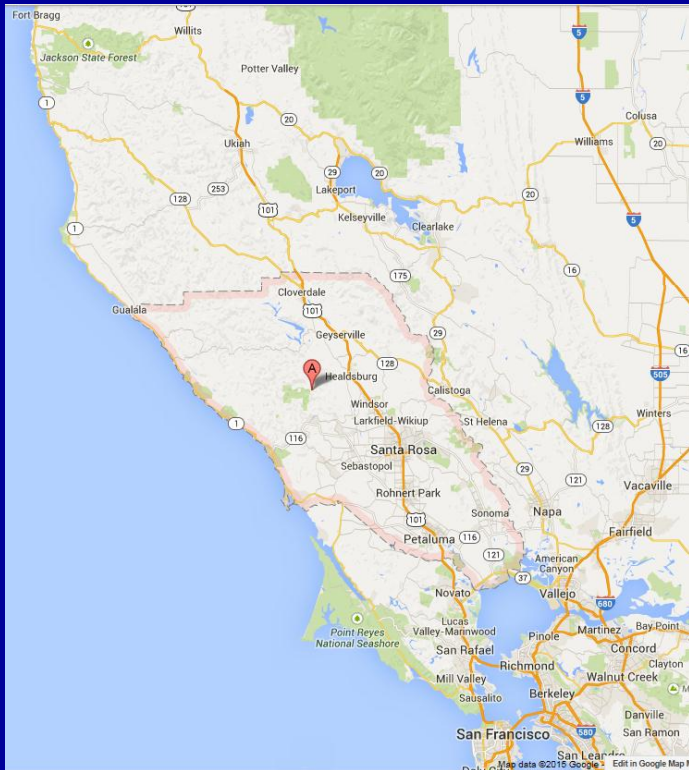


The Feasibility of Producing Cider Apples in Sonoma - Marin Counties – and the North Coast of California



February 17, 2015
SRJC Shone Farm
University of
California
Cooperative
Extension
Sonoma County

Paul Vossen Specialty Crops Advisor – UCCE (Sonoma-Marin)



<http://cesonoma.ucanr.edu>

pmvossen@ucanr.edu

UNIVERSITY OF CALIFORNIA

Division of Agriculture & Natural Resources



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CALIFORNIA



N A T U R A L
R E S E R V E
S Y S T E M





Home

Specialty Crops and OLIVES

- Food Safety for Small Scale Farmers
- Olives
- Apples
- Berries
- Fruits & Nuts
- Vegetables & Herbs
- Irrigation & Climate
- Soil & Fertility
- Cut Flowers & Christmas Trees
- Horticulture Publications



Specialty Crops



Paul Vossen, Farm Advisor

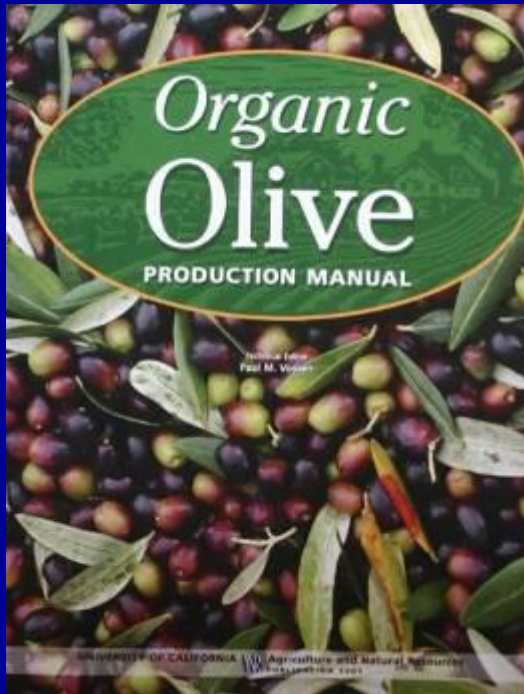
Paul Vossen has been a Farm Advisor in Sonoma County for over 25 years. He works with the county's 800 small-scale commercial farmers who grow olives, tree fruits, nuts, berries, vegetables, herbs, cut flowers, and other specialty crops on about 8,000 acres. His goal is to help farmers, processors, and marketers make a profit in local agriculture while promoting sustainable practices. His research and educational program emphasizes crop diversity.

He also manages the 200 volunteers in the Master Gardener Program who help educate home gardeners about pest management and good cultural practices.

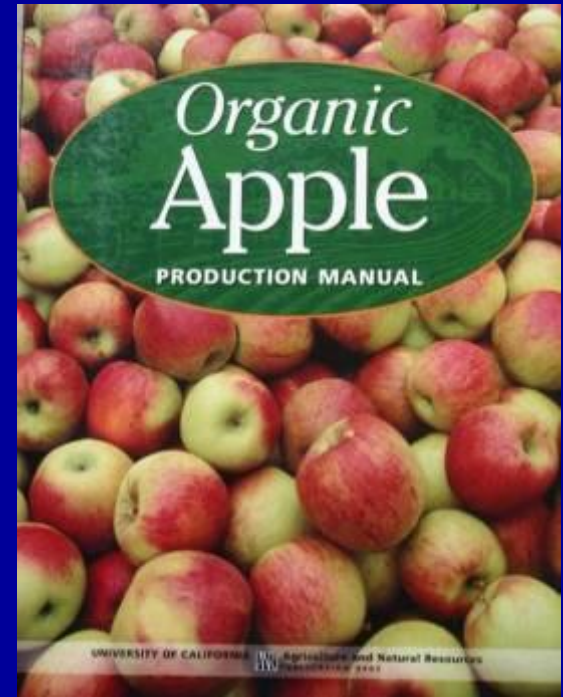
Specialty Crops Advisor



Sonoma Organic Growers



2012



- 18,503 acres – 3rd in the state
- 191 growers – 3rd in the state
- \$44 million in sales – 4th in the state
- Small-scale – 65% < \$100,000 gross

