



Red Leaf Disease Community Meeting
February 14th Meeting
Monterey County Agricultural Commissioner's Office

Meeting Summary

Please note: *This was the initial planning meeting. Nothing in this document is set in stone other than our intention to have all growers in Monterey County come together to explore ways we can work together to help minimize/contain the impact of red leaf diseases on our vineyards.*

1. There was consensus on the following issues:
 - a. As a group, we are interested in exploring the development of a plan of working together to combat red leaf diseases
 - b. We are willing to come together again for another planning meeting in March
2. Next Steps:
 - a. SURVEY: Send survey to all vineyard managers/owners (brainstormed questions below)
 - b. OVERVIEW: Create draft concept document – explaining goals and potential activities and structure
 - c. JOB DESCRIPTION: Create an Outreach & Education Coordinator draft job description
 - d. MEETING: Schedule March meeting
 - e. CPS: Do you have any data you can provide?
3. Program Design (again nothing is decided – just tossing things on the wall now)
 - a. GOAL:
 - i. Work together as beneficial to minimize/control vine mealy bug (red leaf diseases) and other pests/diseases that harm our vineyards
 - ii. To be helpful and create a greater common understanding & practice throughout the County
 - b. POTENTIAL CHARACTERISTICS OF PARTNERSHIP:
 - i. Voluntary (not a Pest Management District)
 - ii. With recognition that we are competitors, we see greater benefit for all of us individually in acting together to combat this issue
 - iii. Create Neighborhood Watch programs
 1. Where local neighborhoods coordinate efforts and there are individuals assigned to all of the vineyards that communicate with each other
 - iv. Understanding of partnership in MOU or Letter of Agreement/Cooperation

- v. Although initial focus would be on Red Leaf Diseases, together those in partnership could agree to focus on other diseases as well
 - vi. Co-developed program in beginning and throughout (develop a governance structure for making decisions)
 - vii. Research based – latest and greatest science
 - viii. Take advantage of existing resources (Napa, UC Extension, etc.)
 - ix. Could contribute funds to a pool to provide outreach & education and other activities as determined and agreed to by the group (participants)
- c. POTENTIAL PROGRAM ELEMENTS
- i. Learn Together
 - 1. ID Educational Needs
 - 2. Share a common understanding of the educational needs, issues and containment activities through Education & Outreach
 - ii. Problem Solve Together
 - iii. Collect Data Together (can be anonymous)
 - iv. Coordinate Containment Activities
 - 1. Share information about what/when we're doing containment activities
 - 2. Synchronize independent trapping and containment activities by sharing what you're doing with your neighbor or having a Coordinator track and share
4. Meeting Information Sharing (not consensus, just information sharing and definitely not comprehensive – we welcome any other ideas that anyone would like added here)
- a. ISSUES
- i. There are difficult issues with unclear treatment/containment issues
 - ii. Exposure level is high
 - iii. Abandoned or neglected vineyards can be addressed by Ag Commissioner
 - iv. Replanting - Have to be very aggressive
 - v. Organic is a larger issue and we need to provide education.
 - vi. How do we address nursery stock?
 - vii. Would apply to related mealybugs and scale. Monitor both, treatments are the same
 - viii. Post meeting input: Rather than studying where the mealybug/virus is located, any money generated should be allocated to studying the efficacy of our current materials in treating - pesticide resistance to our chemicals.
- b. PARTICIPATION
- i. Take the time to get everyone on the same page. Time to build trust. Time for education and building program.
 - ii. Not getting involved doesn't mean that you're not doing anything
 - iii. Not a big fan of paying per acre fee
 - iv. Respectful of the entire group.
 - v. It took Napa a year to share trap counts.
5. Sample Survey Questions

- a. Do you believe there is a problem?
- b. How concerned are you?
- c. Are you aware of a problem in your neighborhood?
- d. Can you and your staff identify?
- e. Do you understand the solutions?
- f. Do you have a plan in place?
- g. Do you/your staff need education/best practices?
- h. Would it be beneficial to work together?
- i. What neighborhoods to farm in?
- j. Are you willing to share trap data anonymously with general location?