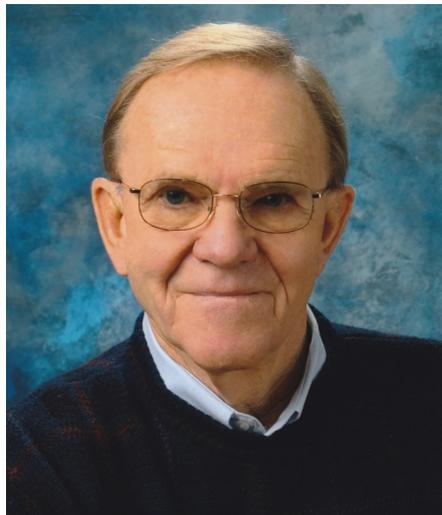


**Stephen J. Vasquez,**  
Viticulture Farm Advisor

### In This Issue

- L. Peter Christensen
- Economy and Weather: Squeeze Wine Grape Supply
- Axel Borg Receives James H. Meyer Distinguished Achievement Award
- Pierce’s Disease in the San Joaquin Valley
- “A Guide to Agritourism” Classes Offered This Fall and Winter in Fresno County
- Announcing: California Agricultural Almanac
- Local Meetings and Events Publications from the University of California

## L. Peter Christensen



L. Peter Christensen passed away peacefully at Hinds Hospice in Fresno, on Sunday, September 25, 2011. Born in Selma, California, on November 1, 1934, he was the grandson of Danish immigrants. Both his grandfather and father were grape growers in Selma. A devoted, loving, self-sacrificing husband and father, Peter wed Eleanor K. Honzik in 1960, with whom he was married for 51 years and raised three sons in Fresno, California.

*(Continued on page 2)*

### Additional Web News

University of California  
Agriculture and Natural Resources

San Joaquin Valley Viticulture Blog

Making a Difference  
for California



## Economy and Weather: Squeeze Wine Grape Supply

Cool weather and a damaging freeze in the Central Coast have significantly reduced this year's wine grape yield in California, according to UC Davis Graduate School of Management professor emeritus Robert Smiley.

The sluggish economy and unusually cool weather this season have dramatically tightened the supply of wine grapes, a situation that will likely continue for sev-

eral years, reports Robert Smiley, dean and professor emeritus at the University of California, Davis, Graduate School of Management.

Smile presented findings from two recent surveys of wine industry professionals and executives during the 20th annual Wine Industry Financial Symposium held in Napa, California.

*(Continued on page 3)*

# Christensen

*(Continued from page 1)*

Having grown up working in his parents' vineyard, Peter became an internationally renowned viticulture scientist, and was widely considered the world's leading authority on grapevine nutrition and fertility management. He received his BS in Viticulture from California State University, Fresno, in 1956, followed by an MS in Viticulture from the University of California, Davis, in 1959. Following his graduation from UC Davis, he joined UC Cooperative Extension as a Farm Advisor in Fresno County, where he spent 23 years working with the local grape industries. In 1984 he advanced to the position of Viticulture Specialist in the Department of Viticulture and Enology, stationed at the UC Kearney Agricultural Center in Parlier, where he retired in 1999. Working closely with colleagues in academia and industry, he conducted practical research on a broad range of topics. Much of this work had immediate and long-lasting impact. For example, the mineral nutrition and diagnostic and fertilizer recommendations for California vineyards are largely based on his research and extension activities. He authored or co-authored over 250 technical papers and research articles during his career, including several seminal publications on grapevine nutrition and the statewide UC production manuals on raisin production, wine grape varieties and grape pest and disease management. He received the Best Research Paper Award

from the American Journal of Enology and Viticulture in 1986 and 1990, and also served as the President of the American Society for Enology and Viticulture in 1991-1992. In 1997 he was presented the James H. Meyer Outstanding Career Achievement Award from UC Davis, and in 2004 he was given the Merit Award of the American Society for Enology and Viticulture. The latter is the highest honor given to a grape research scientist in the USA. In recognition of his outstanding contributions to the California raisin industry, the newly developed raisin grape variety "Selma Pete" was named in his honor in 2002.

In addition to his outstanding research contributions, Peter was a gifted, thoughtful and generous extension educator and mentor to young scientists. He presented hundreds of technical talks to Central Valley grape growers, and also trained many UC Farm Advisors during his career. His impact extended far beyond California, and he visited many different countries on sabbatical leaves and technical trips, including Australia, New Zealand, South Africa, Greece, Italy, Chile, Mexico, Japan, Canada, Uzbekistan and 11 States in the USA.