Cider Goes Trendy

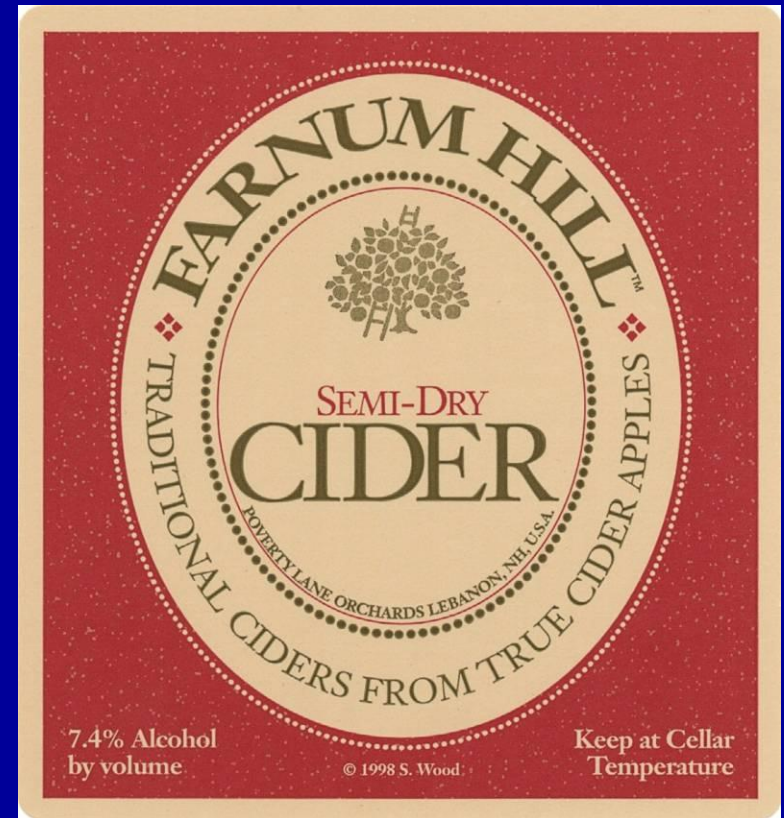


Lets start a “Name Trend”

Apple Juice



Apple Cider



NOT Cidre

\$ 500 million in USA

ALSO:

**Huge industry
in England,
France, &
Spain**

Craft Beer “categories”
(Chicago Cider Summit)

#1 – IPA

#2 – Cider

#3 - ????



Emerging Industry

351 Cider Makers in USA

40 in Oregon

10 in Washington

? in Sonoma County

NOVEMBER 2014

COURTESANS, COOKS, SAMURAI AND SERVANTS
SEDUCTION
Opening Party Thurs, Feb 7-11 PM | Asian Art Museum

The Examiner

SEARCH NEWS SPORTS ARTS FEATURES OPINION BUSINESS NATION & WORLD VIDEO SPECIAL SEC

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YOGATHON 2015

SATURDAY, MARCH 7, 2015 | 9 AM-5 PM
HERBST PAVILION, FORT MASON CENTER,
2 MARINA BOULEVARD,
SAN FRANCISCO, CA

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Features » Food & Drink

November 23, 2014

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NEXT →

Hard apple cider seeing welcome revival

By Kimberley Lovato

If an apple a day keeps the doctor away, then some might just become healthier than ever. Hard apple cider is having a moment right now here in the U.S., or really, a revival. Once the most popular drink during colonial times (settlers imported apple trees from England), and still pervasive throughout the United Kingdom, hard cider fell on hard times when beer became the tippie of choice during the 19th century. But hard apple cider is back — hardcore.

Maybe it's the recent attention to gluten, or maybe it's our love affair with nostalgia, but hard cider sales have reportedly tripled over the last three years, raking in approximately \$1.3 billion in 2013. A U.S. Association of Cider Makers was formed in February 2013 to advance cider in the market. Big brewer MillerCoors released its Smith & Forge Hard Cider in March. In May, Anheuser-Busch InBev presented its first new product in eight years when it introduced Johnny Appleseed Hard Cider, whose namesake (Johnny Chapman) grew apples for making hard cider during the late 1700s to early 1800s.

Not to be confused with non-alcoholic juice sometimes sold as cider, hard apple cider is a fermented beverage usually made with an assorted variety of apples that can alter the taste of the finished product, from bitter to sweet and even bitter-sharp.

In San Francisco, the trend is in full bloom with companies like Golden State Cider (www.drinkgoldenstate.com) leading the charge. The brand is part of the portfolio of family-run Devoto Orchards



COURTESY PHOTO

Golden State Cider, produced by the Sonoma County-based Devoto Orchards, is made from fresh-pressed West Coast apples and has no added sugar, water, gluten or concentrates.

