

The cost and benefit of transitioning to Regenerative Viticulture

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Sheep grazing



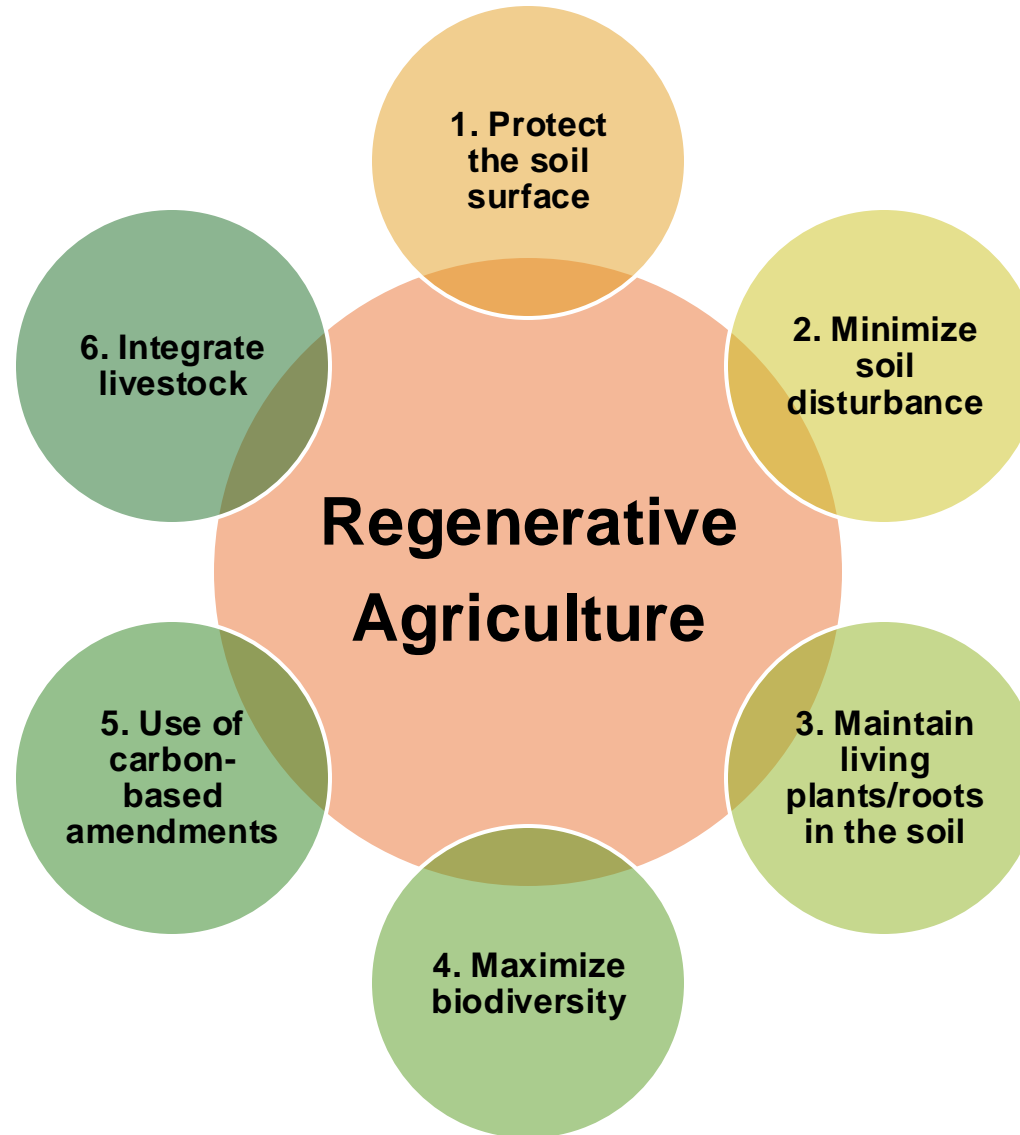
No till



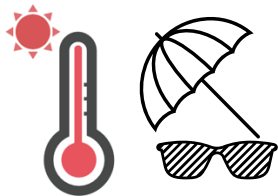
Compost use



Cover cropping



Potential benefits



\$??



