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Executive Director Message

By **Clare M. Hasler**



We are now counting down the days! The departments of Viticulture and Enology, and Food Science and Technology are all set for the big move into the new Robert Mondavi Institute for Wine and Food Science building complex in August. Everyone should be moved in by the first week of September, several weeks before the new academic year begins. A veritable flurry of packing, purging, and recycling is going on! Our first "residents" in the complex are 10 full-grown heritage olive trees, representing five historic varieties, which were planted next to the South building and have created a lovely olive grove. Final preparations are being made for the planting of the UC Davis Good Life Garden which will serve to educate a wide audience to the relationship between good food and good health. We plan to have quarterly harvest feasts featuring the edible fruits, vegetables, and herbs grown there.

The RMI hosted several wonderful events over the past three months beginning with "Women, Wine, and Music" on April 30. An absolutely incredible array of wines, a panel discussion involving highly accomplished women winemakers, and welcoming remarks by **Margrit Biever Mondavi** made for an incredible afternoon. You can read more about this event [here](#).

Only two days after "Women, Wine, and Music," we hosted our Spring Lectureship featuring **Jose Fernandez**, the CEO of Constellation Wines North America, and **Garrett Oliver**, the "Poet Laureate of Beer." It was quite a lively afternoon of discussion! You can read more about the lectureship below as well as view the streaming video of the presentations on the RMI website under [past events](#).

Two of the RMI centers hosted events in the spring. The UC Davis Olive Center was featured at a [luncheon held at McEvoy Ranch](#) in Petaluma on June 22. It was an excellent opportunity to steward and cultivate important industry leaders and establish the Olive Center's position as the leading place for olive and olive oil research in California. **Dan Flynn**, executive director of the Olive Center, was also featured at the [Davis Chancellor's Club Fireside Chat](#) on April 23.

The RMI Center for Fruit and Vegetable Quality hosted a symposium on May 16 entitled, "Fruit and Vegetable Health Claims - What, Why and How." Speakers included Dr. **Barbara Schneeman**, director, Office of Nutrition, Labeling, and Dietary Supplements, FDA/CFSAN. Read more about the symposium below as well as on the center website at: <http://fruitvegquality.ucdavis.edu/events.htm>.

After a very busy spring I am enjoying a more relaxed summer pace and very much looking forward to the move and to seeing you all at the grand opening in October!


Clare

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RMI Construction Update

By Allen Lowry



The RMI Tower of Light

The Robert Mondavi Institute north lab building, future home of the Department of Viticulture and Enology, is nearly complete. It has passed all life-safety tests and the contractor is tidying up loose ends. All new furniture has been delivered and installed. The department will move in to the north lab on August 4-6, 2008.

The south lab and sensory building are a bit further behind, but the contractor expects fire clearance on both by August 1. Furniture for both will be installed on schedule in late July. The Department of Food Science and Technology and the Robert Mondavi Institute staff are expected to be moved in by September 1, 2008.

Landscaping is advancing steadily, with almost all paving and site lighting in place. Also underway are irrigation and soil preparation. Ten mature fruit-bearing olive trees, of five different varieties, have been planted, already giving the courtyard a furnished look.

Everything will look beautiful in time for the grand opening celebration on October 10.

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Spring 2008 Lectureship

By Clare M. Hasler

The art, mystery, and business of beer and wine was the focus of the Spring 2008 Lectureship held on the afternoon of May 2 in the Studio Theatre of the Robert and Margrit Mondavi Center for the Performing Arts.

Following an overview of the RMI by executive director **Clare Hasler**, including plans for the grand opening on October 10. **Babs Sandeen**, Vice Chancellor of University Relations, provided the university greeting. Sandeen stated that she was grateful to be at UC Davis during the time we were launching the RMI, "knowing that future collaborative research, scholarship, and outreach opportunities provided through the institute will continue to improve the quality of life for millions around the world while also enabling UC Davis to create new knowledge, expand our access, and extend our reach."

