

Contact: Katie Fonsen Young
publicity@sonomacountyfair.com
(707) 545-4200
For Immediate Release

Harvest Fair Honors Lise Asimont of Francis Ford Coppola Winery as 2014 Outstanding Young Person in Agribusiness

SANTA ROSA, Calif. – August 22, 2014 – “Mind blowing”... “Huge”... “Very humbling”... “Such an honor!” You might say 38-year-old Lise Asimont is excited to be named the 2014 Outstanding Young Person in Agribusiness by the Sonoma County Harvest Fair. Asimont is Director of Grower Relations at the Francis Ford Coppola Winery. With 16 years of experience as a viticulturist in the wine industry, including nine vintages with Francis Ford Coppola, Asimont considers herself as a newbie.

“This is my dream job! Every day I wake up and I pinch myself, because I can’t believe how lucky I am! To be embraced by Sonoma County like this and to be included in such an impressive list of Harvest Fair award recipients—past and present— is mind blowing to me,” she says.

Asimont joined the winemaking team at the Francis Ford Coppola Winery in 2006 and has helped to develop their North Coast and Central Coast wine programs. As the Director of Grower Relations, she sources grapes for all wine programs at the Francis Coppola Winery, including from ten counties throughout California. She is responsible for the quality of fruit that comes to the winery and understanding the quality and style of wines that will come from each vineyard. She works closely with growers from pruning through harvest as a consulting viticulturist on behalf of the winery, aiding to enhance final wine quality. She is also responsible for the 60-acres of vineyards the Francis Ford Coppola Winery owns in the Alexander Valley and for the implementation of fish-friendly, bee-friendly and sustainability certifications at the Coppola vineyards.

Asimont started her career in the wine industry while studying anthropology at Saint Mary’s College. She devoted a junior thesis to the inner-workings of a small winery in the Russian River Valley and developed a love for winegrowing. She went on to receive a master’s in viticulture from UC Davis, with master’s research on grapevine rootstock resistance to root-knot nematodes. After graduating, Asimont went to work for Cambria Winery in Santa Barbara County as an assistant vineyard manager. In 2001, she moved to Sonoma County and worked in grower relations for Geyser Peak Winery, where all the vineyards in the state of California became her living classroom.

Asimont serves on the Board of Directors for the American Society for Enology and Viticulture (ASEV) and was named president in July. She is a member of the Santa Rosa Junior College Shone Farm Viticulture Advisory Board and the Unified Wine & Grape Symposium Program

Development Committee. She lives in Sonoma County with her husband Shawn, children Lily and Cassius, two dogs, one cat and six chickens. Her family spends their free time supporting Lily and Cassius' sports teams, and enjoying the amazing recreational and agrarian life of western Sonoma County.

The Harvest Fair is proud to honor Lise Asimont's passion, professionalism and skill by naming her the 2014 Outstanding Young Person in Agribusiness. Each year, the Sonoma County Harvest Fair recognizes five individuals or businesses for their dedication and support to the County's \$3-billion agriculture industry. The prestigious Outstanding Young Person in Agribusiness is given annually to a person under the age of 40 who has demonstrated outstanding achievement in the production or processing of an agricultural product or commodity, primarily of the harvest type, in Sonoma County.

The Harvest Fair and members of the local wine, food and craft beer industry will celebrate Asimont, along with her fellow Harvest Fair award recipients, during a ceremony and dinner to be held September 28 at Wells Fargo Center for the Arts. The annual event has become an important part of the Harvest Fair Professional Food and Wine Competitions. It offers the chance to celebrate the abundant achievements of the Sonoma County agriculture industry. The celebration will be open to the public with tickets available at harvestfair.org.

The 2014 Sonoma County Harvest Fair will be October 3-5 at the Sonoma County Fairgrounds. For more information, visit harvestfair.org or call (707) 545-4203. You can also find "Sonoma County Harvest Fair" on Facebook.

PAST RECIPIENTS

1980	Alex Vyborny	1991	Doug Snyder	2003	Rex & Kerry Williams
1981	Paul Mononi	1992	Jim Pratt	2004	Armon Azevedo
1982	Marc Dahlgren	1993	Peter Opatz	2005	Chris & Dawn Lindelof
1983	Mike Lee	1994	Joe Votek	2006	Chris Bowland
1984	Dave Rafanelli	1995	Katie Wetzel Murphy	2007	Dana Grande
1985	Steve Hill	1996	David Drucker	2008	Jeff Carlton
1986	Brian Gebhart	1997	Kirk Lokka	2009	Ulises Valdez
1987	Steve & Candy Sommer	1998	Lorri Emmerich	2010	John Azevedo
1988	Dan Benedetti	1999	Jeff Lyon	2011	Brent Young
1989	Kevin Barr	2000	Lee Ann Cameron-Reuter	2012	Clay Mauritson
1990	Perry Kozlowski	2001	John Bidia	2013	Tom Gore, Jr.