



## CHARLIE BARRA LEGACY TIMELINE

- 1926** Charles Barra born in Calpella, California to first generation Italian immigrants Antonio Barra and Marie Rovera
- 1946** Senior year in high school, Charlie farmed wine grapes which earned him \$10,000.00 (3 x as much as the principal!)
- 1952** Served in U. S. Army from 1952-1954
- 1955** Planted 175 acres of prime wine grape vineyards in Redwood Valley (Redwood Valley Vineyards)
- 1960** One of first wine grape growers to use sprinkler system water for frost protection in vineyards. Constructed five water reservoirs for storing winter water runoff to use for frost protection and irrigation. Pioneered the use of grape gondolas for in-field harvesting of grapes, making the use of wooden boxes in the field obsolete.
- 1963** Founder and past president of California North Coast Grape Growers Association and board member for 41 years. Lobbied for a variety of grower causes, including varietal percentage change in wines from 51% to 75%, the first appellation designation in the U.S, and for pricing regulations that said a grower and winery had to agree on prices before grapes were crushed
- 1965** Appointed to Mendocino County Planning Commission
- 1968** Appointed by then Governor Reagan to the Mendocino County Board of Supervisors
- 1969** Founder and chairman first two years of St. Mary's Mardi Gras fundraiser
- 1974** Planted 300 acres of vineyard in Potter Valley and Ukiah Valley
- 1975** Again appointed to Mendocino County Planning Commission
- 1976** Chairman of the Board of Directors of the Limited Partnership which owned Souverain Winery through 1985
- 1980** Acted as advisor to Bank of America on agricultural lending. Married Martha Barra
- 1988** Founded St. Mary's School Foundation, serving as its president for 21 years
- 1989** Officially converted all vineyards to organic farming, following the practice of using no pesticides, insecticides or herbicides. Certified and inspected each year by California Certified Organic Farmers
- 1992** Invented radio-controlled fishing bobber, patented by U. S. Patent Office
- 1996** Purchased 50% interest in Redwood Valley Cellars, a 2.8 million gallon custom crush and storage facility located in Redwood Valley, California
- 1997** Began producing premium wines and marketing under the label of *BARRA of Mendocino*
- 2000** Planted 20 acres of Petite Sirah and Zinfandel vineyards on eastern hills near Lake Mendocino (Bella Collina)
- 2003** Developed other wine labels called *Girasole Vineyards* and *59<sup>th</sup> Harvest* and developed national as well as international wine sales channels
- 2006** Charlie Barra turns 80 and completes his 61<sup>st</sup> harvest!
- 2007** Purchased remaining 50% interest in Redwood Valley Cellars to become sole owner of 2.8 million gallon crushing and storage facility servicing the North Coast
- 2009** *Girasole Vineyards* Pinot Noir wins Wine & Spirits "100 Best Buys of the Year" award
- 2011** Charlie Barra honored by Slow Foods San Francisco as a pioneer for organic grape farming in the United States
- 2012** Launched redesign of *Girasole Vineyards* label and released first Rosé under *BARRA of Mendocino* brand
- 2013** Charlie Barra celebrates his 68<sup>th</sup> Harvest in Mendocino County, and is honored in story by Tim Fish of Wine Spectator
- 2014** Barra family purchases 50 acres of certified organic vineyard adjacent to home ranch in Redwood Valley
- 2016** Planted 5,900 vines of Pinot Blanc and 14,000 vines of Cabernet Sauvignon
- 2017** *Girasole Vineyards* named a Wine Enthusiast "Value Brand Of The Year"
- 2018** Mendocino County Fair Wine Competition establishes the "Charlie Barra Best of Show White Wine" designation
- 2019** Charlie Barra passes away, June 29, 2019 at the age of 92