



Featured California Winegrower: John Crossland Paso Robles Region

*"My philosophy is... that we are stewards of the land.
And we take that responsibility seriously."*

At the end of the day John Crossland likes to know his contributions to a vineyard are greater than what he's reaped. He's a sustainability promoter. With a big bag of tricks. Integrated Pest Management. Extensive erosion control. Organic fertilizers. Beneficial insects. Owl boxes.

"I love to take a piece of raw land and lay it out for producing wine."

But not just any wine. John, who has worked in the winegrape industry for several decades and now owns a vineyard management company, aims to grow the best wine in the Paso Robles region.



"My passion would be chasing that Holy Grail." (He suspects he's come close once or twice.)

John learned everything about winegrowing from the best. Before discovering the Central Coast he worked with "some of the most discriminating winemakers" in Napa Valley and the North Coast. He honed his skills. Mastered what it takes to cultivate quality grapes - for high-end wines.

When he's not on that supreme quest, John likes to take "participatory vacations" with his wife. It might involve chartering a sailboat in the South Pacific. Biking through Northern Germany in June. Surf fishing on Christmas Island. Or visiting his two daughters and three grandsons in the Pacific Northwest. When boarding a plane isn't on the menu, John co-captains a 35-foot Catalina. She's docked near Santa Barbara.

"I love the water. I love being on the ocean. And in the mountains."

Still, there's nothing like home. Perched on a terrace overlooking the dry bed of the Estrella River just outside Paso Robles, John's house is literally among the vineyards. It's his preferred spot. Tranquil. Breathtaking. And almost holy.

Education: Fresno State (plant science)

On the Winegrape Industry: "We need to step up our marketing"

Food and Wine Pairing: Cabernet Sauvignon and leg of lamb or fillet

Culinary Skills: Making pizzas in his backyard pizza oven

Little Known Fact: "I'm really a nice guy"