The afternoon continued with a presentation on "Beer and Anthropological Developments through the Ages" by **Garrett Oliver**, brewmaster of the Brooklyn Brewery and author of *The Brewmaster's Table*. Mr. Oliver was introduced by **Charlie Bamforth**, chair of the Department of Food Science and Technology, who always sets the stage in a very lively, humorous, and thought-provoking fashion! He reminded the audience of the importance of having "reverence for beer" and declared that Garrett Oliver clearly has that reverence, having been called the "Poet Laureate of Beer." Garrett began his presentation by stating that brewers

feel themselves as a part of an "ancient society" and that the "art and mystery of brewing plays through everything we do." You can hear more about the art and mystery of beer by viewing Garrett's presentation on the RMI website at <http://rmi.ucdavis.edu/events.htm>. (Scroll down to Spring 2008 Lectureship presentations.)



Jose Fernandez

The second lectureship speaker was **Jose Fernandez**, CEO of Constellation Wines North America. **Bob Smiley**, professor in the Graduate School of Management (GSM) and former dean of GSM, provided the introduction. Bob thanked Mr. Fernandez for generously sharing his interesting insights about the future of the wine industry for an annual CEO survey that Bob conducts. The topic of Jose's presentation was "Balancing the Art and Business of Wine." He stated that this challenge is a "central piece of how we look at managing our business and how we look at the future of the wine business." He also emphasized that Robert Mondavi's vision in 1966 (when the Robert Mondavi Winery was founded) to put California wines in the company of the great wines of the world "stands as one of the singular accomplishments of anyone in the wine business." You can view Fernandez's presentation on the RMI website at <http://rmi.ucdavis.edu/events.htm>. (Scroll down to Spring 2008 Lectureship presentations.)

Several special guests attended the Spring Lectureship, including **Margrit Bieber Mondavi**, **Richard Sands**, CEO of Constellation Brands, and **Agustin Huneeus**, owner of Quintessa Winery and founding member of the RMI Honorary Board. The afternoon concluded with a lovely reception in the Mondavi Center Rumsey Rancheria Lobby with music provided by a student quartet from the UC Davis Department of Music and a variety of great wines generously donated by Constellation.

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Women, Wine, and Music: A Celebration

By **Clare M. Hasler**



Judith Newton, Rosalie

Vanderhoef, Margrit Bieber

Mondavi, and Clare Hasler listen

intently to a guided wine tasting

by author Karen MacNeil

Judith Newton, Rosalie Vanderhoef, Margrit Bieber Mondavi, and Clare Hasler listen intently to a guided wine tasting by author Karen MacNeil

The Robert Mondavi Institute for Wine and Food Science and The Consortium for Women and Research hosted "Women, Wine, and Music: A Celebration" on Wednesday April 30 from 4:00 to 7:30 p.m. in the Studio Room of the Robert and Margrit Mondavi Center for the Performing Arts.

This sold-out event was sponsored by The UC Davis Center for Gender and Global Issues, and co-sponsored by the College of Agricultural and Environmental Sciences, John Muir Institute of the Environment, Graduate School of Management, Office of the Provost, School of Law, Davis Humanities Institute, Technocultural Studies, Department of Nutrition, and Department of Viticulture and Enology.

Wines were generously donated by the Robert Mondavi Winery, Corison Winery, Merry Edwards Wines, Cakebread Cellars, St. Supéry Napa Valley, Stoppswoode Estate Vineyards, Cedarville Vineyard, David Girard Vineyards, Fiddlehead Cellars, Granite Springs Winery, Latham Vineyards, Miraflores Winery, Windwalker Vineyards, Dillian Vineyards, Perry Creek Winery, and Honig Vineyards. And of course, what would wine be without chocolate, which was provided by Mars, Guittard, and Annabelle's. Additional donors included Dolce Vino Wine, Nugget Market, and World Market.

Following introductions by **Judith Newton**, director of the Consortium for Women and Research, **Clare Hasler**, executive director of the Robert Mondavi Institute, introduced **Margrit Bieber Mondavi**, who warmly welcomed all attendees.

The afternoon continued with a panel on "Barriers and Breakthroughs: What It's Like to be a Woman In the Wine Industry," featuring **Mary Hall Maher**, vineyard manger, Harlan Estate and Napa Valley Reserve; **Heidi Barrett**, winemaker/owner, La Sirena Wines; and **Michaela Rodeno**, CEO of St Supéry Napa Valley.

