



MORGAN

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MORGAN WINERY'S QUARTERLY GROWING REPORT – APRIL 2012

MONTEREY COUNTY, CA – The 2012 winegrowing season is underway at Morgan Winery's home estate Double L Vineyard in the Santa Lucia Highlands' appellation. Budbreak is apparent throughout the property's forty nine acres of Pinot Noir, Chardonnay, Syrah and Riesling vines.

The winter and early spring weather in the SLH has been relatively dry compared to previous years, and the temperatures slightly colder due to the lack of storms. There appears to be more spring rains on the way for much of California and we welcome this rain with open arms.

Spring is also the time of year when proprietor and winegrower Dan Morgan Lee begins to assess the vineyard's current organic and sustainable practices and starts the certifications renewal process. "It's a lengthy and time consuming task," notes Lee. "However, I feel that it is a solid reminder of all the important things we do to keep the vineyard healthy, and in turn, our wines exceptional."

The Double L Vineyard has been Certified Organic since 2002 through Monterey County Certified Organics and received its "Sustainability in Practice" certification by the Central Coast Vineyard Team in 2011. The Double L was the first vineyard in the Santa Lucia Highlands appellation to become Certified Organic; it is also the first to hold both Organic and Sustainable certifications.

Organic and sustainable viticulture practices go hand-in-hand and were originally grown from the same roots. Over time, they have developed into two distinct systems and processes. Organic farming practices are site specific, dealing primarily with strict regulations governing use of chemicals in the vineyard. Sustainability could be said to be a "bigger picture" philosophy, taking into account every aspect of a vineyard's operations: social responsibility, clean water, energy conservation, and maintenance of existing habitats are just a few of its components.

"Conscientious viticultural and environmental practices that we apply through the organic and sustainable certification programs directly result in better grapes and wines," comments Lee. "Farming in such a way has been a great thing; we have very healthy vines producing fruit that shows true to its varietal character and Highlands' locale."

With more than thirty years experience, Dan Lee and the Morgan label have been synonymous with artisan, vineyard-centric wines from the Santa Lucia Highlands and Monterey. Dan's conscientious and innovative farming regimens allied with traditional, "minimalist" winemaking techniques craft wines of balance, elegance and distinction.

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