Peter is remembered by his family, friends and colleagues, and by grape growers throughout the Central Valley and beyond, for his unfailing readiness to help and serve, for his humility, and for his good nature and sense of humor.

He was a faithful member of the St. Peter the Apostle Serbian Orthodox Church in Fresno, where he was actively involved in the landscaping and maintenance of the church property. For many years he farmed the family vineyards that he inherited along with his sister. His interests included traveling, writing, cooking (including gourmet meals), gardening, boating, fishing and scuba diving. Family closeness was very important to him, and he frequently arranged family get-togethers and vacations in various parts of the state and in countries throughout the world. After a battle with cancer, he ended his earthly life with his characteristic positive attitude, saying that he could not have asked for anything more in life, that he had no complaints, and that he was deeply thankful to God for everything. In the meaningful time leading up to his passing, he received an outpouring of love from his family and from many others whose lives he had touched, and to whom he had always been a selfless servant.

Peter is preceded by John L. Christensen and Florence M. (née Andersen) Christensen.

He is survived by his wife, Eleanor; his sons, John (Fr. Damascene), Robert and Scott; his daughters-in-law, Bonnie and Lorraine; his grandchildren, Jonathan, Emily and Melina; his sister, Jane Hildebrand; and his godparents, Ron and Radmila Tarailo.

## Economy and Weather

(Continued from page 1)

“Even though we have technically been out of the recession for two years, growers have been reluctant to expand their plantings or replace older vineyards that are moving into declining production,” Smiley said. “Cooler weather — including a very damaging freeze in the Central Coast have compounded the problem by significantly reducing this year’s wine grape yield in California,” he added.

Smiley noted that, while growers and producers struggle with the shortage, consumers are likely to find that discounted prices on high-quality wines will continue to be available.

### Survey of Wine Executives

Smiley’s 10th annual wine executives survey gathers opinions and projections from the heads of 29 leading wine operations. Most of the respondents represent wine companies, while others are from operations that range from grape growing to wine-distribution firms.

In addition to predicting that wine grape demand will continue to outrun supply for the foreseeable future, most of the responding executives reported that discounts on wine will likely continue because consumers have grown accustomed to finding good buys on quality wines, and retailers are finding the discounted prices to be an effective tool for drawing consumers into their stores.

“Most of the executives seem to feel that discounting is here to stay,” Smiley said.

Many of the respondents also reported that they work with third-party “wine clubs,” which sell wine directly to consumers, usually via the Internet. These wine clubs often sell consumers a series of wines on a monthly or quarterly basis, helping producers reach a broader audience and introducing consumers to new and different wines. The wine producers hope that the consumers will eventually return to their wines as direct-sales customers.

Most of the wine executives reported that they have good relationships with their lenders, but some noted that banks these days are more cautious about lending and require firms to “earn” their loans.

The survey respondents predicted that the hottest issues for the wine industry during the next five to 10 years will include consolidation in the wine industry’s distribution sector; increased government regulations affecting everything from land use to taxation; and environmental issues, especially climate change.

“In addition, these executives foresee an insatiable thirst for wine at home and abroad,” Smiley said. “They are quite optimistic about the growing demand for wine in the United States, particularly among consumers in their mid-20s, as well as internationally, especially in China.”



### Survey of Wine Professionals

Smiley’s survey of California wine professionals, now in its 20th year, included responses from 130 wine producers.

Seventy-one percent of the respondents predicted that the health of the wine industry would improve, reflecting a confidence not seen among survey respondents predicted that the health of the wine industry would improve, reflecting a confidence not seen among survey respondents since 2007.

“I’m pleased to report that California’s wine professionals are increasingly ‘bullish’ about their industry,” Smiley said. He noted that 53 percent of respondents expect 2011 will prove to be more profitable than 2010. And 74 percent anticipate that 2012 profits will outpace 2010.

(Continued on page 5)

# Pierce's Disease in the san Joaquin Valley

It has been several years since Pierce's disease (PD), the debilitating grapevine disease caused by the bacterium *Xylella fastidiosa*, has caused significant problems for San Joaquin Valley vineyards. PD dropped off the radar of valley grape industries and growers partly due to other invasive grape pests (vine mealybug, EGVM, etc.) inhabiting vineyards and to a low incidence of PD found throughout the valley. However, in recent months glassy-winged sharpshooter (GWSS) has been trapped in west Fresno County commercial vineyards and near the San Joaquin River. The recent catches are concerning since they have been found near a major riparian corridor that has had a historically low level of PD. With these recent GWSS catches, growers should survey their vineyards and test grapevines displaying PD-like symptoms in order to minimize potential "hot" spots from developing should GWSS become established.

