

Winemaking and Viticulture Courses

- *Learn the science behind the art of winemaking*
- *World-class instructors*
- *Online and onsite formats*

Fall 2009

www.extension.ucdavis.edu/wine

UC DAVIS
EXTENSION
WINEMAKING



CONTINUING AND PROFESSIONAL EDUCATION

Earn your winemaking certificate online with our world-renowned program

Unparalleled learning from the finest instructors

Whether you are currently working in the wine industry or are a novice winemaker, our innovative *Winemaking for Online Learners Certificate Program* will provide the relevant knowledge necessary to succeed in this flourishing industry. Learn the science of wine production and how to apply it in a winery setting.

Developed by the prestigious Department of Viticulture and Enology, UC Davis, and UC Davis Extension, the continuing education arm of the university, this internationally recognized program is tailored for individual learners worldwide who can't physically attend courses at UC Davis.

About the program

- Consists of five quarter-long (10 weeks) courses
- Course one: *Introduction to Winemaking*, a lower-division course on DVD
- Courses two through five: Demanding, upper-division sciences courses offered through our Distance Learning Center website. Expect to spend 12-15 hours per week on coursework. Enrollment is limited to 40 students to ensure sufficient teacher-student interaction
- Basic understanding of college-level chemistry is required before enrolling in course two, *Wine Production*
- Students must earn a "C" or better in each course to successfully complete the certificate program

How you benefit

- Develop a solid, science-based understanding of wine production and its impact on wine style, quality control, wine stability and viticulture.
- Gain unparalleled knowledge from world-class instructors—from academia and industry—who teach both the theory and the practice of winemaking.
- Communicate with professional winemakers and gain insight into wine production decisions and processes.

Course One: Introduction to Winemaking

(See next page for course description.)

The following course begins the rigorous upper-division science courses. Most require a working knowledge of basic college-level chemistry.

Course 2: Wine Production

Get a taste of all technical aspects of wine production with an emphasis on fermentation management and pre-fermentation processes, options and strategies. Study pre-fermentation decisions and the management of alcoholic and malolactic fermentations.

Course 3: Quality Control and Analysis in Winemaking

Gain an understanding of the principal chemical and microbiological factors influencing wine production, and the effects of these processes on wine production. Developed with specific winemaking stages in mind, this course explains the theory and the practice of winemaking analytical methods and how they help with the understanding of juice, fermentation, wine ageing, problem solving, bottling and legal issues. Study the aspects of microbial control from grape harvest to bottling of wine.

Course 4: Wine Stability and Sensory Analysis

Delve into the principal physical, chemical and microbiological factors influencing the stages of wine production from the end of fermentation to bottling as they apply to controlling wine stability and maturation. Discover the various methods for testing and controlling wine stability, including: filtration, bentonite fining; metal stability, copper ion fining, protein and PVPP fining agents; potassium bitartrate stability; ion-exchange processes, and oxidative and hydrolytic enzymes. Basic sensory science analyses such as component recognition tests, discrimination tests, paired comparisons and triangular tests will be introduced.

Course 5: Viticulture for Winemakers

Review how viticultural decisions relate to wine production and quality, using web-based lectures, supplemental readings and group web discussions. Learn how winegrapes are grown. Study the biological, environmental and management factors that influence fruit and wine quality. You'll develop a hypothetical vineyard to meet winemaking objectives during this course.

For more information and an application

Please visit www.extension.ucdavis.ucdavis.edu/winemakingcert for more detailed information about the program and an online application. Accepted students will pay a one-time, non-refundable certificate fee of \$75 when enrolling in course two, *Wine Production*.

Online



Introduction to Winemaking

3 quarter units academic credit, XD3.

Whether you're interested in a career in the wine industry or are just a devoted enophile, you can take this unique course at home, at your convenience. Using 28 hours of recorded DVD lectures, become acquainted with the fundamental processes involved in winemaking through a combination of general and technical information. Learn about the history of wine, wine and health issues, how to interpret a wine label and the international wine industry. Lectures are provided by faculty in the Department of Viticulture and Enology, UC Davis. This class also features a supporting website that includes hundreds of full-color photographs and other helpful material for online study. The curriculum of this course is an exact duplicate of the curriculum of VEN 3 *Introduction to Winemaking*, the UC Davis undergraduate course in viticulture and enology.

