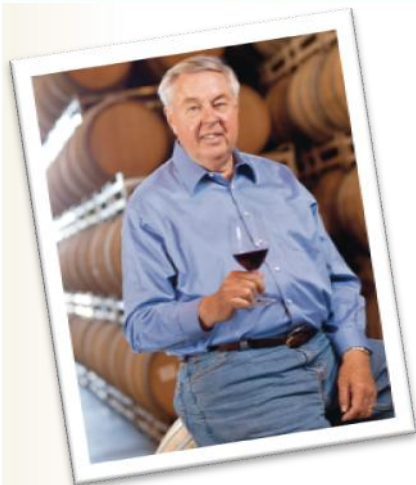




Meet California Winegrower and Wine Producer Jerry Lohr

J. Lohr Vineyards & Wines: Paso Robles, Monterey County and Napa Valley, California



Grower:
Jerry Lohr

Industry:
Wine
Paso Robles,
Monterey
County and
Napa Valley,
California



"Buying California Grown ensures we are caring for our own—our land, our people, our economy and subsequent generations—while honoring the investments of those who tended the land before us."

-Jerry Lohr

With more than six decades of experience, you can say Jerry knows a thing or two about farming. Having been raised on a farm where respect for the land and the importance of planting each individual crop in its appropriate place was instilled in him from an early age, Jerry developed a fascination with soils and cultivation. Jerry planted his first vineyard in 1972 and today is founder and proprietor of J. Lohr Vineyards & Wines - an approximately 3,700-acre operation rooted in several of California's premier winegrowing regions.

Among his many contributions to California's wine industry, Jerry was one of the first to realize the tremendous untapped promise of the Arroyo Seco appellation in Monterey County and the Paso Robles appellation in San Luis Obispo County. When asked what he enjoys most about being a California grower, Jerry responds, "I am proud to have played a role in the emergence of Monterey County and Paso Robles as world-class winegrowing regions. I'm also proud that we've focused on nurturing our vineyards in a mindful and sustainable manner. Not only does that approach translate into the best possible flavors, it contributes to people's enjoyment of delicious wines, whether in the context of a casual gathering, or a milestone occasion with family and friends."

Just as important as nurturing his land, Jerry places high importance on nurturing his employees. "We are a family business with an extended family of veteran employees," says Jerry. "We grow our own grapes and produce our wines with passionate and devoted employees, many of whom have been with us upward of 20 years—a few, even 30 years."

As a steward of California soil, Jerry sees multiple benefits to buying California Grown. "Buying California Grown celebrates and honors the heritage of those who cultivated the land before us," says Jerry. "Not only does the distinct culture, climate and soil condition of California make for consistently excellent wines, but buying California products helps contribute to the economic health and long-term viability of our state and our communities."

A passionate advocate on behalf of the California wine industry, Jerry has served as the director and chair of Wine Institute, chair of the Monterey County Winegrowers Council, founding director and four-time president of the Monterey County Vintners & Growers Association and director of the Paso Robles Vintners and Growers Association. Additionally, Jerry founded the national Grape and Wine Initiative and was one of four founding members of Wine Vision.

To learn more about California's wine industry, visit www.wineinstitute.org

