

CHARLES W. FROEHLICH, JR.

[REDACTED]
Vista, CA. 92083

January 15, 1980

Director
Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20226

Re: Application for Viticultural Designation
San Pasqual Valley

Dear Sir:

This letter is for the purpose of making an application for the designation of "San Pasqual Valley" as a designated viticultural area under the provisions of 27 CFR Section 4.25. In support of this application the applicant submits the following factual information:

1. Identification of Area: San Pasqual Valley is a natural valley of approximately 9,000 acres south of the City of Escondido, and north of the City of San Diego, in San Diego County, California. The elevation of the valley floor is from 300 to 350 feet above sea level, and the sides of the alluvial plain rise to approximately 500 feet. The valley is surrounded on three sides by low mountain ranges rising to 1,500 feet and higher above sea level. The valley is fed by natural streams, culminating in the San Dieguito River, which empties into Lake Hodges on the west side of the valley. Enclosed as an exhibit is a composite of two U.S. Geological Survey maps, on which the San Pasqual Valley is identified. Applicant has arbitrarily selected the 500 foot elevation line as an appropriate demarkation of the valley, and has indicated same by a green line. The west edge of the valley is appropriately delineated by U.S. Highway I-15, as indicated on the map.

2. Name Identification. As can be seen from the map, the valley is now and for long has been known as the "San Pasqual Valley." The quadrangle map which encompasses most of the valley is called "San Pasqual, Calif." Schools and other government offices in the area are called "San Pasqual." Most of the valley lies within the city limits of the City of San Diego, and is known as the "San Pasqual Agricultural Preserve." A portion of the area is used as an adjunct to

Director
Bureau of Alcohol, Tobacco and Firearms
January 15, 1980
Page 2

the San Diego Zoo, and is called the "San Pasqual Wild Animal Park." In December of 1846 the area was the scene of perhaps the only battle in which the Californians bested U.S. Army troops, when Andres Pico and his men, fighting with lances on horseback, routed General Kearney's regulars in pitched battle. (Later, Kit Carson, a guide with the General's troops, succeeded in slipping through enemy lines to obtain rescue from military personnel stationed at San Diego). The battle is known as the Battle of San Pasqual, and there is a historical monument in the valley noting the event and the name. In short, the nomenclature and identity of the valley as "San Pasqual Valley" is very well established.

3. Agricultural Qualities. The valley has long been known as a fine agricultural area. As the geological survey map shows, it is distinctly different in elevation and soils from the surrounding hill areas. Enclosed herewith as exhibits are letters from James R. Breece, local California Extension Service agricultural advisor, and J.C. LaForce, longtime resident and agricultural expert, both of which attest to the unique and definable agricultural aspects of the valley. Additional scientific and historical data could be provided. Since there seems to be little argument about the existence of the valley as a specific agricultural area, however, only one additional source will be quoted. The earliest treatise which could be found on the subject appeared in a book entitled "Picturesque San Diego," written by Douglas Gunn and published July 1, 1887. The following is quoted from the book:

"SAN PASQUAL VALLEY: East of Bernardo, distant from San Diego 30 miles. Post-office at Bernardo. Population about 500. Store, two school-houses. This is the finest alfalfa land in the County. Thoroughbred stock, cattle horses, and hogs are leading interests. A good deal of grain and corn is grown. Prime butter and bacon are made. Vine and fruit culture is profitably carried on; there are several extensive vineyards. Beekeeping is a paying interest. San Pasqual is one of the richest and most productive valleys in the County."

4. Current Use. The valley is presently devoted to agricultural uses, with the exception of several hundred acres utilized by the San Diego Zoo. The principal agriculture is dairy and cattle, alfalfa, citrus, avocados, yams, cut flowers and bulbs and winegrapes. While several small plantings of

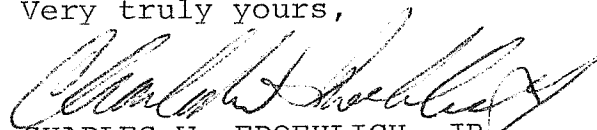
Director
Bureau of Alcohol, Tobacco and Firearms
January 15, 1980
Page 3

grapes exist in the valley, the principal planting was made in 1973 by a partnership known as "San Pasqual Vineyards." This partnership leased 250 acres from the City of San Diego and has planted approximately 100 acres to varietal grapes (Petite Sirah, Napa Gamay, White Muscat, Chenin Blanc, Sauvignon Blanc). San Pasqual Vineyards (through the agency of its general partner, the undersigned, as well as its wine-maker, Kerry Damsky) has inquired and investigated among local farmers and other people to determine whether any opposition exists to the proposed viticultural designation, whether the same would cause any confusion or difficulty of any kind, and whether any detriment of any sort might result. No such opposition, difficulty or detriment has been uncovered.

