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PHOTOS ATTACHED

Napa County farmers reveal all for preservation efforts *“the other side of Napa”*

NAPA, Calif., June 19, 2009 – Napa County Farm Bureau (NCFB) announced it has “dropped everything” again to protect the county’s world-renowned agricultural land. Fourteen NCFB members will show off more than their farmers’ tans in the unique **2010 “Napa Uncovered”** wall calendar. Proceeds from this enlightening look at Napa agriculture will support NCFB’s efforts to preserve and protect Napa Valley’s agricultural resources.

“I was pleased to be a part of this fundraiser in honor of the 41st birthday of the Napa Valley Agriculture Preserve and many more to come!” says model Hugh Davies, president of Schramsberg vineyards who also opened his winery to all fourteen models for the cover shot.

“The first Napa Uncovered calendar was a huge success, we sold all 2,000 copies in two months; our fans asked us to ‘do it again,’” says Al Wagner, vineyard manager at Clos Du Val winery, who posed as Mr. July in 2008 and “did it again” for the 2010 calendar.

Wagner is joined by 10 new models, Ernie Ilsley, Sam Caselli, Reed Renaudin, George Keatinge, Jake Knobloch, Phil Burton, Hugh Davies, Steve Matthiasson, NCFB president Peter Nissen, brothers Matt and Joe Hardin, as well as 2008 models Michael Hanna and Eric Pooler. Active in their community, these grape growers, ranchers and winery owners support sustainable farming and a strong land stewardship ethic.

Napa County Farm Bureau retained local creative photographer Terence Ford who expressed amusement when asked to be part of the project. “I enjoyed the fact that all models revealed a lot for a great cause. Each photo captures and highlights the “sense of place” of Napa’s beautiful vistas, open space and farmland.”

The calendar will be available for purchase on June 26th and is available for preorder now online at www.napauncovered.com. The price of the deluxe 9x12 calendar is \$23 with tax and shipping. A limited number of autographed calendars will be available for \$40 on www.napauncovered.com on June 26th.

About the Napa County Farm Bureau

NCFB is a voluntary, non-profit, non-governmental organization whose basic goal is to ensure the proper political, economic, environmental and social climate for the continuation of agriculture. Today, NCFB strives to preserve land for agriculture, and creates policies and programs that allow us to maintain a high quality of life in Napa County.

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Please credit Terence Ford photography and NCFB for the use of the attached pictures. “Hugh Davies, President of Schramsberg Vineyards, posing as Mr. August in Napa Uncovered 2010 calendar.”

Editor/Reporter note – Mark your calendars now for NCFB’s Napa Uncovered release party on June 26^h at Clos Du Val winery in Napa. Models will be available for interviews and you’ll be able to pick up your complimentary calendar. Invitation will be emailed separately.