

2017 Agriculture David Rosenthal

Dave Rosenthal's agriculture history here in Lake County dates back to the early 1970s when his family first bought a 100+ acre property in Middletown that had walnuts on it and a 20 acre unkept, abandoned vineyard. He went to UC Davis where he earned a degree in Winemaking. During college, he worked weekends at the family ranch bringing that vineyard back into operation. When he graduated, he began working at Konocti Winery, now known as Steele Winery, before taking a winemaking job at Buena Vista.

He worked at Buena Vista for just over 10 years where he, as winemaker, developed the Lake County Sauvignon Blanc program because he knew all the great Sauvignon Blanc growers in Lake County and introduced them to Buena Vista, which loved the flavors of Lake County Sauvignon Blanc and began a Lake County Sauvignon Blanc wine program that started at something like 5,000 cases and quickly grew to about 75,000 cases. That wine program in the mid 1980s was the first to put Lake County on a nationally distributed wine brand label produced and sold by one of the California's oldest wineries.

Dave lives in Middletown where he and his family farm 40 acres of wine grapes, dry farmed walnuts and manage over 100 acres. His day job is in Ukiah where he works for the Pauli Family as the Winemaker/General Manager of Yokayo Wine Co. He has been employed with the Pauli Family for over 20 years.

Dave has served on the Lake County Farm Bureau Board of Directors for several years. He stepped in to serve as Vice President and in 2014 took on the President position serving the organization through the ongoing agricultural changes and the training of three new Executive Directors since the early and unexpected retirement of former 13 year Executive Director Chuck March.

During his service to the Farm Bureau organization over the past 20 years, Dave has been a key participant in main issues facing Lake County agriculture including: Genetically modified crops, new regulations regarding diesel engine use and changes to both pesticide usage and water diversions, Hitch, Cannabis, the creation of the first General Plan Agriculture Element and erosion control.

He served on the Middletown Area Plan update committee, as a member of the EPIC committee monitoring grading, erosion and hillside management, Lake County Winegrape Commission (8 years) and has participated in many countywide and state meetings to represent Lake County Ag and to protect the

agriculture industry from undue regulations and impacts from development that may result in the inability for Lake County ag to sustain its viability here in our county.

Most recently, Dave has just resigned his position as President of the Lake County Farm Bureau to take on his next position supporting Lake County Agriculture as the California Farm Bureau Federation District Director representing both Lake and Mendocino Counties.