Following the panel discussion, conference participants were treated to a Guided Wine Tasting of the following wines led by **Karen MacNeil**, author of *The Wine Bible*: Robert Mondavi Winery '01 Cabernet Sauvignon Reserve (**Genevieve Janssens**, director of winemaking); Corison Winery '03 Corison Kronos Vineyard Cabernet Sauvignon (**Cathy Corison**, winemaker, UC Davis graduate); Merry Edwards Wines '06 Olivet Lane Pinot Noir (**Merry Edwards**, winemaker, UC Davis graduate); St Supéry Napa Valley '03 Cabernet Sauvignon Napa (**Michael Beaulac**, winemaker); Cakebread Cellars '05 Napa Valley Cabernet Sauvignon (**Julianne Laks**, winemaker, UC Davis graduate). What an experience!

The evening concluded with an informal tasting featuring wines from Robert Mondavi, St. Supery, Merry Edwards Wines, Corison Winery, Cakebread Cellars, Cedarville Vineyard, and David Girard Vineyards. Chocolates were provided by Mars, Inc. and Guittard, and a silent auction provided funding for the consortium. The ambience was enhanced with music performed by students from the UC Davis Music Department.

We hope to make this an annual event so stay tuned.

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Olive Tree Relocation

By Nicole Sturzenberger



The Robert Mondavi Institute welcomed its first inhabitants last month, when ten heritage olive trees were moved to the site. These special trees are landmarks of the beginnings of the UC Davis campus, and also represent the five historic varieties of California's early olive industry.

Specifically chosen for the shade and beauty they provide the courtyard, the mature trees ultimately will be used to produce a full crop of specially branded Robert Mondavi Institute Olive Oil. They will also become part of future garden program designed to demonstrate methods of putting backyard ornamental olive trees into production for oil and table olives.



The olive trees were selected from various spots on campus, including King Hall and the Avian Sciences Building, formerly the farm of Harry Armstrong. Early photos show olive trees lining Armstrong's fields. Farmers traditionally planted the trees to act as boundaries between fields, as well as a windbreak from the notorious Davis northwest wind. The Mediterranean natives require little maintenance and water, while providing a shady refuge for those toiling in the fields.



Ranging in size, the olive trees represent five typical varieties found around the UC Davis campus: Mission, Manzanillo, Sevillano, Ascolano, and Barouni. In the past, these varieties were used for both oil and table olive production, but Mission and Manzanillo have proven themselves best-suited for oil production due to their high oil content.

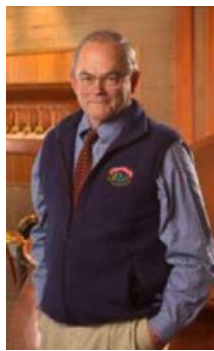
These hardy olive trees will become a lasting and valuable asset to the UC Davis Good Life Garden and the Robert Mondavi Institute, adding history, beauty, and shade to the courtyard.

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James Beard Award to Fritz Maytag, RMI Honorary Board Member

Reprinted with permission from Susan Magrino Agency

By James Curich, Jessica Cheng



Fritz Maytag

At a press breakfast at the historic James Beard House in Greenwich Village, the James Beard Foundation announced the recipient of the 2008 James Beard Foundation Lifetime Achievement Award: **Fritz Maytag**. The annual award goes to an individual whose body of work has had a significant impact on the way we cook, eat, and think about food in America. For details about the 2008 James Beard Foundation Awards, please visit the website, www.jbfawards.com.

In 1965 Fritz Maytag acquired the Anchor Brewing Company of San Francisco and became a pioneer of American microbrewing. Since then, he has not only preserved the tradition of Anchor Steam Beer, but he has also made Anchor a national brand without ever compromising his high standards. In the 1980s and 1990s, due in part to Maytag's example, more than one thousand small breweries sprouted up all over the country. Today, American-microbrewed beers rate among the finest beers in the world, and the return to traditional brewing methods has become a worldwide phenomenon, producing a veritable flood of creative and delicious beers.

In 1993 Maytag launched the Anchor Distilling Company whose Old Potrero Rye Whiskey and Junipero Gin quickly became models for a burgeoning artisanal distilling movement in America and around the world. The San Francisco Chronicle profiled Anchor Distilling Company on Sunday, July 6, 2008. (see <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2008/07/06/LVJF11HL34.DTL>)

In addition to his position as president and brewmaster of Anchor, since the 1960s Maytag has steered his family's Maytag Dairy Farms in Newton, Iowa. Maytag Blue cheese, produced since 1941, was a creation of Fritz Maytag's father, and the company has been a leader in the American artisanal cheese renaissance. Sold almost entirely by mail for the first few decades, Maytag Blue has become a familiar sight in fine restaurants and food shops in recent years.