Objective

- Quantify long-term economic impacts of Regenerative vs. Conventional management in Chardonnay and Pinot Noir vineyards in Sonoma.



Methodology

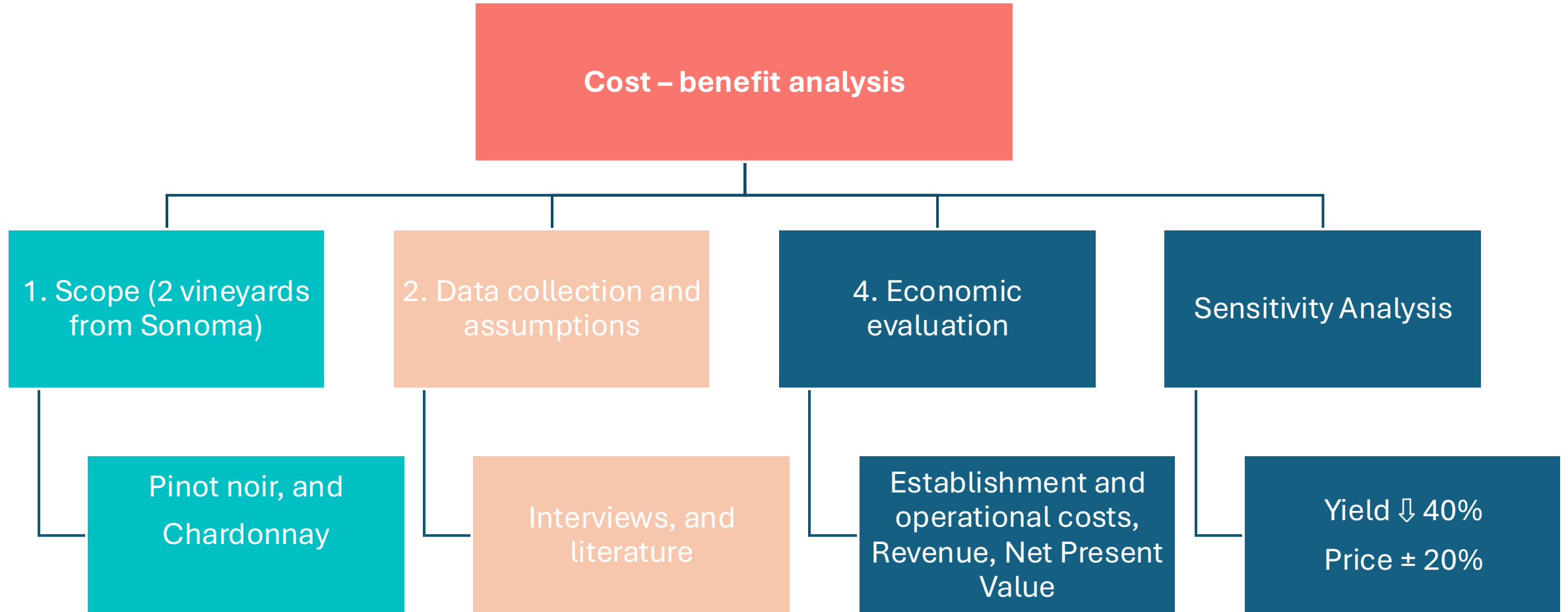


Figure 2. General steps follow in the research methodology

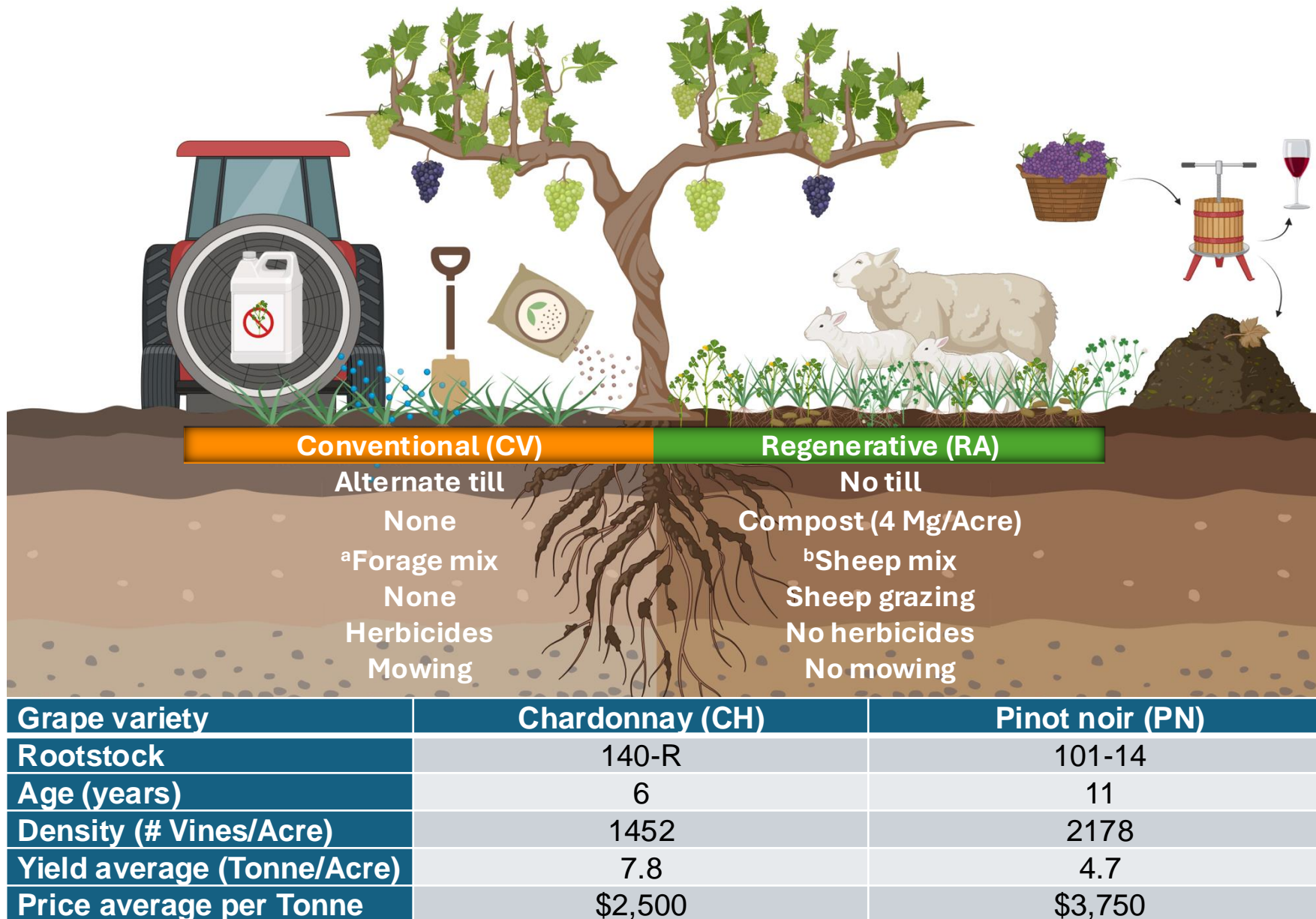


Figure 1. Difference in management practices between the conventional (CV) and regenerative (RA) scenarios, and main characteristics of the 2 vineyards studied in the Sonoma area. ^aForage Mix: white clover, annual barley, and rye.

^bSheep mix seed: 1% Campeda Subclover, 2% Hykon Rose Clover, 2% Dwarf Essex Rape, 23% Austrian Winter Peas, 35% Winter Ryegrain, and 35% Triticale.

