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SureHarvest for Vineyards 3.0 brings Sustainable Resource Management to the Wine Industry Agriculture-specific software system is designed for the way growers manage their enterprises.

SOQUEL, CA — November 12, 2004 — SureHarvest, the leading provider of fully-integrated vineyard management software systems and sustainable winegrowing services, has released its third generation software system that brings Sustainable Resource Management (SRM) to the wine industry.

Dr. Jeff Dlott, president and CEO of SureHarvest, said “*SureHarvest for Vineyards 3.0*, developed with input from some of California’s leading winegrape growers, is the first commercial software system that truly integrates data capture, analysis and reporting for all major vineyard management activities across the farming enterprise.”

“Manufacturing Resource Planning (MRP) and Enterprise Resource Planning (ERP) software systems have been available in other business sectors for years,” said Dlott. “In agriculture, these integrated systems have been a long time coming, largely due to the complexity and seasonal variability of the business. Our challenge was to engineer a flexible system that makes data collection and analysis on how farmers allocate resources to implement farming activities straightforward to deploy, intuitive to use, and most importantly, generates decision support information that makes the best farmers better. Our solution is Sustainable Resource Management (SRM), an agriculture-specific software system that accounts for the way growers manage their enterprises — within a single season and across generations.”

SureHarvest for Vineyards 3.0 evolved from the Soquel-based company’s first integrated farm management product, *SureHarvest for Potatoes and Vegetables*, which was first released in Wisconsin in 2002. *SureHarvest 2.0* is now the predominant software platform for the Wisconsin potato industry. More than 30 growers, managing over 50% of the state’s 70,000 potato acres valued around \$280 million use SureHarvest to manage their farm operations. *SureHarvest for Vineyards* distinguishes itself from competing software programs by the depth and breadth of winegrowing-specific resources and activities built into a powerful enterprise software system that generates reports useful for “mission-critical” decisions, such as optimizing quality and yield while controlling costs.

Dlott and the other members of the SureHarvest team bring a unique mix of experience in vineyard management, enterprise software engineering and academics to the table. Dlott is the

architect of the 490-page California Code of Sustainable Winegrowing Practices Workbook published in 2002 by the Wine Institute and the California Association of Wine Growers (CAWG) and the follow-up California Wine Community Sustainable Report 2004 published by the California Sustainable Winegrowing Alliance, Wine Institute and CAWG. His leadership role in this program spurred him to design *SureHarvest for Vineyards* to help make data collection easier for growers and make a farmer's entire operation more productive and environmentally sound, while controlling costs.

Among the first to adopt the SureHarvest platform for vineyard operations are four of California's most innovative and successful winegrowers — Vino Farms, Inc., of Lodi; Lange Twins, Inc., of Acampo; and Valley Farm Management (Paraiso Vineyards) and Monterey Pacific Inc./Vinco Vineyards, both of Soledad. Together, they farm more than 29,000 acres of premium California winegrapes.

About SureHarvest — SureHarvest is the leading provider of fully integrated farm management software systems and sustainability services to growers, wineries and food companies. SureHarvest's completely customizable, comprehensive technology helps growers add value to their crops by cutting costs while improving quality. The company offers affordable solutions to small, medium and large-scale operations. For more information please visit www.sureharvest.com.

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