

Steve Velasquez. Images and captions – low res.

Image 1: [SLWC, harvest crew]



Harvest crew at Stags Leap Wine Cellars. In 1997 curators from the National Museum of American History began documenting and collecting the modern California wine industry. Stag's Leap Wine Cellars Documentation Project, 1960-2002, Archives Center, National Museum of American History, Smithsonian Institution.

Image 2: [SLWC, Mario and Paula]



Mario Bazan, vineyard foreman at Stags Leap Wine Cellars speaks with curator, Paula Johnson. Mario Bazan is now producing his own wine. Ca. 1997. Stag's Leap Wine Cellars Documentation Project, 1960-2002, Archives Center, National Museum of American History, Smithsonian Institution.

Image 3: [Nadel, stoop labor, .52.16]



The Mexican Farm Worker Program, also known as the Bracero Program, brought over two million men to work on temporary work contracts to work in agricultural fields between 1942 and 1964. Leonard Nadel Photographs and Scrapbooks, Archives Center, National Museum of American History.

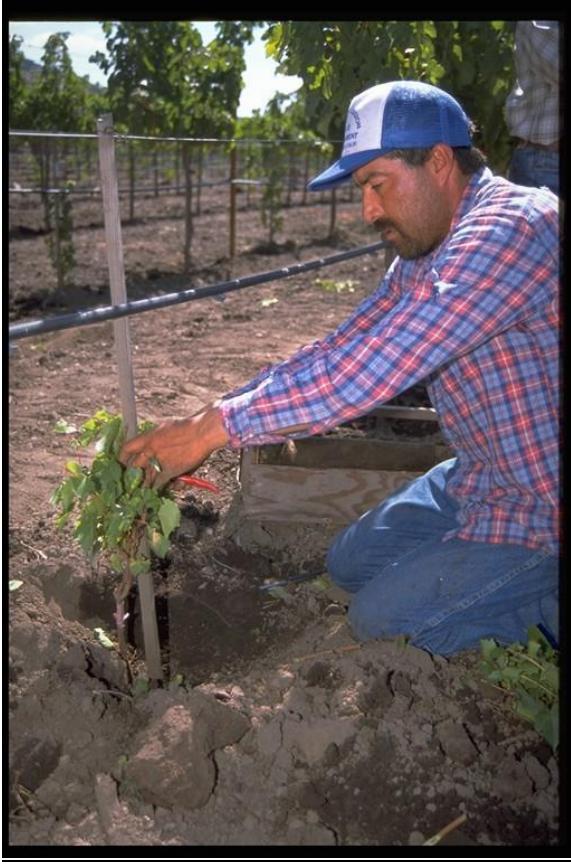
Image 4: [Nadel, bracero, .56.07]



The Bracero Program formalized a system of temporary migration and cheap labor for the agricultural industry. The bracero program also changed the social landscape by creating vibrant Mexican and Mexican American communities across the country.

Leonard Nadel Photographs and Scrapbooks, Archives Center, National Museum of American History.

Image 5: [SLWC, grafting, Jesus Valdez]



Budding and grafting is a highly specialized process requiring years of mastery. Jesus Valdez grafts onto root stock at Stags Leap Wine Cellars, ca. 1997. Stag's Leap Wine Cellars Documentation Project, 1960-2002, Archives Center, National Museum of American History, Smithsonian Institution.

Image 6: [end post, 1998.3058.45 / AHB2006q071171]



A tradition at Stags Leap Wine Cellars is to place a plaque with the name of the person who grafted the row of vines. This end post indicates that Rodolfo Orosco was responsible for the grafts. Ca, 1997. Division of Work and Industry, National Museum of American History, Smithsonian Institution.

Image 7: [end post in situ AHB2006q07123]





The end post with the name of Rodolfo Orosco in situ. Stags Leap Wine Cellars. Ca. 1997. Stag's Leap Wine Cellars Documentation Project, 1960-2002, Archives Center, National Museum of American History, Smithsonian Institution..

Image 8: [SLWC, Gloria Ceballos in cellar, AC0816-0000028]



Gloria Ceballos topping off barrels at Stags Leap Wine Cellars. Latina women have increasingly become more visible in the upper echelons of the wine industry. 1997. Stag's Leap Wine Cellars Documentation Project, 1960-2002, Archives Center, National Museum of American History, Smithsonian Institution.

Image 9: [boycott Grapes, AHB2017q021264 85.693.880]



The struggle to balance fair wages and workers rights while maintaining cheap labor and

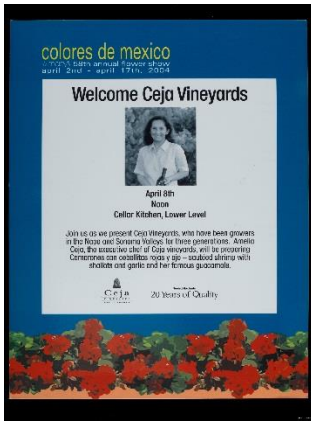
sustaining farms has been a major issue in the history of agriculture and Mexican American civil rights. The United Farm Workers used boycotts, strikes, and stoppages as a way to receive national attention for workers rights and working conditions. Ca. 1970. Division of Political History, National Museum of American History, Smithsonian Institution.

Image 10: [barstool, 2012.0026.01 / JN2012-0770]



The Robledo Family Winery draws from their Mexican rancho culture to decorate their tasting room in Sonoma, California. This bar stool made in Michoacán, Mexico has hand carved horseshoe and wine grapes, a nod to his life in Mexico and his livelihood in California. Ca. 2000. Division of Home and Community Life, National Museum of American History, Smithsonian Institution

Image 11: [poster, 2012.0045.01 / ET2013-16656]



This poster from 2004 is advertising a cooking demonstration with Amelia Ceja. The poster indicates that Amelia Ceja has been a wine grower for three generations, reinforcing to consumers that Mexican Americans have been instrumental in the wine industry. 2004. Division of Work and Industry, National Museum of American History, Smithsonian Institution.

Image 12: [tortilla press, 2016.0132.01 / ET2017-00017]





This handmade tortilla press was given to Amelia Ceja as a wedding present by her “tía Tona.” Like many wineries, there is a strong focus on food and wine pairings. For many of the Mexican American vintners, pairing their wine with their regional Mexican cuisine is important. Ca. 1980. Division of Home and Community Life, National Museum of American History, Smithsonian Institution.