This is the first course in the *Winemaking for Online Learners Certificate Program*. It can be taken as an individual course or as part of the certificate program. If you are interested in the certificate program, you must complete an application in addition to enrolling for this course. The application may be found on our website.

www.extension.ucdavis.edu/winemakingcert

This course must be completed with a grade of "C" or better in order to continue to course two in the certificate program.

How you benefit

- Flexibility to view recorded courses at any time
- Email access to instructor
- Access to this top-quality, college-level course from anywhere in the world
- Internationally recognized program and instructors

Who should enroll

Individuals working in the wine industry and affiliated networks, entry-level winery employees, wine marketing and hospitality workers, distributors, restaurateurs and wine enthusiasts.

How does this online course work?

You will take the course under the supervision of faculty from the Department of Viticulture and Enology, UC Davis. You receive a set of DVDs comprising all course lectures (approximately 28 hours in total), a course reader and access to the class website that can be used to review lecture and slide material.

Interaction with the instructor is via email. The DVDs can be viewed at the time and place of your choosing, as long as all relevant material has been covered before midterm and final deadlines. Expect to spend approximately 8-10 hours per week viewing lectures and reviewing materials for this class. While the time you spend each week may fluctuate to accommodate your schedule, completion of the course does require considerable time and effort on your part. The mid-term and final exams must be completed in the presence of an approved proctor and postmarked by a specific date. Detailed guidelines for choosing a proctor will be sent upon enrollment. Past proctors have included work supervisors, librarians, extension agents and others. If you wish to audit the course (for the same fee), you are not required to identify a proctor.

HILDEGARDE HEYMANN, Ph.D., is a professor in the Department of Viticulture and Enology, UC Davis.

- **Sept. 28-Dec. 18. No enrollments will be accepted after Sept. 11.**
- This course is self-paced except for midterms and final exam, which must be proctored and completed by specific dates.
- **Technical requirements:** A DVD player, television, computer with Internet access and an email account.
- **\$650 (\$685 if postmarked after 08/28/2009). Enroll in section 092VID251.**
- **Special discounts:** Groups.

Viticulture and Enology



Successful Home Winemaking

Noncredit.

Receive an overview of all phases of home wine production in this course designed for beginning home winemakers with little or no experience. Focus on a review of fermentation theory, yeasts and starter cultures, white and red wine production, common problems, sanitation and cleaning agents, and equipment suitable for small-scale wine production. This is an excellent overview for anyone considering making wine for the first time this season. Please bring a sack lunch.

THOMAS COLLINS is the senior manager of fermentation research at Foster's Wine Estates. In his position with Foster's, he oversees the development and implementation of a broad range of winemaking research projects. He has been with Foster's for four years conducting pilot scale wine fermentations in addition to his extensive home winemaking experience. Prior to joining Foster's, he was the East Coast manager of grower relations and vineyard operations for Canandaigua Wine Company.

- **1 meeting.**
- **Sept. 12:** Sat., 8:30 a.m.-3:30 p.m.
- **Davis:** Da Vinci Building, 1632 Da Vinci Ct.
- **\$140. Enroll in section 092VIT206.**



Establishing the Small Vineyard

Noncredit.

Want to establish a small vineyard? The Small Vineyard Series of courses can help. Establishing the Small Vineyard is the first in this series of four quarterly courses designed for home and small commercial wine grape growers. Learn the basic principles of viticulture and practical aspects of small-vineyard management. Designed for growers with little or no previous experience in grape growing, discover many of the issues you need to consider when establishing a new vineyard. A slide presentation details variety and rootstock choices, types of planting stock, and spacing and trellis decisions. Practical aspects of vineyard development, as well as an overview of grapevine growth and annual vineyard practices, are included.

DONNA HIRSCHFELT, M.S., is a retired viticulture advisor. For 20 years she was a viticulture advisor for Cooperative Extension working in the central valley and the Sierra foothills. She is a recipient of the UC Davis Extension Outstanding Service Award.

RHONDA SMITH is the UC Cooperative Extension viticulture farm advisor for Sonoma County. Her research and extension program includes evaluations of rootstocks and clones on yield components and fruit composition, pest management and vineyard irrigation.

- **1 meeting.**
- **Oct. 24:** Sat., 9 a.m.-4 p.m.
- **UC Davis:** 198 Young Hall, East Quad.
- **\$175.** Includes box lunch and course materials. **Enroll in section 092VIT201.**





Current Issues in Vineyard Health

Noncredit.

Guest instructors, chosen for their involvement in developing solutions to the problems associated with grape pests and diseases, provide up-to-date management information on current topics. This year's topics include: breeding grapevines for Pierce's Disease resistance, controlling grape fungal disease such as powdery mildew and Botrytis bunch rot diseases, and grape growers' role in managing exotic pests and diseases.

