



OFFICE OF THE GOVERNOR

September 2019

California Wine Month

California is blessed with unique topography, climate and soils ideally suited to the production of fine wines. Our diverse landscape of mountains, valleys and deserts, combined with an 800-mile coastline that brings a cooling fog to vineyards, creates dozens of microclimates for the more than 120 winegrape varieties that flourish in the state. California's winemaking history dates back to the 1700's and continues today with 3,900 wineries and 5,900 winegrape growers in 49 of the state's 58 counties.

Our historic and scenic winegrowing regions, renowned cuisine based on 400 local crops and the hospitality of our winery tasting rooms attract 24 million winery visits each year. Wineries and vineyards have an annual economic impact of \$57.6 billion on the state's economy and provide 325,000 jobs for Californians. Retail sales of California wine reached \$40.2 billion in the U.S. and the state's wineries generated \$1.46 billion in export revenues from sales to 142 countries.

California's vintners and growers are primarily family businesses, many of which are pioneering sustainable practices that benefit the environment and reflect their commitment to remain in operation in the state for generations to come. The California Sustainable Winegrowing Program is the most widely adopted and comprehensive wine sustainability program in the world. California's wine community is also broadly embracing third-party certification, with 85 percent of the state's wine produced in a Certified California Sustainable Winery.

Wineries and vineyards' participation in statewide and regional educational and certification programs – including the California Sustainable Winegrowing Program, Certified California Sustainable Winegrowing, Fish Friendly Farming, Green Business Program, Lodi Rules, Napa Green and Sustainability in Practice – demonstrates the wine community's commitment to preserving the land, natural resources and human capital that will continue the bounty and high quality of California wine long into the future.

Whether enjoyed here in California, in the other 49 states or in cities and towns around the world, each bottle of California wine serves as an ambassador for our state's world-famous culture, cuisine and commitment to environmental stewardship and social responsibility.

Sincerely,



GAVIN NEWSOM
Governor of the State of California