

# Lodi Winegrape Growers: Pest and Resource Management Innovators

## Department of Pesticide Regulation Brown Bag Lunch Presentation

With Cliff Ohmart and Joe Browde, SureHarvest, and Chris Storm, Viticulturist, Vino Farms LLC

California's winegrape industry was among the first to embrace the concept of third-party certifications to ensure sustainable practices. IPM Innovator *Lodi Rules for Sustainable Winegrowing* is a notable example.

Wednesday, Sept. 26, 2012, 12:00 p.m. to 1:00 p.m.  
CAL/EPA Training Room \* 1001 I Street, Floor 1, Sacramento

<http://www.facebook.com/CaPesticideRegulation>

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Cliff Ohmart



Joe Browde



Chris Storm



## Lodi Winegrape Growers: Pest and Resource Management Innovators

The Department of Pesticide Regulation (DPR) has awarded more than \$1.2 million through Pest Management and Alliance Grants since 1995 to promote development and adoption of reduced-risk pest management in vineyards. DPR has honored 25 organizations in the winegrape industry with IPM Innovator Awards, including Vino Farms and Lodi Rules.

### SPEAKER BIOS

**Joe Browde, Ph.D., Sustainability Senior Associate, SureHarvest.** Dr. Browde is a sustainability senior associate for the professional services division of SureHarvest, a firm specializing in sustainability services and software. He has more than 25 years of experience building projects and providing innovative solutions in agriculture. He leads SureHarvest work for the California Almond and California Winegrowing Sustainability Programs, and assists with other initiatives, including the Stewardship Index for Specialty Crops. Before joining SureHarvest, he was senior project manager for the California Sustainable Winegrowing Alliance. He is an author of the self-assessment workbooks for the winegrowing and almond sustainability programs and the key architect for the behavioral change model, the Cycle of Continuous Improvement, integral to both programs. Dr. Browde began his career with Zeneca Ag Products (now Syngenta), where he served as North American entomology specialist and team leader. His experience spans a breadth of cropping systems, including commodities such as cotton and soybeans, as well as specialty crops. He received his doctorate in entomology from Iowa State University, and holds a master's in entomology and bachelor's in wildlife biology from North Carolina State University.

**Cliff Ohmart, Ph.D., VP Professional Services, SureHarvest .** Dr. Ohmart joined SureHarvest in September 2009 to lead the professional services team in the design, implementation and evaluation of sustainability strategies for the agrifood supply chain. Prior to joining SureHarvest, he served as the sustainable winegrowing director at the Lodi Winegrape Commission (LWC) for 13 years. Working with the commission's 750 growers who farm over 100,000 acres, he established the LWC as a national and international leader in sustainable farming practices. Dr. Ohmart is the senior author of the *Lodi Winegrower's Workbook: A Self-Assessment of Integrated Farming Practices* to guide grower innovation and adoption of sustainable farming practices. He was the architect of the Lodi Rules for Sustainable Winegrowing program for third-party certification by Protected Harvest. In 1990, as a pest control advisor for Scientific Methods, he designed what was likely the first computer database system for commercial pest management, including programmable hand-held data loggers for in-field data collection using barcodes. This innovation was the inspiration for SureHarvest and its Farming MIS technology. Dr. Ohmart received his doctorate in entomological sciences in 1976 from University of California, Berkeley, and a bachelor's in forest entomology from the SUNY College of Environmental Sciences and Forestry. His latest book, *View from the Vineyard: A Practical Guide to Sustainable Winegrape Growing*, was published in 2011.

**Chris Storm, Viticulturist, Vino Farms LLC.** At Vino Farms, Mr. Storm makes viticulture, nutrition, irrigation, canopy and pest management decisions for approximately 4,500 vineyard acres in the Lodi and Clarksburg wine regions. Before joining Vino Farms, he worked as the viticulturist for the Lodi Winegrape Commission, where he helped develop and write the Lodi Rules for Sustainable Winegrowing certification program and is second author of the *Lodi Winegrowers Workbook: A Self Assessment of Sustainable Winegrowing Practices, 2nd Edition*. He has been a licensed pest control advisor for nine years and has a master's in entomology from Washington State University.

**Event details:** <http://www.facebook.com/events/479381968757760/>

Cover photograph by Dale Goff: Bokisch Vineyard, Lodi. <http://www.bokischvineyards.com/about/sustainable-farming/>. Courtesy Lodi Winegrape Commission.