Why Not Prunes?  
Napa, Wine, and the Environment

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Perhaps no place name in America suggests “wine” as much as Napa Valley. Over time, this relatively small valley north of San Francisco emerged as the premier wine region in the United States, but its elite status in the viticultural world was not preordained. At one time, the Napa Valley was as well known for its production of prunes and other tender fruits. Prohibition and environmental crises such as phylloxera infestations had undermined wine production. Napa’s subsequent rise as a wine-producing region depended on a unique combination of environmental advantages, skillful marketing, assiduously pursued government interventions, and shifting consumer tastes. And that same success now teeters on the brink of global climate change, as warming temperatures threaten to alter favorable growing conditions.