

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

EH 44 - Wine Vineyard Management

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level III; English Level III; Math Level III

Transfer Status: CSU

51 hours Lecture

This course is designed for students to learn the responsibilities of vineyard management including diagnosis and correction of problems, vineyard development, financial projections and budgeting, labor contracting, labor supervision, and crop sale contracts as they relate to wine grapes.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Develop an annual plan of operations for a vineyard including financial plans, budgets and scheduling of agricultural practices.
- B. Demonstrate understanding of the process for establishing a vineyard such as locating sources for materials and labor.
- C. Define the principles used in hiring, training and supervising employees.
- D. Analyze vineyard problems and develop solutions including doing research for viticulture information.
- E. Relate the operations and practices in the vineyard to the desired outcome of the winemaker.

III. COURSE CONTENT

A. General Goals

1. This course will introduce the student to annual planning of operations for a vineyard including establishing a vineyard, annual cultural practices, recognizing vineyard problems and discussing applicable solutions and vineyard/winery relations.

B. Unit Titles/Suggested Time Schedule

| Lecture | |
|---|--------------|
| <u>Topics</u> | <u>Hours</u> |
| 1. Overview of Viticulture Information | 6.00 |
| A. Reason for being in viticulture | |
| B. Statistics and economic relevance | |
| C. The viticulture industry today - local and statewide | |
| 2. Developing a Vineyard Annual Plan | 9.00 |
| A. Dec., Jan. Feb. activities | |
| B. Mar. Apr., May activities | |
| C. June, July, Aug. activities | |
| D. Set., oct., Nov. activities | |
| E. Cultural activity timeline | |
| F. Business activity timeline | |

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| 3. Vineyard Establishment | 9.00 |
| A. Site selection and evaluation | |
| B. Variety selection | |
| C. identify materials needed and sources | |
| 4. Labor Management | 9.00 |
| A. Principles of hiring | |
| B. Supervising employees | |
| C. Training employees | |
| D. Use of labor contractors | |
| 5. Financial Planning | 3.00 |
| A. Budgeting | |
| B. Loan applications | |
| C. Contracting with a winer for sales | |
| 6. Researching Viticulture Information | 3.00 |
| A. Cooperative Extension | |
| B. Written publications | |
| C. Inernet | |
| D. Evaluating information | |
| 7. Vineyard Management Problems | 12.00 |
| A. Pests, disease and insect problems | |
| B. Soil and irrigation problems | |
| C. Crop estimating | |
| D. Techniques for improving crop quality | |
| Total Hours | 51.00 |

IV. **METHODS OF INSTRUCTION**

- A. Lecture
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Discussion
- D. Assigned Reading
- E. Audiovisual
- F. Student Presentations

V. **METHODS OF EVALUATION**

- A. Written Assignments
- B. Written Examinations and Quizzes
- C. Written Homework Assignments

VI. **EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
- B. Writing Assignments
- C. Out-of-Class Assignments

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

- A. California Association of Wine Growers . Grower's Guide to Environmental Regulations and Vineyards. -, 2005.
- B. Local Wineries. Sample Winery Contracts. -, 0.
- C. UC Cooperative Extension . California Farm Record Book. -, 2001.
- D. Winkler, Kliewer, Lider. General Viticulture. University of California Press, 1974.

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Date: 04/30/2007