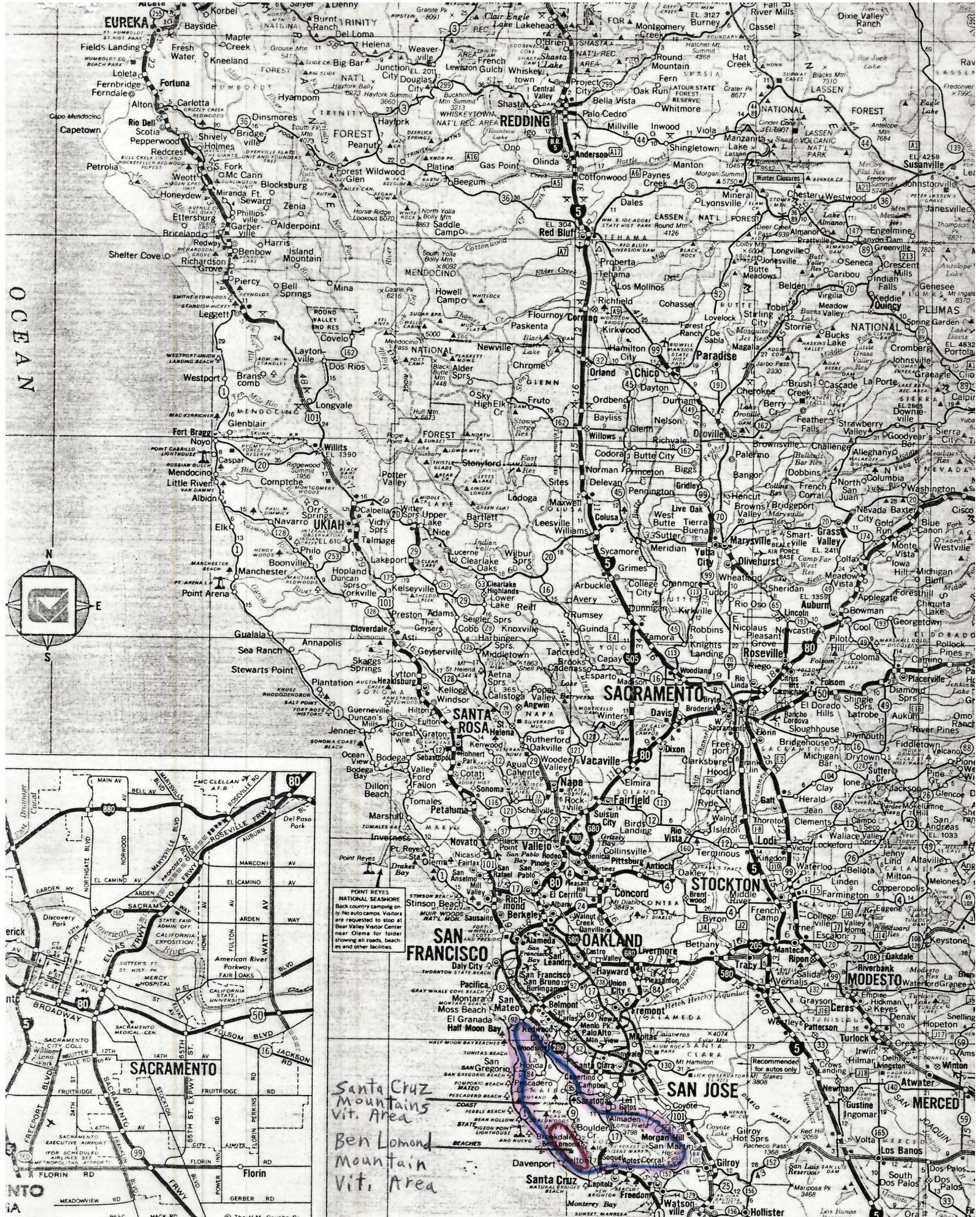
Mileage Between Principal Cities

	Bakersfield	Barstow	Blythe	El Centro	Las Vegas NV	Long Beach	Los Angeles	Merced	Palm Springs	Phoenix AZ	Riverside	San Bernardino	San Francisco	San Jose	San Luis Obispo	Santa Barbara	Sequoia NP	Tijuana MX	Ventura	Visalia							
Bakersfield	141	134	332	325	112	286	140	103	160	277	214	119	475	171	209	279	166	232	284	245	122	136	244	121	250	119	71
Fresno	247	112	246	445	432	377	233	211	55	390	324	228	587	282	150	171	277	336	176	155	136	255	158	80	351	227	47
Los Angeles	28	103	123	228	227	21	272	22	271	273	115	9	376	58	319	382	65	127	387	347	195	91	356	232	136	62	181
Riverside	43	171	82	171	164	281	231	57	58	334	225	58	59	317	377	440	10	108	445	405	253	149	414	290	120	120	240
San Diego	93	232	216	224	117	336	336	112	127	392	331	137	130	353	108	444	509	115	514	468	316	218	483	359	15	189	308

Selected Recreational & Historical Sites

- Anza-Borrego Desert State Park, SO-19
- Big Sur, SD-3
- Cabrillo National Monument, SO-17
- Channel Islands National Park, SL-10
- Death Valley National Monument, SC-1
- Hearst San Simeon State Historic Monu
- Inyo National Forest, SB-14
- Joshua Tree National Monument, SL-21





OCEAN



POINT KEYES  
NATIONAL SEASHORE  
Back country camping on  
ly. No auto camps. Visitors  
are requested to stop at  
Bear Valley Visitor Center  
near Olvera for folder  
showing all roads, beaches  
and other facilities.

Santa Cruz  
mountains  
vit. Area

Ben Lomond  
mountain  
vit. Area