

UC DAVIS
VITICULTURE AND ENOLOGY

2021-2026



UC Davis Viticulture & Enology
Extension and Industry Relations

Partnership Opportunities



Overview:

The UC Davis Department of Viticulture and Enology program in extension and industry relations has undergone a revolutionary change over the last ten years.

To amplify what our world-class UC Cooperative Extension Specialists do to extend knowledge, the entire faculty and staff of the department have made a major effort to expand and tailor our program in extension and industry relations to the needs of a diverse and growing industry. In addition to the long-standing Recent Advances in Viticulture and Enology (RAVE) program, we now offer a wide range of additional On Campus extension programs every year, covering current topics in viticulture and enology. With the creation of the Director of Industry Relations position in 2011, and the addition of a program representative, we have added state-wide continuing education events each year in key growing and producing regions, and Grape Days in partnership with county-based Farm Advisors. We are hosting more companies and trade organizations on campus for meetings, as well as facilitating their discussions with students about internship and career opportunities. We are continuously finding

new ways to communicate with industry stakeholders when we are not face-to-face, including through an updated department website and social media avenues like Facebook, LinkedIn, Twitter, and now Instagram. Just this year, we created a now popular Zoom series called *Office Hours with Dave and Anita*, which began as an effort to continue communicating with our stakeholders during the pandemic. Our existing extension structure allowed us to rapidly create and deliver content to help the industry through its latest crisis with smoke and wildfires. We could not have accomplished all of this without our generous partners. We hope you will join us in continuing the momentum we have built, strengthening the industry/university relationship and supplying innovative, new solutions to meet the challenges facing the grape and wine industry today and in the future.

A Focus on Practical Knowledge

Our Core Extension and Industry Relations Team



Matthew Fidelibus
Cooperative Extension Specialist
Kearney Agricultural Center

- Viticulture extension
- San Joaquin Valley viticultural practices
- Clonal selections
- Raisin and table grape support



Anita Oberholster
Cooperative Extension Specialist
Davis Campus

- Enology extension
- Winemaking practices
- Phenolic chemistry and extraction
- Smoke exposure
- Cleaning and sanitation



Kaan Kurtural
Cooperative Extension Specialist
Oakville Station

- Viticulture extension
- Canopy management and trellising systems
- Vineyard mechanization and precision viticulture



Karen L. Block
Director, V&E Industry Relations
Davis Campus

- Communication with industry
- Organization of on and off campus extension events
- Coordination of on-campus industry visits
- Organization of all virtual extension events



Caroline Firman
Program Representative
Davis Campus

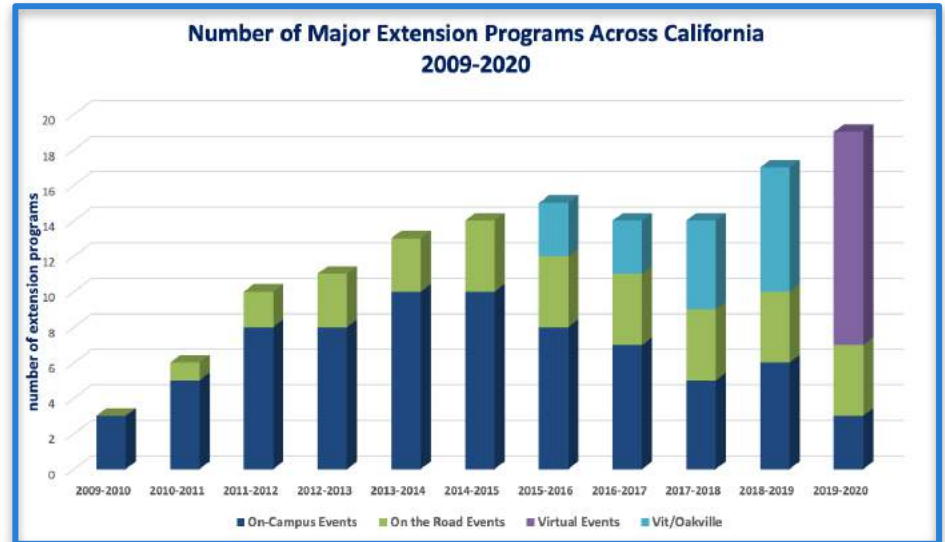
- Stakeholder communication
- Logistical support for extension
- Coordination of extension events
- Communication via social media

