



Russian River Valley Winegrowers Grower Benefits

THE MISSION OF RUSSIAN RIVER VALLEY WINEGROWERS

Over the last few years, Russian River Valley Winegrowers has continued to invest in the future of our AVA by finding strategic, new partnerships and additional funding sources to minimize the out-of-pocket expense of our membership and grow recognition and notoriety of Russian River Valley.

We are the current recipients of a Value-Added Producer Grant from the USDA and recently invested in a grant proposal for a CDFA Specialty Crop Block Grant. None of this would be possible without the support and dedication of our membership. Through the stories of our growers and wineries, we can continue to promote Russian River Valley as a premium winegrowing region to trade, media and consumers on a local, national, and international scale.

More than ever, the Russian River Valley winegrowing community keeps a united front that will help us to be top of mind when consumers are selecting a bottle of wine. Thank you for helping to make Russian River Valley what it is today.

Membership dues are based on tonnage sold in the most recent harvest.

0-5 Tons	\$400
6-25 Tons	\$500
26-100 Tons	\$750
101-250 Tons	\$1500
251-500 Tons	\$2500
501+ Tons	\$4000

If you are a grower and winery within Russian River Valley, we encourage you to join as a dual member for an additional \$100 annual fee. Membership is billed annually and valid for one calendar year.





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Membership Benefits

- Display the iconic Russian River Valley Winegrowers vineyard sign on your property
- Network with winery owners and winemakers to promote your vineyard(s)
- Stay knowledgeable about regulatory practices, drought-related information, and pest management through the RRVW partnership with Sonoma County Farm Bureau
- Access to educational resources, networking opportunities with other like-minded industry professionals, and workshops throughout the year
- Ability to highlight your vineyard in local, national, and international media opportunities when available
- RRVW supports, promotes, and sponsors the annual Sonoma County Pruning Contest and all vineyard employees of our grower community are eligible to participate
- Complimentary participation in the Russian River Valley Technical Symposium for winemakers, cellar teams, vineyard managers, and vineyard owners
- Invitation for key family and team members of your winery to join the annual Harvest BBQ, held in October of each year as a celebration of harvest for the Russian River Valley community
- Discounted tickets to any consumer events organized by Russian River Valley Winegrowers
- Engagement opportunities year-round through social media channels including Instagram, Facebook, and LinkedIn
- Option for a principal representative of your vineyard to run for any open Board of Directors seats or participate in committees (committees currently include Marketing + PR, Events, and Grants)
- List available fruit, excess tonnage, and farming equipment on the recently redesigned Classified section on our website, RussianRiverValley.org
- Vineyard listing with your contact information in the Grower Directory of RussianRiverValley.org



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