TOOLS

Local Cideries

1. Ace Cider
2. Sonoma Cider
3. Devoto Cider
4. Tilted Shed Cider
5. Boonville Cider
6. Drew Winery
7. Troy Cider
8. CA Cider House
9. Specific Gravity
10. Murray's
11. Apple Garden



Information on making Cider



Tickets on Sale for [San Francisco](#) February 16th!



[S.F. April 25th, 2015](#) Portland June 2015



Seattle Aug/Sep
2015



February, 2016

Brought to you by [SBS Imports](#), and [the Seattle Beer Collective](#).

Wine and Brewing Courses

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Continuing and Professional Education

TRY OUR WINEMAKING CERTIFICATE PROGRAM FOR FREE!



Learn the Science Behind the Art of Winemaking

UC Davis Extension's internationally acclaimed online Winemaking Certificate program gives you the knowledge, confidence and practical skills to pursue your passion for winemaking. Fill out this form and we'll

BREWING SHORT COURSES

Homebrewing
Essential to Practical
Brewing
Introduction to
Professional Brewing
Brewing Science

**UC DAVIS
EXTENSION**
BREWING PROGRAMS



Continuing and Professional Education

Beer and Cider Marketing (Business)



2015 SONOMA COUNTY BEER, CIDER & SPIRITS CONFERENCE

FEBRUARY 27, 2015 | 1PM - 5:30PM | HYATT VINEYARD CREEK HOTEL, SANTA ROSA, CA



[Conference Info](#) | [Sponsors](#) | [Sonoma County Producers](#) | [Speakers](#) | [Agenda](#) | [Contact Us](#)



The 2015 Sonoma County Beer, Cider and Spirits Conference promises to be a stimulating afternoon of insight, education, and networking that will conclude with tasting opportunities provided by all of Sonoma County's biggest producers! This event will bring together the largest gathering of Sonoma County beer, cider and spirits producers ever, and a broad range of topics will be discussed by leaders from every stage of the industry, from **retail** to **finance** to **distribution** to **regulations**.

A series of notable speakers will include a Keynote Discussion with **Fritz Maytag** and **Keith Greggor** of Anchor Brewing Company.

The conference will conclude with a reception of beverage tasting and sponsor booths.

Take this opportunity to network with other members of this growing industry, receive new information and learn more about effective business practices!

Conference Host



Additional Information

Limited seating is available on first-come, first-served basis, until sold out.

CA Association



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California Cider & Perry Association


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Welcome to your New CCPA website

Blog posts

-  [Association named Cider Summit SF Beneficiary](#)
29 Jan 2015 10:30 AM • [Anonymous member](#)
-  [Sonoma State University offer Wine Business Seminars](#)
29 Jan 2015 3:50 AM • [Anonymous member](#)
-  [First Ever California Cider Association Annual Meeting](#)
29 Jan 2015 2:44 AM • [Anonymous member](#)
-  [Enter the California Cider Competition](#)
03 Aug 2014 9:20 PM • [Anonymous member](#)
-  [Berkeley Cider Summer](#)
26 Apr 2014 10:37 PM • [Anonymous member](#)

Upcoming events

-  [Cider Summit SF](#)
25 Apr 2015 12:00 PM • ThPresidion - Civil War Parade Ground, San Francisco
-  [Craft Beverage Expo](#)
05 May 2015 9:00 AM • Santa Clara Convention Center, 5001 Great America Parkway Santa Clara, CA 95054
-  [Award Winning California Cider Tasting at the Mendocino County Fair and Apple Show](#)
18 Sep 2015 12:00 AM • 14400 Highway 128 Boonville, CA 95415

Become a member

Now is a great time to join. Our industry is growing rapidly and together we can have a dramatic impact on our future success.

About us

The California Cider & Perry Association is in the process of forming a statewide association of cider makers, cider orchards, supporting business supply the cider industry.

What's the California Cider & Perry Association?



We hope to gather and share information to advance the cider industry as a whole, enhance individual operations, and connect with consumers with the cider they love. You may have heard of the [Northwest Cider Association](#) they've accomplished a great deal for our northern cidermaking brethren. And the [United States Cider Maker Association](#) is making progress representing us all at the national level.

Juicy Market *(PD article 1-11-2015)*



PD 1-11-2015 John Burgess

Top 14 US Cider Brands (\$)

1. Angry Orchard – Boston Beer Co: \$208.1 million
2. Woodchuck – C&C Group: \$38.3 million
3. Johnny Cider – Anheuser-Busch: \$20.7 million
4. Smith and Forge – Miller-Coors \$19.6 million
5. Strongbow – Heineken USA: \$15.2 million
6. Stella Artois Cidre – Anheuser-Busch: \$11.9 million
7. Crispin – Miller Coors: \$8.4 million
8. Michelob Cider - Anheuser-Busch: \$7.5 million
9. Hornsby's – C&C Group: \$6.3 million
10. Bold Rock – Bold Rock: \$2.5 million
11. Magners – C&C Group: \$2.4 million
12. Wyders – C&C Group: \$2.2 million
13. Ciderboys – Ciderboys: \$2.2 million
14. Ace – California Cider Co: \$2.2 million