Economic analysis

Conventional

↑ Increased cost

↑ Herbicides: \$68

↑ Mowing: \$120

↑ Tillage: \$90

↑ Cover crop: \$48

↑\$326

Regenerative

↑ Increased cost

↑ Compost purchase and use: \$340

↑ Sheep grazing event: \$100

↑ Cover crop mix: \$96

↑\$536

↑\$210

↑\$86

↓ Decreased cost

↓ Fertilizer nutrient value compost: \$92

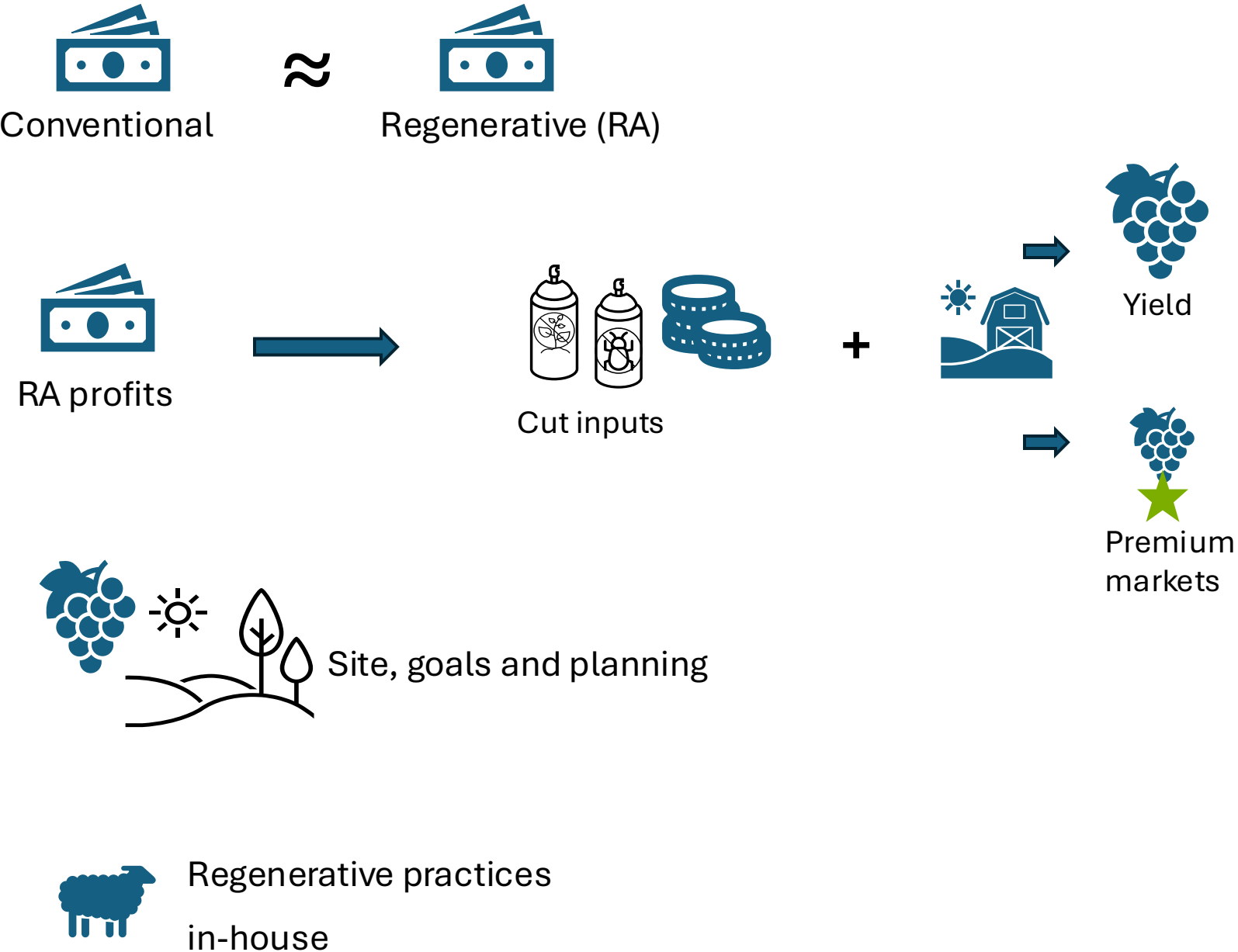
↓ Fertilizer nutrient value manure: \$3.7

↓ Erosion control: \$28

↓\$124

All monetized values (\$) are per acre/year.

Conclusions





Thank you for your attention.

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Kerri Steenwerth
- **Jackson Family Wines**
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