

## Overview

### Advocacy &mdash; Giving You A Competitive Edge

Every day you face the challenges of nature, relying on experience and know-how to produce a crop that yields a profit. Do you have time to fight a hundred battles in Sacramento or Washington? Growers who belong to the California Association of Winegrape Growers (CAWG) know that alone they can't begin to have an impact on all the state, national and international issues that affect their bottom line. As a group, however, CAWG provides a standard to rally congressional and legislative support for grape grower issues.

Here are a few of the issues CAWG tackles:

- Improvements in the industry statistical data
- Funding for viticultural research
- Reform of federal estate tax laws
- Preventing misleading grape origin and varietal information on wine labels

In addition, CAWG has retained the well-respected Gualco Group as CAWG's Government Relations Adviser in Sacramento and The Washington Group in the nation's capitol.

### Research & Education

Good decisions are based on solid information. As the business of growing winegrapes becomes increasingly competitive, survivors will be those who have the latest information; who know what's coming down the pike and can tap into a reliable source of data.

Members of CAWG enjoy the insider's track on vital information. Through district meetings, newsletters, special bulletins, and industry-wide symposiums, CAWG growers keep a pulse on the industry and the issues that affect their success.

### Networking

While proudly independent, CAWG members join together not only to increase

their clout and take advantage of opportunities never available to an individual, but to share the company of like minded growers.

Whether at CAWG-hosted social events or district meetings or CAWG-sponsored industry gatherings, members of the California Association of Winegrape Growers take advantage of these opportunities to explore ideas, make friends and increase their understanding of the winegrape business.

## Tools

Tight budgets demand that you invest your membership dollars wisely. The CAWG board works to develop programs customized specifically to the needs of grape growers. From CAWG's exclusive buyers guide to insurance programs customized specifically to the needs of grape growers, the Association offers a range of exclusive programs to ensure your continued success:

- Newsletters, bulletins and special reports updating you on legislative, regulatory and industry news.
- Annual Winegrape Marketing Guide.
- "Be a Smart Marketer" - Contract Negotiations and Considerations for Winegrape Growers.
- "Concentrate Trade Profile" - Annual Report of grape, apple and pear concentrate imports and exports.
- Publications to help growers pursue sustainable practices, be good neighbors, and win community support.
- Medical, crop and workers' comp insurance programs tailored to grape growers needs.
- Winegrape Day at the Capitol.
- Advocacy in Washington and Sacramento.