Maytag is also the owner of York Creek Vineyards in the Spring Mountain District above St. Helena, where he grows more than a dozen grape varieties, and last year celebrated his 39th harvest.

In 2003 Maytag won the James Beard Foundation Outstanding Wine and Spirits Professional Award. He currently serves on the foundation's National Advisory Board.

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New Book Weighs Merits of Wine and Beer

(Edited from Dateline UC Davis)

By Pat Bailey



Torn between two beverage loves? You are not alone. **Charles Bamforth**, Anheuser-Busch Endowed Professor of Malting and Brewing Sciences and chair of UC Davis' Department of Food Science and Technology (and member of the RMI executive committee), has long been a devotee of beers but also somewhat of a grudging admirer of wines and the mystique they evoke. And so he has written about both sides of the beverage world.

In his new book, "Grape vs. Grain: A Historical, Technological, and Social Comparison of Wine and Beer," published in March by Cambridge University Press, Bamforth weighs the merits of both types of beverages.

"I do not seek to decry wine. Rather, I aim to demonstrate why brewers can hold their heads high in the knowledge that their liquid is every ounce the equal of wines by any yardstick you choose to nominate," writes Bamforth.

The 224-page book includes social commentary on beer and wine, and comparisons of their histories, production techniques, types and styles, healthfulness, and future outlooks.

Despite his understandable preference for beer, Bamforth notes that promoters and producers of both wine and beer can find valuable lessons in each other's successes.

"I believe that the brewer has much to learn from the winemaker with regard to re-establishing their product as an integral component of a wholesome lifestyle," he writes. "Equally, the winemaker must doff his or her cap to the brewer insofar as technical matters go."

He serves as a special professor in the School of Biosciences at the University of Nottingham, England. He also is a fellow of the Institute of Brewing and Distilling, a fellow of the Institute of Biology, and a fellow of the International Academy of Food Science and Technology. He is editor-in-chief of the Journal of the American Society of Brewing Chemists.

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Center News

McEvoy Ranch Hosts UC Davis Olive Center Luncheon and Tour

By Melissa Haworth



Dan Flynn offers an overview of

the Olive Center

Despite the wildfire smoke filling surrounding valleys, the weather and atmosphere were perfect at McEvoy Ranch in Petaluma when friends and supporters of the UC Davis Olive Center gathered to celebrate on June 22. After olive-oil based appetizers, a tour of the mill room, and a chance to ask questions of McEvoy Ranch Manager **Dick Nielsen**, attendees headed up the hill to the McEvoy pagoda. Adorned with enormous lizard-like skinks - the logo of McEvoy Ranch - the pagoda was an incredible setting for the luncheon and program.

Host **Nion McEvoy** greeted guests and gave some history on the relationship between UC Davis and McEvoy Ranch. Then, while everyone enjoyed the meal prepared by chef **Gerald Gass**, UC Davis representatives including Chancellor **Larry Vanderhoef**, Dean of the College of Agricultural and Environmental Sciences **Neal Van Alfen**, RMI Executive Director **Clare Hasler**, and UC Davis Olive Center Executive Director **Dan Flynn** each shared a few words about the new Olive Center and its connection to UC Davis' agricultural roots and its potential to serve the California olive and olive oil industries in the future. **Margrit Biever Mondavi** shared her excitement about the new Olive Center and her belief that UC Davis could truly fulfill the vision of the Olive Center to do for olives and olive oil what has already been done for grapes and wine.

The lunch was a way to thank the many partners who are already supporting the Olive Center and to introduce the center to others in the industry. As Nion McEvoy said in his concluding remarks, this is just the beginning of a long and fruitful partnership.

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UC Symposium Examines Nutrition Claims

By Jeannette Warnert



The label of RyKrisp crackers tells buyers it's "a good source of fiber." A package of frozen sweet potatoes says the product is an "excellent source of vitamin A." V8 juice cans note that the beverage provides a "full serving of vegetables."

With U.S. Food and Drug Administration rules and enforcement in place, consumers can confidently use these types of nutrition messages on food and dietary supplements when making decisions about their purchases, according to speakers at a symposium in May by the UC Davis Robert Mondavi Institute's Center for Fruit and Vegetable Quality.