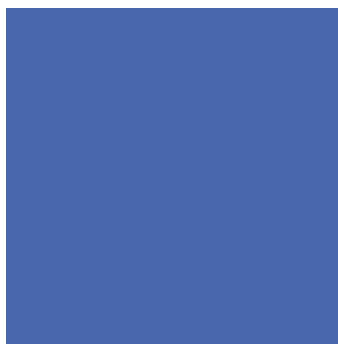
“The speed with which the UC Davis Extension Team generated, compiled, and delivered information on smoke during the 2020 fires was impressive. Having this information prior to and during harvest helped us to make concrete decisions that affected our operations. This rapid, agile response was possible due to support from the Partnership Program.”

--Bruce Cakebread, Cakebread Cellars

The Impact

What's the impact of our department's expanded extension and industry relations program? We are providing more mission-critical information to the industry. We offer an order of magnitude more extension programs than we did ten years ago and have been able to spread them around the state to reach more stakeholders. Over a thousand stakeholders are now meeting with us face-to-face each year with thousands more connected to us electronically. The industry is better able to convey its greatest needs for research and teaching to us. Using this information, we have already implemented changes in the way we do things to be more responsive to these needs—with more changes in the works. Our rapid shift to virtual programs during the COVID pandemic allowed us to not only maintain, but expand the critical information delivered to our stakeholders.





The Opportunity: Strengthening Extension through Partnership

The impact of our expanded extension efforts has been dramatic. The Department of Viticulture and Enology is committed to continuing to provide industry stakeholders with the latest research and mission critical knowledge through in-person and virtual programs. Programs such as *V&E On the Road*, *Office Hours with Dave & Anita*, and our incredibly popular annual student-alumni-industry mixer have all been made possible through the support of the Department's Industry Partnership Program. Long term financial support from our stakeholders will allow the Department of Viticulture and Enology to continue to deliver cutting edge research and information to the industry directly from the source. Participation from our stakeholders in our Industry Partnership Program is key to continuing the success of our extension programs. The Department of Viticulture and Enology would like to invite you, a valued industry stakeholder, to participate in our Industry Partnership Program by pledging a commitment of support for 5 years. Participation in our Industry Partnership Program strengthens the relationship between the California grape and wine industry and UC Davis' globally top-ranked Viticulture and Enology program. Your 5-year commitment to the Industry Partnership Program will directly benefit you and the industry by furthering communication with our expert faculty and top-notch students and allowing access to the most current research and technology available to support successful grape growing and wine making.



Aggie Gold Partnership
\$25,000+ annually
(\$125,000+ over 5 years)



Aggie Blue Partnership
\$5,000-\$24,999 annually
(\$25,000+ over 5 years)

A New Era in Extension and Industry Relations

The Department of Viticulture and Enology at UC Davis continues to evolve and innovate the way it delivers key information to its stakeholders and receives important industry feedback. Here are some of the innovative programs that we are delivering.

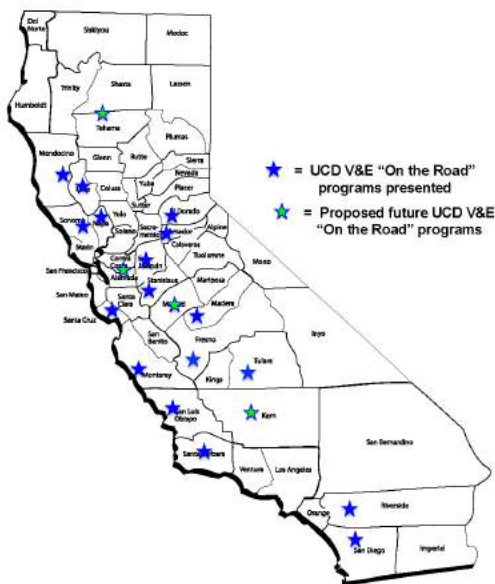
On Campus Programs: Providing the Latest Critical Information to Industry



Our campus-based extension programs provide the latest in mission-critical information to the industry—directly from the trusted source of much of that information. These programs blend continuing education about industry practices (paired with targeted tastings of wines produced specifically for these symposia) with talks focused on the latest research results, generally prior to publication, giving attendees and their companies a competitive advantage. To assure that the topics we choose are timely, we are constantly talking to winemakers and vineyard managers across the state to understand the most critical problems facing the industry. Recent topics have included: smoke impact, water use in the vineyard and winery, and mechanization. In just the last five years, we have had *thousands of participants* in these extremely popular programs.

