



FOR IMMEDIATE RELEASE
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Opti-Harvest Highlights Urgent Challenges Facing U.S. Winegrowers and Climate-Smart Solutions to Protect Yields and Profitability

Napa, CA – October 2025 – America’s wine industry is entering one of its most challenging periods in decades, with growers in California and Washington State facing shrinking demand, oversupply, and rising costs. Yet climate-smart technologies are providing new hope for efficiency, sustainability, and profitability.

U.S. wine sales have declined for the third consecutive year, as consumer trends shift and imports expand. Oversupply remains widespread, with tens of thousands of acres of grapes unharvested or being removed entirely. At the same time, wineries and growers are squeezed by higher labor, water, and other input costs.

Prolonged heat waves, water restrictions, and wildfire risks are amplifying production challenges—delaying maturity, threatening fruit quality, and driving up irrigation costs. Washington’s vineyards are also contracting as growers adapt to tighter margins and changing weather patterns.

Recent advances in agriculture technology designed to enhance the quantity and quality of sunlight can offer a powerful solution to the many of the problems facing vineyard farmers. Opti-Harvest, a California-based agriculture innovation company, offers leading-edge technology and products that maximize the sun’s most beneficial rays while protecting crops from extreme weather - helping growers accelerate plant development, shorten time to harvest, and boost yields while using less water and labor. Developed and tested on large commercial farms in California, Opti-Harvest’s patented light filtration technology offers productivity gains and long-term climate resilience for vineyards navigating the current industry challenges.

Many wine and table grape farmers using Opti-Gro units for new plantings are seeing significant improvements. “We were forced to plant several rows in June this year with small grow tubes we had next to plants also planted in June with Opti-Gro” states Joe Ronzo of Ronzo Farms. “The late planting shows significant loss of growth potential from the season from the old grow tube plants and are looking very meek next to the vines in Opti-Gro from Opti-Harvest.”

Opti-Harvest works closely with U.S. vineyards to optimize production and reduce input costs. “Growers are under enormous pressure to do more with less,” said Jonathan Destler, CEO of Opti-Harvest. “By improving sunlight interception and reducing canopy management costs, we can help vineyards recover profitability faster—even under extreme weather and industry conditions”

Opti-Harvest, Inc. 2121 Avenue of the Stars, 26th floor
Los Angeles, CA 90067
www.opti-harvest.com



About Opti-Harvest

Opti-Harvest is an agricultural innovation company. We develop and market climate- smart products that help growers maximize production, optimize land and labor resources and increase water-use efficiency. Our patented Opti-Filter™ product lines, made from recyclable HDPE, enable commercial growers of high value specialty crops to better utilize sunlight - our most fundamental, renewable, and free natural resource.

For Opti-Harvest Communications contact:

Jonathan Destler, CEO.

jdestler@opti-harvest.com

info@opti-harvest.com

www.opti-harvest.com