The symposium focused on the criteria that must be met to make health and nutrition claims and sought to clarify product label, advertising, and Web pages that have information about fruit, vegetables, and products made from produce.

"Commodity groups are increasingly interested in labeling and advertising their products' contributions to good health," said **Diane Barrett**, director of the Center for Fruit and Vegetable Quality and coordinator of the conference. "Representatives from a variety of both fresh and processed produce commodity groups - such as those whose members are producing blueberries, citrus fruit, kiwifruit, tomatoes, and others - attended to get information about sharing health claims with the public."

Symposium speakers said businesses have found that claims related to nutrition and health on food packages prompt shoppers to

buy the products and such claims are carefully regulated by the FDA to protect the public.

UC Davis professor of nutrition emeritus **Barbara Schneeman** is director of the FDA's Office of Nutrition, Labeling, and Dietary Supplements. She said the 1990 Nutrition Labeling and Education Act allowed for health and nutrient content claims in order to assist consumers in maintaining healthful dietary practices protect consumers from unfounded or misleading claims provide a level playing field for use of claims in packaging and to encourage innovation of nutritionally improved foods.

Schneeman said that two years ago, the FDA mailed warning letters to an array of companies producing, marketing or distributing cherry, blueberry, pomegranate, and apple products.

Various claims on their packages asserted that the fruit helps fight cancer, heart disease, and diabetes, provides relief for arthritis, gout, migraine headaches, and fibromyalgia, and treats Alzheimer's disease and macular degeneration.

"These claims could cause the products to be considered unapproved new drugs," Schneeman said. "Different requirements must be met for a product to be approved as a drug."

San Francisco attorney **Leslie Krasny**, who works directly with businesses seeking to make legal dietary claims on food products, said at the symposium that the FDA gives the greatest weight to well-designed human studies when considering whether a health claim is allowable.

During her presentation, she reviewed "quantitative claims," in which the company states on the package, for example, the amount of calories per serving, the fact that there are no trans fats in a serving, and antioxidants are in the product.

"Quantitative information can be declared as long as it isn't false or misleading," Krasny said.

While labels and advertising with nutrition information can be helpful, nutrition scientist and executive director of the soon-to-be completed Robert Mondavi Institute for Wine and Food Science, **Clare Hasler**, said at the symposium that, in terms of fruits and vegetables, "more matters." "Fruits & Veggies - More Matters" is the slogan adopted by the Centers for Disease Control to replace "5 a day."

"There is a strong link between increased fruit and vegetable consumption and a decrease in cancer," Hasler said.

The 1992 Food Guide Pyramid recommended five to nine servings of fruits and vegetables per day. The updated 2005 My Pyramid, reflecting the latest nutrition research, recommends 9 to 13 servings of fruits and vegetables per day.

However, Hasler noted that, as evidence supporting the healthfulness of fruit and vegetable consumption has mounted over the last decade, their slice of the typical American diet has grown smaller.

In 1994, American men and women ate, on average, 3.43 servings of fruits and vegetables daily; in 2005, the number was 3.24, according to research by the National Center for Chronic Disease Prevention.

"It is very sad," Hasler said. "Hopefully it will turn around."

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UC Davis Olive Center Featured at the Davis Chancellor's Club Fireside Chat

By **Clare M. Hasler**



Dan Flynn

The UC Davis Olive Center, part of the Robert Mondavi Institute for Wine and Food Science, was the featured topic at the final Davis Chancellor's Club (DCC) Fireside Chat of the academic year on April 23, 2008 at the Buehler Alumni and Visitors Center from 6 to 8 p.m.

The DCC welcomes donors who give \$1,000 or more in unrestricted gifts each year to UC Davis. Members supply valuable resources that allow the chancellor to direct dollars where the priorities are greatest and the opportunities are most promising. Through the generosity of alumni, parents, and friends, the DCC provides a reliable source of immediate income to develop new academic initiatives, support deserving students with scholarships, attract renowned faculty and update classroom and campus facilities. Donors enjoy a special relationship with campus leaders, as well as invitations to exclusive cultural, athletic, and social events. They represent a unique alliance of academic and civic life dedicated to maintaining a margin of excellence at UC Davis.