## Pierce's Disease Summer Symptoms

PD infected vines display several symptoms in late summer. Burned or scalded canopies are the first and easiest symptoms to spot. However, there are other diseases (measles), pests (mites), chemical maladies (sulfur burn) and/or cultural practices (poor irrigation management) that can cause foliage to burn. It is important to correctly determine the

cause of any leaf burn symptoms that may be noticed. White varieties suffering from PD will display yellowing of the leaf margins followed by necrosis, while infected red varieties exhibit reddening prior to necrosis (see photo). Dead leaves on red or white grapes will detach from the petioles that dry and remain attached to canes, resembling matchsticks. Irregular wood maturity, a prominent symptom on canes, is marked by lignified wood surrounded by green tissue that never fully matures. Fruit from infected vines will shrivel, raisin and drop from the vine.

## PD Insect Vectors

In the valley green and red-headed sharpshooters may vector PD, maintaining it at low levels. Those sharpshooters primarily feed on grasses, but as irrigated pastures, ditch banks and weed patches dry, they move into vineyards and feed on new succulent grapevine growth near shoot tips. Sharpshooters carrying PD will transmit the bacterium at the point of feeding but it rarely becomes a systemic infection; hence the low PD levels found in the San Joaquin Valley. Since its introduction, GWSS has changed the presence and spread of PD in CA. The voracious feeding of GWSS, it's ability to feed on older, more lignified tissues, and its ability to fly longer distances makes it an exceptional vector of PD. Glassy-winged sharpshooters often feed

near the base of shoots or on 2-year old wood increasing the chance for late-season infections. It also has a large host range that includes citrus, on which it breeds and may develop into very high populations. Many of the hosts that GWSS can survive and reproduce on have not been of concern with our grass feeding sharpshooters.

## More information

Pierce's Disease ANR Publication-21600 can be purchased at your local UC Cooperative Extension office or online at:

<http://anrcatalog.ucdavis.edu/>



PD symptoms on white and red varieties.

## Axel Borg Receives James H. Meyer Distinguished Achievement Award

Clare Hasler-Lewis

Axel Borg, librarian subject specialist for viticulture and enology, food and nutrition, plant sciences, and other agriculture disciplines at the University of California, Davis, received the 2011 James H. Meyer Distinguished Achievement Award. This award recognizes a distinguished career of achievement and is one of the most prestigious awards granted on the UC Davis campus. Borg's valuable contributions to the mission of the university and his exceptional commitment to the campus community stand as an example to others. There will be a public award dinner held in his honor in November 2011 at which time the James H. Meyer Distinguished Achievement Award plaque and a \$1,000 honorarium will be presented to Borg.

The Robert Mondavi Institute has benefitted tremendously from Borg's expertise over the years. He is responsible for many of our significant publications including *Our Story* — a timeline (1880–2008) published for the 2008 grand opening of the academic buildings. Borg has also been a significant contributor to the RMI's historical agriculture book series, which has produced three works to date and will produce a fourth in October. Borg is also a regular contributor to the quarterly RMI Wine and Food Bytes electronic newsletter.

Clare Hasler-Lewis, RMI executive director, stated that Axel

Borg's "breadth of knowledge is amazing, particularly in the areas of wine and food, and he has facilitated many contacts between our institute and key individuals in the literary world. We are proud of our long association with Mr. Borg and celebrate his contributions and service to the university and the greater community and look forward to our continued partnership with him."



### San Joaquin Valley Grape Symposium

January 4, 2012

C.P.D.E.S. Hall  
172 W. Jefferson Avenue  
Easton, CA

7:30 a.m. — 1:30 p.m.

To register on-line and pay by credit card go to:

[On-line Registration Link](#)

\*\*\*\*\*

## Economy and Weather

(Continued from page 3)

The responding professionals projected that the slow economic recovery would be the major constraint for the industry, followed by pricing pressures, government regulations and taxes, and consolidation among retailers and distributors. For the first time, they also included grape shortages, unusual weather and oil prices as likely constraints for the industry.