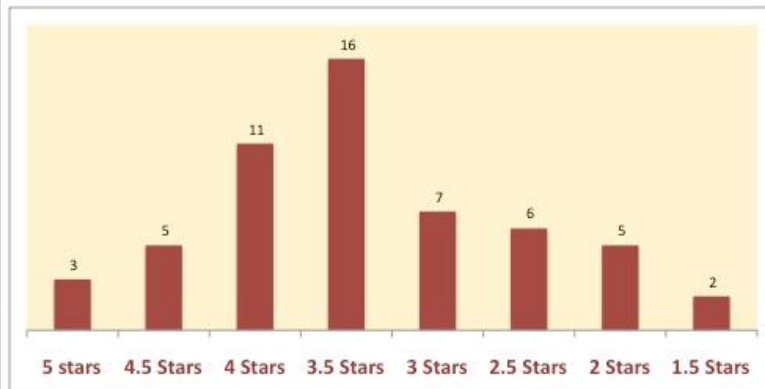
THE CIDER JOURNAL



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The 50+ Most Recently Reviewed and Rated Hard Ciders

Posted July 7, 2014.



Below are the most recent 50+ ciders reviewed here at The Cider Journal since our founding in May of this year. listed by region and in alphabetical order and with their Star Rating. Eight of these hard ciders have earned 4.5 stars or more. **Standout Cideries according to our reviews include Eric**

Bordelet and Le Pere Jules from France, Tilted Shed Ciderworks from Sonoma County, California and West County Cider from Massachusetts

April 25th
Artisanal Ciders
From Around the World
Noon - 6pm
The Presidio



The Champagne of Cider

**SPEAK DIRECTLY TO
CIDER ENTHUSIASTS**

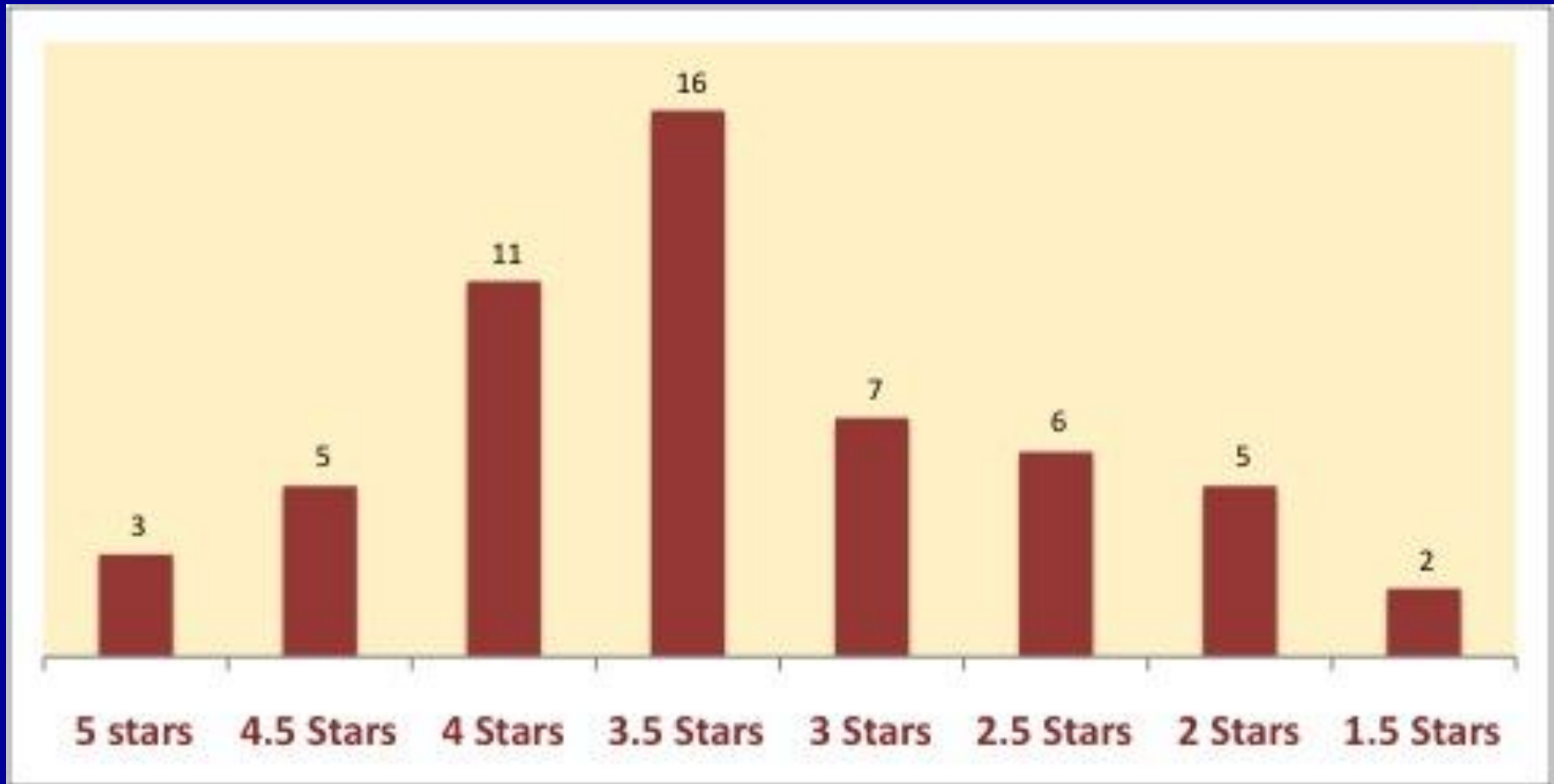
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Not-So-Top Rated Hard Ciders

July 7 – 2014 ciderjournal.com



THE CIDER JOURNAL

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Top Rated Hard Ciders at The Cider Journal

Posted February 9, 2015.