Following a reception, the program began with an introduction of **Clare Hasler**, executive director of the RMI, by **Bob Morrison**, who has chaired the DCC for the past four years. Hasler provided a brief overview of the RMI, noting that the UC Davis Olive Center will also be housed with the RMI administrative offices in the new sensory building beginning in August. Hasler also reiterated a recent quote from **Neal Van Alfen**, dean of the College of Agricultural and Environmental Sciences, "This is the beginning of a historic new partnership with one of California's most promising industries."

Dan Flynn earned his B.A. in sociology from UC Santa Barbara and his M.A. in Political Science from Rutgers University. After consulting with the California State Legislature on land, environment, housing, transportation, and local government policy, he managed a cherry and apple farm in the Sierra foothills. In 2004 he began to oversee olive oil production and management at UC Davis and in 2007 was appointed as the executive director of the UC Davis Olive Center.

"California is facing two trends - table olive production is in decline and olive oil production is going through the roof," said Flynn. "That's why the UC Davis Olive Center is needed."

Flynn said that the Olive Center draws inspiration from the university's world-famous wine program. "We will seek to emulate that success, to forge our own identity, and set ourselves apart from the crowd."

During the 45-minute program, Flynn emphasized UC Davis' 100-year history of work with the olive industry, provided an overview of the UC Davis olive program, discussed the vision and mission of the new Olive Center, and led a guided tasting of olive oils and table olives for well over 100 DCC members. The event was a tremendous success!

Dan's extraordinary vision, leadership, and infectious enthusiasm have brought together North America's leading authorities on olive oil and table olives to advance research and processing and provide technical support while promoting the olive industry. We are very fortunate to have Dan as executive director of the UC Davis Olive Center.

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Upcoming Events

UC Davis Good Life Garden at the RMI Debut Event

September 27, 2008

UC Davis Silo**By Kira O'Donnell***David**Howard**Ethne Clark*

The UC Davis Good Life Garden's debut event on Saturday, September 27, will feature **Prince Charles'** former head gardener, **David Howard**, one of the world's foremost experts on organic and sustainable horticulture. Howard will discuss the gardens at Highgrove House in Gloucestershire, the private residence of HRH the Prince of Wales and the Duchess of Cornwall, with a special emphasis on the estate's walled kitchen gardens.

Also featured will be author **Ethne Clark**, who will speak about the evolution of the kitchen garden from the late medieval period to the 19th century; and local author, cooking school owner, and Slow Food leader **Georgeanne Brennan**, whose presentation on small, year-round potager-style kitchen gardens will highlight the joy - and power - of personal food production. Also showcased will be an exciting "Taste of the Region," where attendees will be able to sample and purchase local artisanal products, from heirloom tomatoes, caviar, and handcrafted cheeses to smoked fish, breads, honey, preserves, and wine and beer.

*Georgeanne**Brennan*

The event, which begins at 5 p.m., will take place in the UC Davis Sciences Lecture Hall. Tickets are \$75 per person and will be available August 1. For more information, call Kira O'Donnell, event coordinator, at (916) 705-9621 or visit www.goodlifegarden.ucdavis.edu/events.

The UC Davis Good Life Garden is located at the Robert Mondavi Institute for Wine and Food Science. It celebrates the relationship between good food and good health by linking the culinary arts, nutrition, and wine and food sciences in an academic setting; and offers year-round public events, workshops, internships, and volunteer opportunities.

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The Food and Health Entrepreneurship Academy

November 3-7, 2008

Buehler Alumni and Visitors Center, UC Davis



This exciting week-long workshop is open to Ph.D. students, postdocs, and research faculty working on research in nutrition, foods for health, and wellness both inside and outside the UC system.

The Food and Health Entrepreneurship Academy, co-sponsored by the UC Davis Foods for Health Institute and the Center for Entrepreneurship is a one-week business development intensive designed for those who want to learn to commercialize their research, explore business development before heading into a career in industry, or take the first steps toward launching a new venture in the fields of nutrition, viticulture and enology, plant science, biochemistry, nutritional genomics, and fields relevant to foods for health.

Information: <http://entrepreneurship.ucdavis.edu/hwea.html> Applications are at the bottom of the link.

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UC Davis Wine Executive Program



March 8-12, 2009

Embassy Suites Hotel, Sacramento

Presented by the UC Davis Graduate School of Management and Department of Viticulture and Enology. Interested parties are encouraged to register early for this innovative program...the last two years have sold out! Over 400 industry professionals have learned the art of making and selling wine. Please see <http://www.wineexecutiveprogram.com/curriculum08.htm> for more information.

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