Steve Lohr
CEO, J. Lohr Vineyards & Wines
Grower Strategies to Increase Color and Optimize Yields
Leaf color is an important indicator of nitrogen status. Dark green leaves indicate high nitrogen levels, high LAI, higher transpiration and potentially green wines.
Survey of 2018 Cabernet Must YAN vs CD From Estrella & San Miguel sub-AVA's

\[ R^2 = 0.221 \]
Summary Comments

• Vineyard derived Cabernet color (CD) is a focus (quality over quantity)
  • Likely CD Enhancers –
    • Pressure bomb guided irrigation (higher stress set points)
    • Lower nitrogen status (lower than current recommended levels?)
    • Appropriate fruit zone light environment
  • CD Diminishers
    • Elevated juice YAN’s (increase in green flavors)
    • High density canopies (increase in green flavors)
    • Well watered vines
JERRY REAUGH
Water Consultant, J. Lohr Vineyards & Wines
Supplemental Water

Essential Element to Achieve Sustainability

BVB Blended Water Project
There is Available Water Today!

• Paso Robles Treated Water
  • 1,000 - 1,500 AFY maybe more
• NACI Water
  • 4,000 - 6,000 AFY maybe more
• Blended Water to reduce salts
Amazing Benefits of Supplemental Water

- Red & Orange Zone pumpers greatly reduce groundwater pumping by **50% to 80%**
- Red & Orange Zone pumpers irrigate with Supplemental Water
- Supplemental Water a hedge against negative impact on pumpers and to the local economy
- The entire Basin benefits, costs will be shared, all pumpers will remain under GSP Allocation
Help us build this Project!

We can do this together.
Jerry Lohr
founder and CFO, J. Lohr Vineyards & Wines
Total Cabernet Sauvignon Tons Crushed in 2018 = 20134

Suppleness Index
Color Density/Tannin

Color Density (Absorbance at 420nm+520nm)
Estrella District
San Miguel District
Adelaida District
El Pomar District
Geneseo District
Creston District