They predicted that among red wines, demand would be strongest for Cabernet Sauvignon, red blends and Pinot Noir. Among white wines, demand will be strongest for Chardonnay, followed by Sauvignon Blanc, Pinot Grigio and Riesling.

### Wine Executive Program

The UC Davis, Graduate School of Management will continue its work with California wine executives when it collaborates with the UC Davis Department of Viticulture and Enology in offering the Wine Executive Program March 26-29, 2011 at UC Davis. The four-day program is designed to teach the fundamentals of winemaking and management skills that are necessary to be profitable in the wine industry and related businesses. To date, more than 520 industry professionals have participated in the program, which is designed to help wine industry professionals enhance their success in the art of making and selling wine. More information about this spring program is available online at:

<http://www.wineexecutiveprogram.com>

## "A Guide to Agritourism" Classes Offered

### "A Guide to Agritourism" class offered this fall and winter in Fresno County

The University of California Cooperative Extension Fresno County and the UC Small Farm Program in partnership with the Fresno County Farm Bureau and the Fresno-Clovis Convention & Visitors Bureau will offer a three-session agritourism planning course for farmers and ranchers in the Fresno and greater San Joaquin Valley region who are starting or expanding visitor-serving on-farm businesses.

"Many small-scale grape, berry, vegetable, and tree-fruit growers are considering tourism activities and selling products directly to visitors as ways to increase profit and connect with their customers. Our workshops will give farmers and ranchers the contacts and tools to more successfully grow their agritourism enterprises," said Stephen Vasquez, UC Cooperative Extension farm advisor for Fresno County.

Participants will learn about the variety of potential businesses, including wineries, farm stands, U-Pick operations, event hosting, ranch vacations, pumpkin patches, corn mazes and outdoor recreation. Each participant will receive a free copy of the just-published second edition of the extensive handbook, "Agritourism and Nature Tourism in California," which will be used as a text for the class. Attendees will hear from experienced agritourism operators, as well as experts in business plan-

ning, risk management, regulatory compliance and marketing, and will receive individual guidance in planning, starting or growing their own agritourism or nature tourism businesses.

### "A Guide to Agritourism" class in Fresno County

Assess your farm or ranch for agritourism potential; start work on your own business, risk management and marketing plans; and connect with experienced agritourism operators at a three-session class offered by the UC Small Farm Program and UC Cooperative Extension Fresno County.

Register online at <http://ucanr.org/agtour.fresno.11> or call Penny (530) 752-7779.

**Dates: Thursday, Dec. 8, 2011; Wednesday, Jan. 25, 2012; and Wednesday, March 14, 2012**

**Times:** 8 a.m. – 12 p.m.

each session, followed by networking social

**Location:** Fresno County Farm Bureau, 1274 W. Hedges Ave., Fresno 93728

**Cost:** \$25 for three-session course (\$30 after Dec. 1)

**Information:** Penny Leff, UC Small Farm Program: [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu), 530-752-7779

Funding for this project was provided by the Washington State University Western Center for Risk Management Education, the USDA National Institute of Food and Agriculture (NIFA).

## CA Agricultural Almanac

The Small Farm Program is excited to introduce the California Agricultural Almanac, which links our online agritourism directory and calendar to an interactive web-based mapping portal that for the first time brings together information on farming areas, crops, farms, markets and farm-related events. The Almanac lets visitors find the regions where crops are produced, get details on crop seasons, discover farms, and find out about markets and agricultural events to participate in. If you are listed on CalAgTour.org, you are already part of the Almanac!

In this initial release, the Almanac has more crop detail for the San Francisco Bay Area - the same details will be added to other parts of the state in the coming months.

The Cal Ag Almanac draws data from partner agricultural agencies and organizations, including the UC Small Farm Program, to offer a fresh and comprehensive picture of California's remarkable agriculture. The Almanac has been developed by Sustainable Agriculture Education (SAGE) in collaboration with GreenInfo Network with funding from the California Department of Food and Agriculture's Specialty Crop Block Grant fund. Check it out and give us feedback! [www.calagalmanac.com](http://www.calagalmanac.com)



## CALENDAR OF EVENTS

### Local Meetings and Events

#### San Joaquin Valley Grape Symposium

January 4, 2012  
 7:30 a.m. — 1:00 p.m.  
 C.P.D.E.S Hall  
 172 W. Jefferson Avenue  
 Easton, CA  
 (559) 600-7285

To register on-line and pay by credit card go to:  
<http://ucanr.org/sivgrapesymposium>