Top Rated!

Below are the highest rated hard ciders reviewed here at The Cider Journal over the past few months. Each are outstanding examples of today's renaissance in craft cider from across the globe. We urge you to not simply look at the ratings, but to click through and read the reviews.

[Carlton Cyderworks Citizen Cider](#) - **4.5 STARS**

[2013 Tilted Shed Ciderworks Lost Orchard Cider](#) - **4.5 STARS**

[2013 Tilted Shed Ciderworks Barred Rock Barrel Aged Cider](#) - **4.5 STARS**

[South Hill Cider Company Soundpost Cider](#) - **4.5 STARS**

[Eden Sparkling Dry Cider](#) - **4 STARS**

[Bereziartua Sagardoak Basque Cider](#) - **4 STARS**

[2012 Wandering Aengus "Wanderlust" Cider](#) - **4 STARS**

[Blue Mountain Cider Company Oregonian](#) - **4 STARS**



Cider Summit Chicago
February 7th
Navy Pier Grand Ballroom
Artisanal Ciders
From Around The World
11am - 3pm & 4pm - 8pm
21 & Over Only



The Champagne of Cider

SPEAK DIRECTLY TO
CIDER ENTHUSIASTS

ADVERTISE ON
THE
CIDER JOURNAL

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Enter your email address to subscribe to the Cider Journal and receive notifications of new posts by email.

Email Address

Top Rated Hard Ciders

Posted February 9, 2015 - - <http://ciderjournal.com>

[Carlton Cyderworks Citizen Cider](#) - **4.5 STARS**

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[2012 Wandering Aengus “Wanderlust” Cider](#) – **4 STARS**

[Blue Mountain Cider Company Oregonian](#) - **4 STARS**

[Westcott Bay Traditional Dry Cider](#) - **4 STARS**

[Westcott Bay Semi Dry Cider](#) – **4 STARS**

[Albemarle Ciderworks Red Hill](#) – **4 STARS**

[Albemarle Ciderworks Jupiter’s Legacy](#) – **4 STARS**

[Sea Cider Kings and Spies Hard Cider](#) – **4 STARS**

Cider Reviews

Wine-like (made from cider apples)

- Color: light amber/orange, clear
- Bubbles: short burst of short-lived bubbles
- Aroma: pure and direct and fresh - ripe, bright apple - great intensity + orange peel, cinnamon and a hint of yeastiness
- Body: medium - great deal of texture from tannin and acidity + little or no weight is derived from sugar and the sparkle is apparent, but minimal
- Flavor: intense and deep - fresh apple – slightly cooked + a hint of bitter like shaven apple peels + citrus + woody note with the tannin
- Finish: long, lingering.
- Alcohol: 8.6%

Not-So-Top Rated Hard Ciders

July 7 – 2014 ciderjournal.com

- Angry Orchard Crisp Apple Hard Cider 1.5 STARS
- Appeltreow Winery Sparkling Perry 2.5 STARS
- Argus Cidery 2012 Idalou Brut Sparkling Cider 3 STARS
- Crispin “The Saint” Artisanal Reserve Cider 3 STARS
- Foggy Ridge First Fruit Hard Cider 3.5 STARS
- Foggy Ridge Sweet Stayman Hard Cider 4 STARS
- J K’s Scrumpy Cider — Orchard Gate Gold 2.5 STARS
- Newton’s Folly Authentic Cider 1.5 STARS
- Woodchuck Farmhouse Select Original 91 Hard Cider 1.5 STARS

Cider Reviews

Beer-like Product (Angry Orchard)

- Color: Golden colored
- Bubbles: noticeable carbonation that hits like a brick.
- Aroma: ripe apple, Mott's apple juice one-dimensional
- Body: somewhat light bodied
- Flavor: dominated by heavy amounts of residual sugar, citrus and a prominent stewy/apple sauce component + nothing bitter or sharp + spitting image of Jolly Rancher Green Apple candy liquified
- Alcohol: 5.0%

Angry Orchard will be responsible for introducing many people to cider in the United States

Retail Prices of Ciders

Beer-like

- \$ 6-10 - six pack
- \$ 10 -14.00 - 22 oz. bottle



Wine-like

- \$ 15 - \$30 – 22 oz. bottle
- \$15 – 375 ml bottle



Price for apples & juice

125-150 gallons of juice/ton fruit

Beer-like – dessert apples

- \$ 150-450/ton
- \$ 1-3/gallon for juice



Wine-like – cider apples

- \$ 700 – 1,200/ton
- \$6 to 8/gallon for juice





2014

**PRODUCTION &
UTILIZATION ANALYSIS**

Apple Prices to Growers

Table 2: Season-Average Apple Prices Received by U.S. Growers, 2010-2013 Crop Years

