

February 13, 2014

## **CENTRAL COAST WINEGRAPE SEMINAR**

**WHEN: Friday, March 14, 2014**

**WHERE: Monterey County Agricultural Center**  
**1432 Abbott Street, Salinas, CA, 93901**

**TIME: Registration: 1:00 pm – Meeting: 1:30 – 5:00 pm**

### **Agenda**

**Is Your Disease Program Ready for 2014 – Update and Review of Grape Fungal Diseases Issues and Solutions**– Douglas Gubler, Plant Pathology Specialist, Department of Plant Pathology, University of California, Davis.

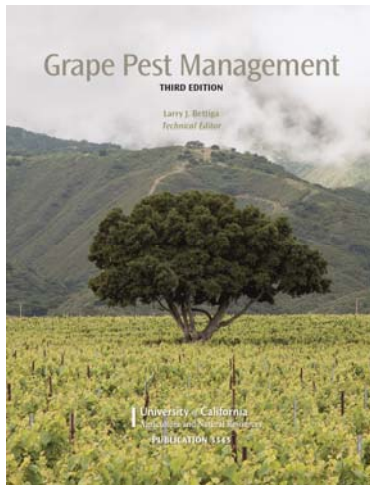
**Everything You Need to Know About Red Blotch Disease – Visual Symptoms and Consequences of a Field Infection** – Rhonda Smith, Viticulture Farm Advisor, University of California Cooperative Extension, Sonoma County

**Planting Vineyards – Are You Getting Your Vines Off to A Good Start** – Larry Bettiga, Viticulture Farm Advisor, University of California Cooperative Extension, Monterey, Santa Cruz and San Benito Counties.

PCA and CCA credits have been requested. For more information or directions call (831) 759-7350. Please call ahead for arrangements for special needs - every effort will be made to accommodate full participation.

## UC ANR PUBLICATION 25% DISCOUNT OPPORTUNITY

During February 2014, customers who place orders online and use Promotion Code ALLNEW14 will receive a 25% discount on their orders.



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### 2014 Recent Advances in Viticulture & Enology

**Save the Date: Thursday, March 13, 2014**

**Where:** Freeborn Hall, UC Davis North Campus

**Time:** 9:00am to 4:20pm

In an effort to share its latest applied research and to quickly extend results to the wine and grape industry, the Department of Viticulture & Enology is hosting their annual research review, the 2014 Recent Advances in Viticulture & Enology, on Thursday March 13, 2014 at Freeborn Hall on the North UC Davis campus.

This is your opportunity, as an active participant in the wine and winegrape industry, to hear researchers discuss their latest projects and ongoing research in an open forum where discussion is encouraged and your input is highly regarded.

As always, due to the popularity of this annual program, you should register as soon as possible to be assured a seat.

This year's program, which could change slightly before the class date, includes:

8:30-9:00am Coffee and Registration

**Session 1:**

9:00-9:05 **Welcome and Introductions** - Anita Oberholster

9:05-9:15 **Department Update**

David Block, Department Chair and Professor, Dept of Viticulture and Enology, UC Davis

9:15-9:50 **Judging wine quality: Do we need experts, consumers or trained panelists?**

Helene Hopfer, Postdoctoral Fellow, Dept of Viticulture and Enology, UC Davis

9:50-10:25 **Plant growth regulators to control berry abscission in grapes**

Matthew Fidelibus, Cooperative Extension Specialist in Viticulture, Dept of Viticulture and Enology, UC Davis

**Session 2:**

10:40-11:15 **A new era in wine microbiology-routine tracking of all microbes in all places**

David Mills, Professor, Dept of Viticulture and Enology, UC Davis

11:15-12:10 **Poster Highlights** - Individual Researcher Flash Talks

12:10-1:40 **Lunch & Poster Session**

**Session 3:** Karen Block - Moderator

1:40-2:15 **Optimizing vineyard water use through technology**

Andrew McElrone, Research Scientist, USDA-ARS and Assistant Adjunct Professor, Dept of Viticulture and Enology

2:15-2:50 **The potential of pathogen genomics in breeding for grapevine disease resistance**

Dario Cantu, Assistant Professor, Dept of Viticulture and

Enology, UC Davis

**Session 4:**

3:00-3:35

**Wine maturation tools**

Anita Oberholster

3:35-4:10

**The latest on wine oxidation**

Andrew Waterhouse, Professor, Department of Viticulture  
and Enology, UC Davis

4:10-4:20

**Concluding Remarks** - Anita Oberholster

**REGISTRATION INFORMATION:**

Cost: \$200.00, includes continental breakfast, lunch and all handouts

To register by CREDIT CARD, see <http://ucanr.edu/survey/survey.cfm?surveynumber=12087>

To register by check, the form is here:

<http://wineserver.ucdavis.edu/content.php?category=VENSource&id=1011>

A map of Freeborn Hall and nearby parking is here: <http://campusmap.ucdavis.edu/>: choose Freeborn Hall from the drop-down menu to the left.

Or, on Google Maps:

[http://maps.google.com/maps?f=q&source=s\\_q&hl=en&geocode=&q=Howard+Way,+Davis,+California&aq=&sll=38.544071,-121.750227&sspn=0.008375,0.013797&ie=UTF8&hq=&hnear=Howard+Way,+Davis,+Yolo,+California+95616&z=16](http://maps.google.com/maps?f=q&source=s_q&hl=en&geocode=&q=Howard+Way,+Davis,+California&aq=&sll=38.544071,-121.750227&sspn=0.008375,0.013797&ie=UTF8&hq=&hnear=Howard+Way,+Davis,+Yolo,+California+95616&z=16)

Freeborn Hall is at the south end of Howard Way

**University of California**  
**Agriculture and Natural Resources**

Larry Bettiga

Viticulture Farm Advisor for Monterey, San Benito and Santa Cruz Counties.

[lbettiga@ucanr.edu](mailto:lbettiga@ucanr.edu)

1432 Abbott Street  
Salinas, CA 93901  
831-759-7361 phone  
831-758-3018 fax

Central Coast Vineyard News is produced by Larry Bettiga. Contact me for further article Information.

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