Barbera
In California

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Mendocino and Lake Counties
Thank You, Italy!
Our earliest grape growers came from your country. They brought Barbera with them.
Picking Hops
Ukiah Valley 1890’s
Early Vineyards in Mendocino County
Barbera: Brief History

- Imported from Italy in 1885 from cuttings sent by Dr. Giuseppe Ollino to the Italian Swiss Colony.
- Reported in Amerine-Winkler: Composition of Musts and Wine (Hilgardia 1944)
- Importations by individuals
- Planted in small amounts by Italian American winegrowers including Martini, Seghesio, Sebastiani
- Julio Gallo encouraged planting in 1970’s for warm regions
Asti, California
Italian Swiss Colony, 1885
Warm Interior Ideal for Barbera
Terrain of California
Sierra Foothills
North Coast
Central Coast
San Joaquin Valley
Barbera Area in California, 1959-2004 in Acres

The graph shows the total acres of Barbera Area from 1959 to 2004. The area increased significantly from 1959 to 1980, reaching a peak in 1988. Thereafter, there was a gradual decline until 2004.
E & J Gallo, Modesto
Barbera by Region, Acres, 2010

North Coast: 164
Central Coast: 232
San Joaquin Valley: 6142
Sierra Foothills: 283
Rise and Fall of Barbera

- Planted to blend with Carignane, Ruby Cabernet
- Valued for productivity, acidity
- Julio Gallo encouraged plantings, gave contracts to growers
- Acreage grew in 1970's
- Quality wasn't as good as hoped
- Declined by 1981
Percentage of Barbera Area by Region in California

- San Joaquin Valley: 90%
- North Coast: 4.1%
- Central Coast: 3.4%
- Sierra Foothills: 2.4%
<table>
<thead>
<tr>
<th>Region</th>
<th>Average Price/Ton</th>
<th>Total Value for Region</th>
<th>Percent of State’s Total Value</th>
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</thead>
<tbody>
<tr>
<td>North Coast</td>
<td>$1,480</td>
<td>$413,732</td>
<td>2.9%</td>
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<tr>
<td>Central Coast</td>
<td>$1,232</td>
<td>$351,208</td>
<td>2.5%</td>
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<tr>
<td>Sierra Foothills</td>
<td>$1,121</td>
<td>$779,095</td>
<td>5.5%</td>
</tr>
<tr>
<td>San Joaquin Valley</td>
<td>$250</td>
<td>$12,678,524</td>
<td>89.2%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$14,222,559</strong></td>
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SJV Growing Conditions
Barbera, Gallo Ranch
Barbera, Lake County Trials

- Red Hills, Lake County, 1998-2001
- Vines planted in 1995 on 2.15 x 3.1 m spacing, 5 C rootstock
- High Winkler Region III
- Volcanic Soils
## Harvest Data, Red Hills Trial
### Barbera 1998-2000

<table>
<thead>
<tr>
<th>Year</th>
<th>Harvest Date</th>
<th>Av.Yield/1m Cordon (kg)</th>
<th>Clusters/1m Cordon</th>
<th>Av. Cluster Wt. (g)</th>
<th>Fruit/Prunings Ratio</th>
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</thead>
<tbody>
<tr>
<td>1998</td>
<td>Oct. 11</td>
<td>3.4</td>
<td>31</td>
<td>89</td>
<td>8.3</td>
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<tr>
<td>1999</td>
<td>Sept. 27</td>
<td>1.8</td>
<td>22</td>
<td>82</td>
<td>2.9</td>
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<tr>
<td>2000</td>
<td>Sept. 15</td>
<td>4.5</td>
<td>45</td>
<td>102</td>
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<tr>
<td>3 year Av.</td>
<td></td>
<td>3.2</td>
<td>33</td>
<td>89</td>
<td>6.5</td>
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<tr>
<td>Year</td>
<td>Av. Berry Wt.</td>
<td>% Brix Sugar</td>
<td>pH</td>
<td>Titatable Acidity g/l</td>
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<td>----------</td>
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<tr>
<td>1998</td>
<td>1.68</td>
<td>25.9</td>
<td>2.98</td>
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<tr>
<td>1999</td>
<td>1.63</td>
<td>26.3</td>
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<tr>
<td>2000</td>
<td>1.82</td>
<td>25.6</td>
<td>3.26</td>
<td>9.6</td>
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<tr>
<td>3 year average</td>
<td>1.71</td>
<td>25.9</td>
<td>3.13</td>
<td>10.3</td>
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Barbera Conclusions

- Good cultivar for warmer winegrowing regions of California
- Wines have good fruit, dark color, good tannic structure
- Despite large planted area, not a large wine category
- Best wines produced outside of the San Joaquin Valley