

March 20, 2020

Regarding: Why is the Sta. Rita Hills in Santa Barbara Wine Country so unique?

Dear Board of County Supervisors:

I am writing to you today to tell you about how special and unique Santa Barbara Wine Country is so that you can understand why the wine industry is so concerned about odor and terpene drift from Cannabis, and why protecting our region is so critical to our region's long term financial success.

Wine Grapes are completely different from Table Grapes because they do not grow everywhere and only excel in California along special climatic zones close to the ocean. Simply put - this is why \$2 Buck Chuck, the ubiquitous wine from Trader Joes, is made from the hot interior portions of Central California where raisins and table grapes come from. Alternatively, this is why in Santa Barbara Wine Country, which is known for its cold climate, Sta. Rita Hills Pinot Noirs regularly command \$75 - \$95 per bottle.

The Sta. Rita Hills wine region is only 7 miles long and 3.5 miles wide making it one of the smallest wine regions in America. As a contrast, Sonoma County is over 100 miles long and 40 miles wide. The Willamette Valley in Oregon is 140 miles long and 85 miles wide. This is how rare of a wine region we actually are particularly when compared to how large the two above wine regions are. When you have more geographic size, you have more acreage options, which is why Sonoma and Oregon are more compatible for Cannabis. There is frankly more space not adjacent to vineyards there than here.

Since being federal recognized in 2001, the Sta. Rita Hills has been lauded multiple times over by every major wine writer and in every wine, food and lifestyle publication for growing some of the best Pinot Noirs, Chardonnays and other cold-climate varietals in the world. For the last 19 years, we have been methodically growing and producing some of the best wines in the world now rivaling those wines from Burgundy, France, a UNESCO World Heritage Site. This is why Sommeliers, Wine Buyers, Consumers and Wine Retailers consistently seek out our wines from Santa Barbara Wine Country and Sta. Rita Hills.

The reason for this is because the mountains in Santa Barbara County are Transverse Mountains meaning that they run East – West and not North-South like every other mountain range in North America. This is in fact one of the ONLY places in the world where this happens. This east-west orientation allows for the Pacific Ocean winds to blow in daily which is why our average wind speeds in the region are 24 knots. This wind is a cold wind because the ocean temperatures are in the low 50s, which are very similar to water temperatures in northern California, and yet we are 8 hours south of there. It is the Alaskan current that brings this cold water down and literally upwells around Point Conception. Between the orientation of the mountains and the cold-current, Santa Barbara Wine Country has the greatest diurnal swing in a wine region in the state. This means that we have the greatest swing in temperature from the lowest low, to the highest high, and back to the lowest low in one day. You can look at Post Office records going back to the 1850s in Santa Ynez and Lompoc and see these records.

This is why we are seeing so much excitement and investment in the Happy Canyon wine region even though it is 40 miles away from the ocean. It is this swing in daily temperatures that creates the ideal conditions for making world-class wines and happens VERY few places in the world!

Wines of this quality provide an enjoyment that cannot be replicated everywhere in the world. This industry invests in the land and its people, and here is to build a legacy to pass on to the next generations.

Cannabis can be grown anywhere which is why it is called 'Weed'. It is a product to get you high, or for CBD oils to provide as healing agents and it is quickly becoming a commodity product where it will be grown all over the world as it gets legalized. It seems incredibly short-term minded as far less expensive locations than Santa Barbara County come into play.

At the very least, please proceed more carefully with odor and terpene control so as to not destroy an industry that is already thriving and building a legacy for future generations. I know Santa Barbara County needs tax dollars so I will ask these questions for you to ponder:

- Why doesn't the Board of Supervisors invest in the wine region instead to make this industry even more successful than it already is?
- Why don't you develop a Pro-Wine Culture in this county like Napa Valley and Paso Robles instead of making it the most regulated wine region in California?
- Imagine actually helping us to be even more successful. Think about the Sales Tax Revenues and Property Taxes from wineries, hotels, restaurants, jobs, and all the other ancillary benefits coming from our industry if it could be more successful

There is reasoned, logical and common sensical evidence that Terpenes drift onto Grapes and gets into the soils. Please read my colleague, Tyler Thomas, and his writings on this subject. Read UC Davis Professor Anita Oberbauer's letters on Terpenes. We are not making this up and have been consistently telling you that it is a real threat that merits more study and deliberation. The Cannabis industry's own scientific people admit to its existence. The odor from Cannabis is obvious. Please stop odor and terpenes at a property's border!

Thank you for doing everything you can to protect our industry and to ponder the above questions about building a pro-wine culture in Santa Barbara County. The Cannabis issue and the Winery Ordinance issue a few years ago have clearly woken us up to be more engaged and involved in county decision-making. Please know that we are willing partners in wanting to make this county more successful for the entire community.

In Vino Veritas,



Stephen Janes

President, Santa Barbara Vintners Board of Directors