#### U.C. Davis University Extension Meetings (800) 752-0881

#### Establishing the Small Vineyard

October 15, 2011  
 9:00 a.m. — 4:00 p.m.  
 Medical Sciences Building E  
 Davis, CA  
 Section: 112VIT201

#### Current Issues in Vineyard Health

November 30, 2012  
 9:00 a.m.— 4:00 p.m.  
 Da Vinci Building  
 1632 Da Vinci Ct.  
 Davis, CA  
 Section: 112VIT206

#### Introduction to Wine and Winemaking

Enroll now through Jan. 5 and complete by March 26.  
 8:30 a.m.— 4:00 p.m.  
 On-Line  
 Section: 113VIT251

## Publications from the University of California

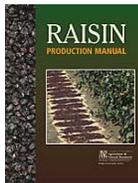


#### Vineyard Pest Identification and Monitoring Cards

ANR Publication 3532  
 Price - \$25.00 + tax and shipping

Keep your vineyard healthy by staying on top of pest activity with this pack of 50 sturdy, pocket-size laminated cards. This is the perfect quick reference to identifying and monitoring vineyard diseases and pests. Twenty-seven common insects and mites, 8 diseases, 6 beneficial insects, and a variety of other disorders, weeds, and invertebrate pests are covered in 244 photos.

These 50 information-rich cards will help growers, vineyard managers, and their teams identify and manage most common problems.



#### Raisin Production Manual

ANR Publication 3393  
 Price - \$40.00 + tax and shipping

This 280 page manual is illustrated with 86 color and black and white photographs. A detailed appendix outlines resources and organizations in the California raisin industry. Covers all aspects of the California system of raisin production from vineyard planting and development, pest management, cultural practices, harvesting, drying, handling, and economic considerations, to inspection and marketing.

### Order Form

Publication	Qty.	Price	Subtotal
Vineyard Pest Identification		\$ 25.00	
Raisin Production Manual		\$ 40.00	

Shipping – USA Only	
Merchandise Total	Shipping Charge
\$1—29.99	\$6
\$30—39.99	\$8
\$40—49.99	\$9
\$50—79.99	\$10
\$80—99.99	\$12
\$100+	\$15

Merchandise Total:

Tax = 7.975%:

Shipping Based on Merchandise Total:

Total Enclosed: \$

#### Checks Payable to UC Regents

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State, Zip Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_

#### Send to:

UC Regents - Cooperative Extension  
 1720 S. Maple Avenue  
 Fresno, CA 93702

**UNIVERSITY OF CALIFORNIA  
COOPERATIVE EXTENSION**  
County of Fresno  
1720 South Maple Avenue  
Fresno, CA 93702

**RETURN SERVICE REQUESTED**

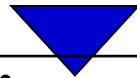


# Vine Lines

Produced by UC Cooperative Extension Farm Advisor Stephen J. Vasquez. Contact me for further article information, or to be added to the mailing list.

**1720 South Maple Ave.  
Fresno, CA 93702  
Hours: 8:00—5:00 M-F  
(559) 456-7285**

**Visit us online at  
<http://cefresno.ucdavis.edu>**



## In This Issue

- L. Peter Christensen
- Economy and Weather: Squeeze Wine Grape Supply
- Axel Borg Receives James H. Meyer Distinguished Achievement Award
- Pierce's Disease in the San Joaquin Valley
- "A Guide to Agritourism" Classes Offered This Fall and Winter in Fresno County
- Announcing: California Agricultural Almanac
- Local Meetings and Events  
Publications from the University of California



For special assistance regarding our programs, please contact us.

The University of California prohibits discrimination or harassment of any person on the basis of race, color, national origin, religion, sex, gender identity, pregnancy (including childbirth, and medical conditions related to pregnancy or childbirth), physical or mental disability, medical condition (cancer-related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or status as a covered veteran (covered veterans are special disabled veterans, recently separated veterans, Vietnam era veterans, or any other veterans who served on active duty during a war or in a campaign or expedition for which a campaign badge has been authorized) in any of its programs or activities.

University policy is intended to be consistent with the provisions of applicable State and Federal laws. Inquiries regarding the University's nondiscrimination policies may be directed to the Affirmative Action/Staff Personnel Services Director, University of California, Agriculture and Natural Resources, 300 Lakeside Drive, 6<sup>th</sup> Floor, Oakland, CA 94612-3550, (510) 987-0096.