The course includes information about mealybugs and grapevine leafroll viruses that can be spread by mealybugs. Lectures cover: the biology of mealybugs in California and their control, the dangers of spreading mealybugs in pomice, and the prevention of the disease and damage reduction in the vineyards.

Lectures are provided by a talented group of speakers comprised of UC faculty, departmental experts and UC farm advisors.

DEBORAH GOLINO, Ph.D., is director of Foundation Plant Services and is a UC Cooperative Extension specialist in the Department of Plant Pathology, UC Davis. Her research focuses on the study of grapevine virus, virus-like diseases and the reduction of the damage they cause. She is a recipient of the UC Davis Extension Outstanding Service Award.

- **1 meeting.**
- **Nov. 19:** Thurs., 9 a.m.-4 p.m.
- **Davis:** Da Vinci Building, 1632 Da Vinci Ct.
- **\$190.** Includes lunch and course materials.
Enroll in section 092VIT202.

Wine Appreciation



Introduction to Sensory Evaluation of Wine

Noncredit.

Novice enophiles, enhance your critical tasting ability and learn basic aspects of sensory evaluation often overlooked in most wine tastings. Study the different components of wine appearance, aroma and flavor. Participate in tastings of doctored wines in blind and known tastings. Explore the origins of desirable and undesirable flavors of wine and the stylistic contributions of winemaking techniques. Lectures by faculty members in the world-renowned UC Davis Department of Viticulture and Enology will be interspersed throughout the program. Emphasis is placed on correct use of wine descriptive terminology. This course is extremely popular and enrollment is limited. Early enrollment is encouraged. Note: You must be 21 years of age or older to enroll and attend.

JOHN BUECHSENSTEIN has been a winemaker and wine educator for more than 30 years. He has extensive experience making wine in the Napa Valley and other wine growing regions of the California coast. Buechsenstein's passion for wine has taken him to the wine regions of Bordeaux, Champagne, Paris and Rhone Valley in France. He is a recipient of the UC Davis Extension Outstanding Service Award.

- **2 meetings.**
- **Oct. 17-18:** Sat.-Sun., 9 a.m.-4 p.m.
- **Davis:** Da Vinci Building, 1632 Da Vinci Ct.
- **\$550.** Includes two lunches and all wine.
Enroll in section 092VIT200.



Winemaking for Online Learners Certificate Program

Courses* include:

- Introduction to Winemaking
- Wine Production
- Quality Control and Analysis
- Wine Stability and Sensory Analysis
- Viticulture for Winemakers

For more information, call (530) 757-8899 or visit our website.
www.extension.ucdavis.edu/certificates

**Some classes may have waiting lists.*

Winemaking Business



Taxation and Accounting for the Small Vineyard

6.5 hours CPE credit.

Understanding relevant tax and accounting issues is a vital step for successful start-up and continuing vineyard operations. This course is tailored to help both the vineyard owner and entrepreneur. Topics include: formulating a business plan, choosing the form of doing business (which directly affects permissible farm accounting methods), avoiding the problems of passive activity, qualifying as a “farmer” under the tax code, farm accounting (including depreciation and inventory cost capitalization rules), and estate planning. Learn the principles of accounting for a vineyard operation from the initial start-up phase through land clearing, planting, pre-productive and productive stages. Tax aspects and specific accounting techniques for the expenditures in each phase will be discussed in detail. Enrollment is limited. Early enrollment is encouraged.

GREG SCOTT is a tax partner with Price Waterhouse Coopers Accountants.

- **1 meeting.**
- **Oct. 26:** Mon., 9 a.m.-4 p.m.
- **Davis:** Da Vinci Building, 1632 Da Vinci Ct.
- **\$190.** Includes lunch and course materials.
Enroll in section 092VIT204.



Taxation and Accounting for the Small Winery

6.5 hours CPE credit.

As winery owners and entrepreneurs, it is crucial to understand and remain apprised of relevant tax and accounting issues, which can often mean the difference between success and failure of a winery operation. Designed for wineries of 60,000 cases and fewer, learn the advantages and disadvantages of incorporation and Subchapter S status, versus using limited liability companies; determination of cost of goods sold, inventory valuation and costing (including inventory cost capitalization LIFO), advantages and disadvantages of electing LIFO, accelerating deductions through farm accounting procedures, depreciation methods, fringe benefits and estate planning. Enrollment is limited. Early enrollment is encouraged.