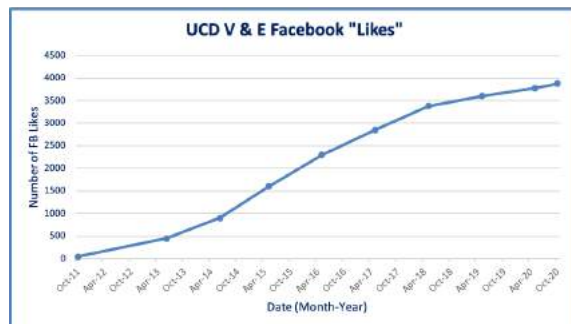
V&E On the Road: Bringing UC Davis Knowledge and Innovation to You

We know that it is not always easy for people to come to Davis for our extension events. We also recognize the importance of connecting with our stakeholders in all regions of the state. Therefore, in the spring of 2012, our new Director of Industry Relations started taking UC Davis professors *On the Road* to communicate directly with the California wine industry. In these one-day events, not only do we present current research being performed at UC Davis and how this research can be applied to make grape growing and winemaking more successful, we also start a dialogue at each event. We ask participants what the most important issues facing the industry are to them, so that as we move forward, we are conducting research in areas that will benefit the industry throughout the state. We have already changed our faculty hiring goals and the way we teach based on these discussions. We began with two events in the first year and are now holding *four-five events off campus per year*. In each region we visit, we consult with the local Farm Advisor or regional group to tailor the program to local interests. To date, we have held programs in Paso Robles, Parlier, Salinas, Lodi, Napa, Sonoma, Mendocino, Lake, Madera, Modesto, Tulare, San Diego, Temecula, Santa Barbara, the Foothills and more—some of them multiple times already—with plans for Shasta and Contra Costa in the near future. Over the last eight years, we have conducted 30 *On the Road* programs with over 2270 attendees total.



Virtual Extension Programs: Created to Communicate with Stakeholders During the COVID Pandemic

We created *Office Hours with Dave and Anita* to reach our stakeholders at a distance during the pandemic. We have run 12 programs that were viewed, live, by 764 people. After each program, we posted the video recordings on both Aggie Video (469 views since May) and more recently on YouTube (665 views since Sept 2020). Our rapid response to the 2020 wildfires and potential smoke impact, including the resources page on our website, the step-by-step small-scale fermentation video, and the setting up of a temporary commercial analytical lab to measure smoke compounds, were possible due to the generosity of donors to our Extension Partnership Program.



Increasing Industry Relations: Creating Facilitated Access to the People in Viticulture and Enology at UC Davis

Based upon feedback from our key stakeholders, the Department of Viticulture and Enology established the position of Director of Industry Relations in the fall of 2011. Our goal for this position and the extension and industry relations team is to facilitate dissemination of our most recent results to our stakeholders in an accessible manner with an emphasis on the practical applications of the results. Our extension and industry relations team is also tasked with facilitating communication with our stakeholders both on- and off-campus. We feel that this increased connection to our stakeholders is critical to our success and the continued success of the industry. In addition to organizing our *On the Road* events around the state, our Director of Industry Relations facilitates collaborative research projects with industry, helps organize *On campus* events, works with trade magazines to publish stories about our work, hosts companies and industry organizations for programs and tours of our facilities, attends regional trade organization meetings, hosts companies on campus to discuss employment opportunities with students, hosts a hugely popular alumni-student mixer at the Unified Symposium and has facilitated communication to our stakeholders through electronic means via an updated departmental website and Facebook page, now liked by almost 4000 supporters. We are also active on LinkedIn, Twitter, and Instagram. Of course, strong industry relations don't just depend on one person or group—our faculty have also made the effort to interact with our stakeholders both in Davis and throughout the state. Just having the most advanced and most sustainable winery in the world also creates opportunities to listen to industry current needs and concerns each time someone visits our facilities.



“This Extension and Industry Relations program is a vital link between the V&E department and the industry. The outreach from the V&E department helps keep our winery teams current on the latest research and technology coming from the Department and competitive on a global stage. Our changing environment has made this work more important than ever. We are proud to be part of this important partnership program and hope you will join our efforts.”

-- Jeff O'Neill, O'Neill Vintners & Distillers



**Thank you to all our partners in
Extension and Industry Relations!**

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