

Bank of America & Raley's Present

# Crushing It

How the Wine Industry is Influencing Agriculture

a METRO  CHAMBER production

**A**s a region with deep roots in agriculture, with America's Farm-to-Fork Capital at its core, the agriculture industry is a vital piece of our region's economic puzzle. Wine grapes are just one of the many bountiful crops grown in our expansive farmland and rank as the 3rd largest agriculture commodity in our region.

The wine industry is having the same challenges and successes many of our region's diverse agriculture producers are facing today. From water issues, labor shortages, and tourism, to navigating the uniqueness of sales channels and generational ownership changes, join us as we explore the topics that matter to this industry.

*Join the Metro Chamber and hundreds of area leaders in a robust discussion on one of our region's largest exports.*

## Schedule

10:00am	Registration Opens/Network Sample Regional Wines at Winery Row
11:00am	Program Begins/Panel Discussion
12:00pm	Lunch
12:30pm	Keynote Speaker
1-2:00pm	Winery Row Re-Open for Tastings

**Thursday August 3, 2017 / 10 am - 2 pm**

(Wine tasting from 10:00-11:00 and from 1:00-2:00 pm)

Hyatt Regency / 1209 L Street Sacramento, CA 95814

## Panel Discussion

Moderator **Rick Kushman**, Capital Public Radio, and long-time wine enthusiast will lead a discussion with our region's most influential wine industry experts as they share how they are navigating an ever-changing future while continuing to treasure the romance of their craft.

**Lori Ajax**, California Bureau of Medical Cannabis Regulation

**Greg Boeger**, Boeger Winery

**Isy Borjón**, Borjón Winery

**Matt Szura**, Domaine Drouhin Oregon & Drouhin Oregon Roserock

## Keynote Speaker



**John Aguirre**, President, CA  
Association of Winegrape Growers

While the end product may be deemed a luxury, winegrapes, just like other crops, start in the field with the personal care of a farmer. Aguirre will tell the story of wine – from grape to glass, while sharing important insights on the challenges the wine industry is facing, and offering his perspective on what it takes to be successful in the production of one of our region's most prized commodities.

## Presented by:



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## Program Sponsor:



## Get Your Tickets at:

[www.metrochamber.org/events](http://www.metrochamber.org/events)

By July 14	TICKET	TABLE	After July 14	TICKET	TABLE
Members:	\$75	\$750	Members:	\$100	\$1,000
Non-Members:	\$100	\$1,000	Non-Members:	\$125	\$1,250

**For Event Information** contact Rochelle Roberts at 916-319-4277 | [rroberts@metrochamber.org](mailto:rroberts@metrochamber.org)

**For Sponsorship Information** contact Emily Dutch at 916-319-4262 | [edutch@metrochamber.org](mailto:edutch@metrochamber.org)

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The crop value of wine grapes has increased about 10% a year since 2011 and acreage has increased 13.4% collectively in Sacramento, Yolo, El Dorado and Placer County.



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