

Executive Department
State of California

PROCLAMATION

BY THE GOVERNOR OF THE STATE OF CALIFORNIA

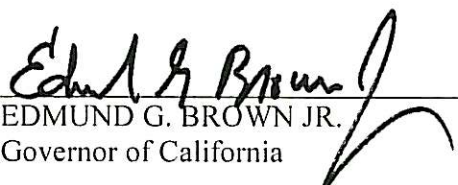
California is uniquely blessed with geographic characteristics conducive to the production of fine wines. The state's latitudinal span, topographical variations and diverse geology create a variety of soils and micro-climates that allow us to grow an unparalleled range of fine wine grapes. Our Mediterranean climate has attracted winemakers since the 18th century, when Spanish missionaries planted California's first grapevines. Today, the winemaking traditions brought by European immigrants are enhanced by more than a century of modern innovation in cultivation and fermentation techniques, areas in which California's industry, assisted by partnerships with our research universities, is the undisputed world leader.

As an industry, California wine brings innumerable benefits to the state. Our scenic and historic wine-growing regions, a renowned cuisine based on food and wine pairings, and the opportunity to taste and purchase our world-famous wines bring an estimated 20.7 million tourists to our state each year. Our state's wineries create jobs for 330,000 Californians and revenue from retail sales of \$19.9 billion, including \$1.4 billion in export sales to 122 countries. California's wineries and wine grape growers are primarily family businesses whose commitment to the industry's economic and environmental sustainability reflects their intention to remain in operation for many generations to come. The Code of Sustainable Winegrowing Practices reflects the industry's commitment to preserving the land and human capital that make possible the continuing bounty of California wine.


NOW THEREFORE I, EDMUND G. BROWN JR., Governor of the State of California, do hereby proclaim September 2012, as "California Wine Month."

IN WITNESS WHEREOF I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 31st day of July 2012.




EDMUND G. BROWN JR.
Governor of California

ATTEST:


DEBRA BOWEN
Secretary of State