	2010	2011	2012	2013
All sales (cents per pound)	25.10	30.30	37.10	31.10
Fresh consumption (cents per pound)	\$ 800/ton	39.40	45.30	40.90
All processing (dollars per ton)	187.00	226.00	281.00	200.00
Canned (dollars per ton)	207.00	230.00	395.00	226.00
Juice and cider (dollars per ton)	149.00	198.00	221.00	151.00
Frozen (dollars per ton)	198.00	246.00	328.00	240.00
Dried (dollars per ton)	143.00	214.00	176.00	200.00
Fresh slices (dollars per ton)	377.00	357.00	302.00	319.00
Other (dollars per ton)	241.00	201.00	249.00	308.00
Value of Fresh Production (000)	\$2,037,047	\$2,482,031	\$2,980,250	\$2,781,058
Value of Processing Production (000)	\$276,541	\$341,370	\$327,385	\$316,902
Total Farm-Gate Value of Production¹ (000)	\$2,313,588	\$2,823,401	\$3,307,635	\$3,097,960

Source: USDA, National Agricultural Statistics Service, *Noncitrus Fruits and Nuts Summary*, various years.

¹ Total revenue to growers from fresh and processing sales.

The Specialness of Sonoma

- Natural beauty - diversity
- Climate
- Good soils
- Water
- Clean air
- High quality wine
- Diversity of products



What makes wine so good

- Warm days – cool nights
- Matching variety with growing region
- Vigor management (rootstock, training system, water management, etc.)



42°N



**Cold
Ocean
Current**

**Sonoma
County
influenced
by fog
pattern**



S.F.

California

L.A.

33°N

P A C I F I C O C E A N



Great reputation for quality



Sonoma County Wines are
Special

Wine grapes are profitable because we do it right

- **The perfect blend of fog and sunshine**
- **Cultivar- clone – rootstock**
- **Spacing – training system - trellis**
- **Water management – weed control**
- **Pruning - leaf removal**
- **Cluster thinning - shoot positioning**
- **Disease prevention - insect control**
- **Fertilization - mulching - cover crop**
- **Bird control - harvest timing –**
- **Fruit handling – fermentation – winemaking**

Very Special Foods



Excellent Milk



CLOVER STORNETTA

This milk is from cows **NOT** treated with the growth hormone rBST.

FAT FREE
Milk

GOOD SOURCE OF PROTEIN
VITAMIN A & D



ONE GALLON (3.78 L)