GREG SCOTT is a tax partner with Price Waterhouse Coopers Accountants.

- **1 meeting.**
- **Oct. 27:** Tues., 9 a.m.-4 p.m.
- **Davis:** Da Vinci Building, 1632 Da Vinci Ct.
- **\$190.** Includes lunch and course materials.
Enroll in section 092VIT205.



Health and Safety for Winery Operations: An Overview

.75 CEU.

1 ABIH CEU.

Make your workplace safer by learning best practices and OSHA requirements relevant to winery operations: hazard identification, employee training and written records documenting compliance. Discover how to implement health and safety programs. Explore chemical exposure considerations, confined space issues, fall protection, respiratory protection and vehicle safety—all integral components of a health and safety plan. Take home information vital for winery managers and their safety representatives. For topics related to safety in vineyards, please see our one-day course Vineyard Health and Safety: An Overview.

JAMES PERSONS is an Environmental, Health and Safety consultant with more than 18 years experience in the safety industry. His clientele includes utility companies, construction firms, municipalities and wineries. He is recognized as one of the most knowledgeable instructors in general safety, fall protection and confined space operations.

- **1 meeting.**
- **Nov. 4:** Wed., 8:30 a.m.-5 p.m.
- **Napa, Calif.:** Cooperative Extension, 1710 Soscol Ave., Ste 4.
- **\$285.** Includes course materials and morning refreshments. **Enroll in section 092HSD516.**
- **Special discounts:** Groups.



Vineyard Health and Safety: An Overview

.75 CEU.

1 ABIH CEU.

As a vineyard manager, you face a variety of safety issues each day: hazard assessment, equipment safety, injury and illness prevention programs, personal protective equipment, workers' compensation and employee training requirements—just to name a few. Make your vineyard safer by learning best practices for health and safety, and applicable OSHA regulations. Examine new night-harvesting techniques to reduce injuries and increase productivity. Walk away with step-by-step practices and additional resources to ensure compliance. For topics related to safety in wineries, please see Health and Safety for Winery Operations: An Overview.

ROBIN NICOLA serves as Risk Analyst for Diageo Chateau and Estate Wines, and has a

strong background in agricultural safety for vineyards. She draws upon her experience working in the Napa-Sonoma region for employers such as the Robert Mondavi Vineyard Department, as well as the Beringer Vineyard Department. She has served as president and board member for AgSafe, co-founded the Agricultural Resource Safety Alliance, and helped to teach safety practices to vineyard operators in Chile.

- **1 meeting.**
- **Nov. 5:** Thurs., 8:30 a.m.-5 p.m.
- **Napa, Calif.:** Cooperative Extension, 1710 Soscol Ave., Ste 4.
- **\$285.** Includes course materials and morning refreshments. **Enroll in section 092HSD518.**
- **Special discounts:** Groups.



Everyday Compliance for Winery and Brand Owners

Noncredit.

Develop your knowledge of winery compliance with this basic overview. Course topics include city and county authority compliance; how to obtain a license to buy grapes; how to file and change fictitious business statements, and what they do; record keeping for cellar, shipping and bottling records, as well as grapes; how to fill out forms for state and federal excise tax returns, and wine operations reports; making sales out-of-state. The agenda includes guest speakers from the State of California Alcoholic Beverage Control and the State of California Department of Agriculture.

ANDREA ANDERSON has worked as a consultant in alcoholic beverage compliance for four decades.

- **1 meeting.**
- **Nov. 20:** Fri., 9 a.m.-4 p.m.
- **Davis:** Da Vinci Building, 1632 Da Vinci Ct.
- **\$200.** Includes lunch and course materials. **Enroll in section 092VIT207.**



Public Relations for Small Wineries

Noncredit.

With approximately 3,000 commercial wineries in the United States, how can you make yours stand out from the pack? A strong public relations program can make all the difference—and it doesn't have to break the bank. Learn the importance of a public relations plan, the importance of social media, the types of materials you need, how to deal with wine writers, bloggers and other media people, and why you can't rely on great scores and reviews alone to build your brand. Guest speakers will include wine writers and bloggers from major publications who will talk about what kind of information they need and why effective public relations programs make a difference.

RUSTY EDDY has worked in public relations for more than 25 years, both in wineries and as the owner of his own public relations consulting firm. He is currently communications director for Anderson & Middleton Family of Wines, an importing and marketing company that represents wine brands from Western Australia, California and Washington.