5. Benefits from Viticultural Designation. San Pasqual Valley is a relatively small and well-defined area with a uniform climate. It is relatively near the coast (from 10 to 15 miles) and is substantially affected by coastal influences. Temperatures are warm in the summer, but seldom over 95 degrees. Ocean breezes cool the area almost every day, and nights are uniformly below 65 degrees. By virtue of the relatively low elevation, several freezes occur in the valley every winter. This climate profile is quite different from that of very many areas of San Diego County, and certainly different from a generalized "San Diego" climate profile. San Diego County encompasses a great range of climate and soil areas, from extremely tropical, to marine, to desert, to mountain climates. The designation on a wine label of "San Diego County" is meaningless in terms of climate description. The designation "San Pasqual Valley" would be precise.

Therefore, the undersigned as a representative of San Pasqual Winery, and as a citizen living in the general area, requests that the Bureau undertake such investigation and other procedures that it may deem appropriate, and that thereafter it issue its ruling establishing San Pasqual Valley, San Diego County, California, as a designated viticultural area.

Very truly yours,



CHARLES W. FROEHLICH, JR.

CWF:pvs
Enclosures

J. C. La Force
SKY MESA RANCH
787 SOUTH GRADE ROAD
POST OFFICE BOX ~~567~~ 955
ALPINE, CALIFORNIA 92001
January 10, 1980

Charles W. Froehlich, Jr.
Post Office Box A
Vista, CA 92083

Dear Mr. Froehlich:

Pursuant to our recent telephone conversation I offer my assessment of the specific agricultural features of the San Pasqual Valley.

For the past forty years I have had the opportunity to closely follow and observe the agricultural enterprises of this valley in central San Diego County. First, as manager of the agricultural financing agency, San Diego Production Credit Association, which association financed and supervised many of the farming and dairy operations in San Pasqual Valley for over twenty-five years. This led to my position as agricultural representative for the City of San Diego supervising the agricultural leases on some 6,000 acres of San Pasqual Valley land owned by the City. (Enclosed is a copy of my experience and qualifications.)

The "San Pasqual" which has been farmed for more than one hundred years, is a sheltered valley located about ten miles inland from the Pacific Ocean, in the Santa Ysabel river water-shed, elevation varying from about 300 to 400 feet above sea level. The soil structure in the floor of the valley is alluvial fill. On the slopes it is decomposed granite base. Water for irrigation, stock water and for domestic use is derived from wells and is adequate for these purposes.

Historically, the agricultural uses of the land have been the production of deciduous tree crops, vine crops and the operation of Grade A dairies. The pioneer homesteads in the valley all had family orchards of deciduous and citrus trees and grape vineyards. Currently the east end of the valley is planted to oranges, lemons and avacados. The central and west end supports fine vineyards, irrigated row crops and three Grade A dairies. This area is very well adapted to the successful

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production of these particular crops. High yields over the years testify to the areas adaptation to their production.

Some years ago I recommended to San Diego City Management that, among other crops economically suitable, the San Pasqual Valley was well adapted to the production of grapes. I have closely observed the planting, care and production of the San Pasqual Vineyard and am especially gratified with the success of this operation.

Yours sincerely,


J.C. La Force

Encl.

JCL/bl

QUALIFICATIONS

OF

J. C. LA FORCE

Resident of San Diego County since 1910.

University of California, majoring in Economics, with special work in Animal Husbandry and Agronomy.

Twelve years experience with the Agricultural Commissioner and State Department of Agriculture, in agricultural research and agricultural law enforcement work. Worked constantly during this period on large and small ranches in San Diego County and became familiar with almost all of the phases of the various operations.

Thirty years experience in San Diego County in short-term agricultural financing and farm management. This work has consisted of applied agricultural economics.

- (a) Working out farm management plans;
- (b) Passing on and extending short-term and intermediate-term credit on farm and ranch operations.

During this latter 30 years, had the opportunity to closely observe and follow all of the activities, both from the standpoint of operation and management, on many large and small farms and ranches in this county.

Agricultural Consultant for the City of San Diego, in charge of leasing and management of the City's agricultural properties and answering directly to the City Manager of San Diego.

Maintained and operated a farming and/or livestock operation in San Diego County for 40 years.

Have appraised many ranches for individuals, corporations, Federal, State and county governments; and advised with private owners in the purchase and development of large and small agricultural and livestock operations.

Qualified as an expert witness in courts of law.

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Telephone — 565-5389

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Telephone — 565-5393

December 13, 1979

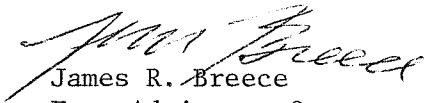
TO WHOM IT MAY CONCERN:

The San Pasqual Vineyard is located in the San Pasqual Valley. This valley is approximately 15 miles from the Pacific Ocean. The days are warm and sunny during the summer and the nights are cool because of a prevailing ocean breeze which arrives every evening. The valley is not in a fog belt, and the sun burns off any haze. This is an ideal climate for the growing of varietal wine grapes.

Soils are well drained with no underlying perched water tables that would inhibit the growth of the grapevines.

Aside from the few minor pest problems, this area does not have any major disease or insect problems.

Sincerely,



James R. Breece
Farm Advisor - Ornamental Horticulture

JRB:er