KD

Specialty Cheeses



Great Tasting Tomatoes



Great Tasting Berries



Spicy Olive Oil



Vibrant Cut Flowers

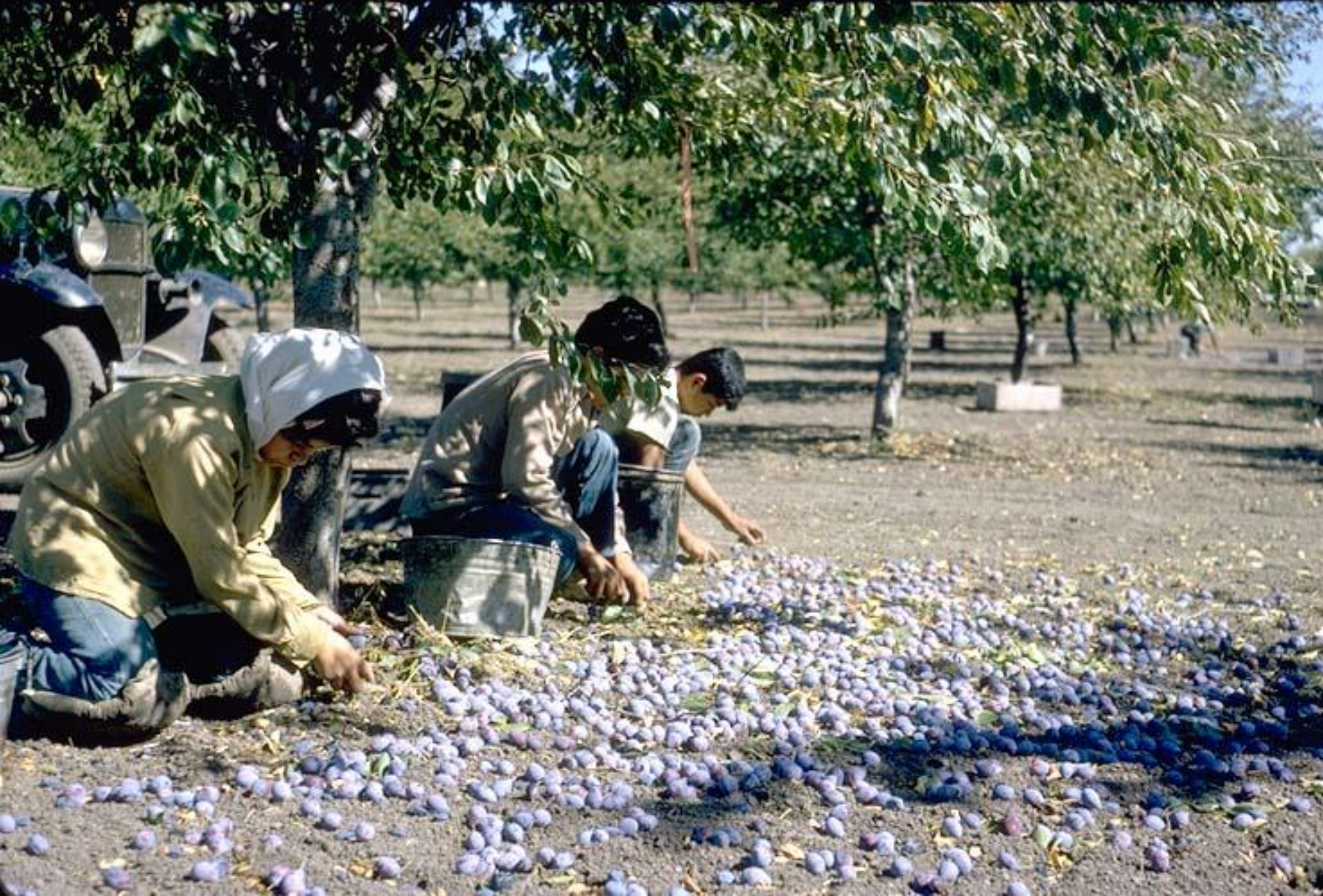


Crops Lost since 1940-50

- Prunes: 20,000 acres worth \$6 million
- Hops: 2,800 acres worth \$2 million
- Walnuts: 1,100 acres worth \$800,000
- Pears: 3,000 acres worth \$630,000
- Cherries: 1,000 acres worth \$624,000
- Berries: 670 acres worth \$178,000
- Peaches: 200 acres
- Kiwi: 44 acres
- Figs: 13 acres



Sonoma County Prunes



Marichino Cherries



Hops

1000 HOP PICKERS WANTED

245 ACRES OF HOPS

TO PICK IN
THE YARDS OF

WOHLER RANCH

ON THE
RUSSIAN RIVER

Butcher Shop, Grocery Store, Ice
Cream Stand, Lunch Room at the Camp

FREE TENTS, WOOD AND WATER

CHISHOLM FARMS CO.

Phones: Santa Rosa 2F15
Windsor 6F24

ROUTE 1, BOX 109
Healdsburg, California

Can beer labeled with “**Locally Grown Hops**” sell at a high enough price to make a profit?



OR
If beer tastes better made from Sonoma County hops



Small Grains (*locally grown*)



Salad Mix

salad of mesclun & flowers



WINE
COUNTRY
CUISINE

Specialty Produce from California's Wine Country



Declining Apple Industry

- **1940**: 13,875 acres - \$574,643
- \$0.60-0.70/box fresh - - - \$10/ton processed
- **Could raise a family of 4 on 10 acres**
- **1980**: 8,306 acres - \$55,061,600
- \$400/ton fresh packed = \$3,120/acre
- \$135/ton @ 7.8 tons/acre = \$1,053/acre



- **2013**: 2,155 acres
- \$5,828,600
- 8.5 tons/acre
- \$317/ton
- \$2,704/acre

Non Harvested Fruit



Apples to Grapes 2004



Apples to Grapes 2011



Sonoma County Ag Commissioners 2013 Crop Report Data

Fruit and Nut Summary and World Winegrape Acreage

Fruit and Nut Summary

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Apples (all)	2013	2,155	8.53	18,382	\$317		\$5,828,700
	2012	2,195	8.29	18,188	\$297		\$5,394,800*
Fresh	2013					\$1,389,100	
	2012					\$1,346,300*	
Processed (a)	2013					\$4,439,000	
	2012					\$4,048,500*	
Grapes (wine)	2013	59,772	4.53	270,609	\$2,236		\$605,068,400
	2012	58,890	4.53	267,062	\$2,183		\$582,942,100
Olives	2013	731					\$268,000
	2012	705					\$165,700
Miscellaneous (b)	2013						\$575,000
	2012						\$565,100
TOTAL	2013						\$611,740,100
	2012						\$589,067,700*