- **1 meeting.**
- **Dec. 4:** Fri., 9 a.m.-4 p.m.
- **Davis:** Da Vinci Building, 1632 Da Vinci Ct.
- **\$190.** Includes lunch and course materials. **Enroll in section 092VIT203.**

For more information or to enroll:

Please call UC Davis Extension at (800) 752-0881, (530) 757-8777 in Davis or Woodland, email extension@ucdavis.edu or visit our website.

www.extension.ucdavis.edu/wine

Not produced at state expense. UC Davis Extension is a self-supporting, nonprofit organization funded by course fees, grants and contracts.

Tax deductibility of education expenses. Expenses of education — including registration fees, travel, meals and lodging — may be deductible if they maintain or improve professional skills or meet the express requirement of an individual's employer.

If your plans change. Requests to withdraw from a course must be received before the last meeting of the course. Following the proper withdrawal procedure will ensure an appropriate grade assignment. Refund requests for short courses (five or fewer meetings) will be approved, less a \$30 processing fee, if the request is received *seven calendar days before* the course begins. For quarter-long courses (more than five meetings), refunds will be approved, less a \$30 processing fee, if the request is received *before the second meeting* of the course.

Requests for withdrawals or refunds may be made by phone, fax or in writing. Please include the student's name, course title and course section number. For information about other alternatives (e.g., transferring to another course or sending a substitute), call UC Davis Extension at 1-800-752-0881. UC Davis Extension reserves the right to cancel or reschedule courses and to change instructors. If a course is canceled or rescheduled, you may request an official transfer to another course or a refund. Every reasonable effort will be made to notify enrollees of changes or cancellations.

The University of California does not discriminate in any of its policies, procedures or practices. The university is an affirmative action/equal opportunity employer.



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ENROLLING IS EASY!

BY MAIL, complete this form and send it to the Registration Office, UC Davis Extension, University of California, 1333 Research Park Drive, Davis, CA 95618-4852.
BY PHONE call toll free (800) 752-0881. From Davis or Woodland call 757-8777.
 Please have your Visa, MasterCard, American Express or Discover account number handy.

BY FAX at (530) 757-8558. If you are enrolling with a company purchase order, please fax a completed enrollment form along with a copy of the purchase order. For security purposes we can no longer accept credit card payments via fax.
IN PERSON at our Registration Office, 8:30 a.m.-4:30 p.m., 1333 Research Park Drive, Davis.
ONLINE at www.extension.ucdavis.edu/wine

1. Yes! Please enroll me in the following course:

| Title | Section number | Fee |
|-------|----------------|-----|
| | | \$ |
| Title | Section number | Fee |
| | | \$ |

2. Customer information:

Mr. Mrs. Ms. Name _____

Current position/job title _____ Social Security number* _____

IMPORTANT: Where would you like to receive mail? work home (Please fill in all blanks below.)

Address _____

City _____ State _____ Zip _____

Employer name _____

() () _____

Daytime telephone _____ Evening telephone _____

Email _____ If you do not wish to receive periodic email about UC Davis Extension courses and programs in your area of interest, please check this box .
 Please add info@unexmail.ucdavis.edu to your address book or safe list to ensure that our email messages are delivered properly.

*UC Davis Extension is required by federal law to report your Social Security Number (SSN) and other pertinent information to the Internal Revenue Service pursuant to the reporting requirements imposed by the Taxpayer Relief Act of 1997. UC Davis Extension also will use the SSN you provide to verify your identity. SSN disclosure is mandatory. This notification is provided to you as required by the Federal Privacy Act of 1974.

3. Payment information:

- Enclosed is a check payable to UC Regents.
- Enclosed is a company purchase order (a complete enrollment form, or all information requested on the enrollment form, must be included with purchase orders).
- Please charge Visa/MasterCard/American Express/Discover:

| | |
|--|----------------------|
| Account number | Expires |
| Name of cardholder | Authorized signature |
| Credit card verification number: _____ | 092128zz |

The CCV is the last three digits of the number printed on the back of your credit card (for American Express it is the last four digits of the number printed on the front of the card). For Payment Plan Agreement, please call (530) 757-8895.

4. Important! Key code:

For efficient processing of your enrollment, please fill in this code as it appears on your mailing label, whether or not it is addressed to you. If you enroll by phone, please be prepared to provide this code to your customer service representative. Also include it on all purchase orders.

UC Davis Extension
 University of California
 1333 Research Park Drive
 Davis, CA 95618-4852

Key Code

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