



Featured California Winegrowers: Jerry and Bruce Fry

"Sustainability is all about doing things the right way for the environment." – Bruce Fry

Trivia question: What do a whaling ship and the California Gold Rush have to do with producing premium winegrapes?

Answer: Mohr-Fry Ranches in Lodi.

A whaling ship landed at San Francisco in 1855. Several crew members—bitten by the gold bug—headed for the hills. Cornelius Mohr left the ship, too, but he stayed in the Bay Area and worked for some ranchers, saving enough money to buy part of a Spanish land grant. That was the beginning of the 150-year-old ranch.

"We want to continue to 200 years and beyond as a family operation," asserts Jerry Fry, Cornelius' great grandson. "My mother is still living in the house she was born in. It was built in 1875."



Bruce Fry, the fifth generation, wouldn't consider doing anything but farming. "It's a great way of life. I'm outside everyday. Every day is different. Every season is different."

Bruce and his wife, Lora, have two daughters—Mohrgan and Julia—and he's hoping that they will carry on the farming tradition to a sixth generation.

Bruce believes in the "three E's" of sustainable farming. Economic. Social equity. Environment. "By intertwining those things into your business, you ask yourself: Why am I disking? Why am I spraying? Why am I mowing? You have to make sure you are doing the right things for the right reasons," he says.

As a result, Mohr-Fry Ranches produces a variety of high-quality winegrapes. In fact, they're so good the ranch appears as the vineyard designation on the labels of at least 20 wineries.

When he isn't putting in long hours in the vineyard, Bruce enjoys water skiing, golf and spending time with his wife and kids. "And a good bottle of wine."

For Jerry, golf is high on his agenda. He plays every week and scores in the 80s. Basketball is another passion. The grandfather of seven still has the stamina to play basketball twice a week.

Bruce:

Favorite wine: Zinfandel and Sauvignon blanc

Wine and food combo: Sauvignon blanc and a piece of flavorful cheese

Education: Cal Poly San Luis Obispo (ag business)

Proud moment: "I showed quarter horses when I was young. In 1988, I won Cow Palace in San Francisco in my age division with my horse, Bobby."

Jerry:

Favorite wine: Zinfandel, especially Lodi Zinfandel, and Sauvignon blanc

Wine and food combo: Steak and Zinfandel

Education: UC Davis (soil science)

Proud moment: As a teen, he once won the Alameda County Golf Tournament for his age group