3.5 x \$ value

History: Redwoods to Apples



Dried Apples



Apple Sauce & Juice



Fresh Apple Industry

25 packers to 1

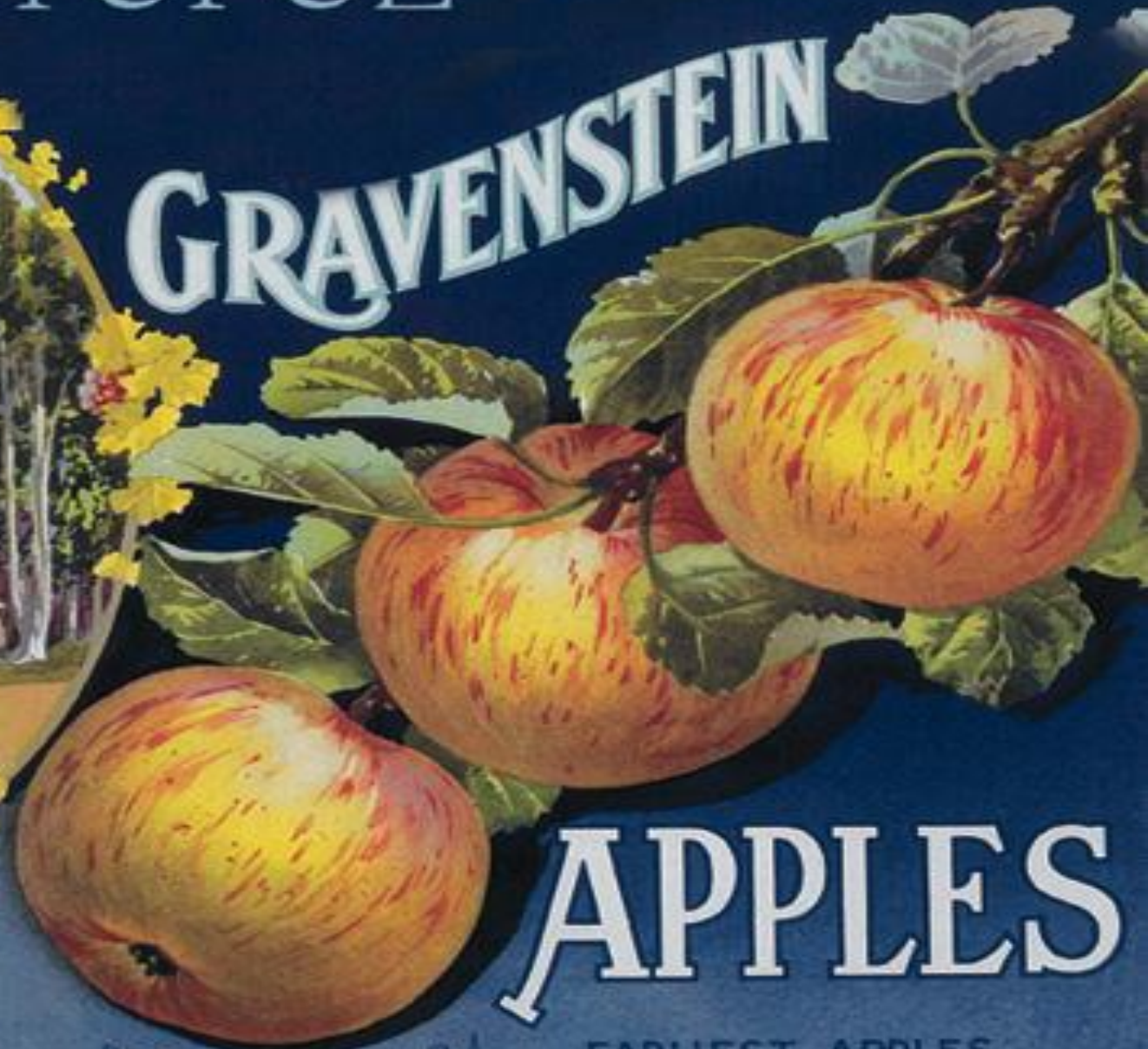


SEBASTOPOL

GRAVENSTEIN

GRAVENSTEIN APPLE ORCHARD

PACKING HOUSE



APPLES

GROWN AND PACKED
SEBASTOPOL, CALIFORNIA.

PRODUCE OF U.S.A.

EARLIEST APPLES
GROWN IN SONOMA COUNTY



Arkansas
Black



Baldwin



Greening



Bellflower



Jonathan



Sierra
Beauty



Red Gold



Winesap

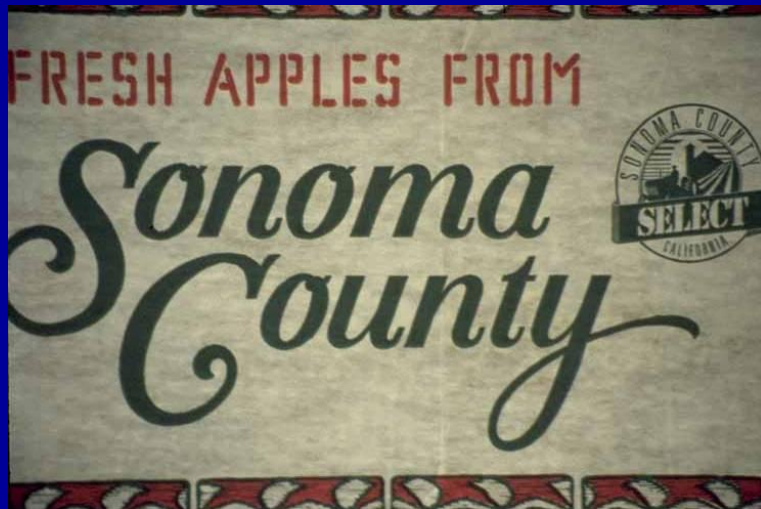


Wagener

Fresh Apples & Looks



Apple Marketing



Dry farmed apples



Water – Amount & Quality



Production Comparison

Irrigated Apples

- 3 x 12 spacing 1,000/A
- Bearing starts 2nd yr.
- Cover crop row middles
- Use 20 to 42 inches
- Yields of 35-50 Tons/A
- Specialty varieties @ \$2,000 to \$4,000/Ton

\$70,000 - \$200,000/acre

Dry Farmed Apples

- 12 x 24 spacing 150/A
- Bearing starts 6th yr.
- Tilled to save water
- Use soil stored rain
- Yields 8-15 Tons/A
- Existing varieties @ \$300 to \$2,000/Ton

\$2,400 - \$30,000/acre



**Irrigated semi-dwarf yields
40-60 tons/acre**

**Irrigated
standard yields
50-63 tons/acre**



**No doubt – flavor is better with
dry farmed – deficit irrigated fruit**





SRJC Farm