

Las Positas College
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Course Outline for VWT 38

VINEYARD MANAGEMENT

Effective: Fall 2013

I. CATALOG DESCRIPTION:

VWT 38 — VINEYARD MANAGEMENT — 3.00 units

Responsibilities of vineyard management including: diagnosis and correction of problems, vineyard development, financial projections, and budgeting, labor contracting and supervision and crop sale contracts. 3 hours.

3.00 Units Lecture

Grading Methods:

Letter Grade

Discipline:

	<u>MIN</u>
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

1. develop an annual plan of operations for a vineyard
2. develop a financial plan and budget
3. demonstrate an understanding of the process of establishing a vineyard
4. locate sources of vineyard materials
5. explain understanding of principles in hiring, training and supervising of employees
6. explain how to contract with wineries for grape sales
7. understand how to research viticulture information
8. analyze and develop solutions for vineyard management problems
9. develop a plan for the establishment of a vineyard
10. describe the vineyard cycle of growth and identify viticultural practices that must be completed during each stage of vine growth

V. CONTENT:

- A. Overview of Viticulture Information
 1. Reasons for being in viticulture
 2. Statistics and economics relevance
 3. The viticulture industry today – local and statewide
- B. Developing a Vineyard Annual Plan
 1. Dec., Jan. Feb. activities
 2. Mar. Apr., May activities
 3. June, July, Aug. activities
 4. Sept., Oct., Nov. activities
 5. Cultural activity timeline
 6. Business activity timeline
- C. Vineyard establishment
 1. Site selection and evaluation
 2. Variety selection
 3. Identify materials needed and sources
- D. Labor Management
 1. Principles of hiring
 2. Supervising employees
 3. Training employees
 4. Use of labor contractors
- E. Financial Planning
 1. Budgeting
 2. Loan applications
 3. Contracting with a winery for crop sales
- F. Researching Viticultural Information
 1. Cooperative Extension

- 2. Written publications
- 3. Internet
- 4. Evaluating information
- G. Vineyard Management Problems
 - 1. Pests, disease and insect problems
 - 2. Soil and irrigation problems
 - 3. Crop estimating
 - 4. Techniques for improving crop quality

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Discussion** -
- C. **Classroom Activity** - Hands-on Activities
- D. **Field Trips** -
- E. **Audio-visual Activity** - Media presentations
- F. **Guest Lecturers** -

VII. TYPICAL ASSIGNMENTS:

- A. Assigned Readings 1. Read Chapter 10 in Winkler, "Establishing the Vineyard." B. Research Activities 1. Arrange an interview with a small vineyard owner to ascertain their approach to developing and implementing a financial plan. Summarize this in a 2-3 page report and present your findings to the class.

VIII. EVALUATION:

A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Projects
- 4. Home Work
- 5. Other:
 - a. Methods
 - 1. Written examination
 - 2. Quizzes
 - 3. Reading and homework assignments
 - 4. Vineyard design project
 - b. Typical Questions
 - 1. Write a one page short answer essay on the most significant personal issues you would have to address as a vineyard manager and explain how you would deal with them.
 - 2. A major decision in establishing your vineyard is how you lay out the vines (spacing, density, etc.) You have 6 acres to plant to syrah on a flat parcel with a western exposure. Write a short essay explaining how and why you would lay out the vines.

B. **Frequency**

- 1. Two or more mid-term examinations
- 2. Quizzes at the instructor's discretion
- 3. One semester project
- 4. Final exam

IX. TYPICAL TEXTS:

- 1. A.J. Winkler, James A. Cook, W.M. Kliewer, and Lloyd Lider *General Viticulture*. 2nd ed., University of California Press, 1974.
- 2. - *Grower's Guide to Environmental Regulations and Vineyard.*, California Association of Wine Growers, 0.
- 3. Ron Macher and Howard W. Kerr *Making Your Small Farm Profitable*. 1st ed., Storey Books, 1999.
- 4. Sample Winery Contracts, Local Wineries

X. OTHER MATERIALS REQUIRED OF STUDENTS: