



UCDAVIS

Robert Mondavi Institute

for Wine and Food Science



Looking to the Future

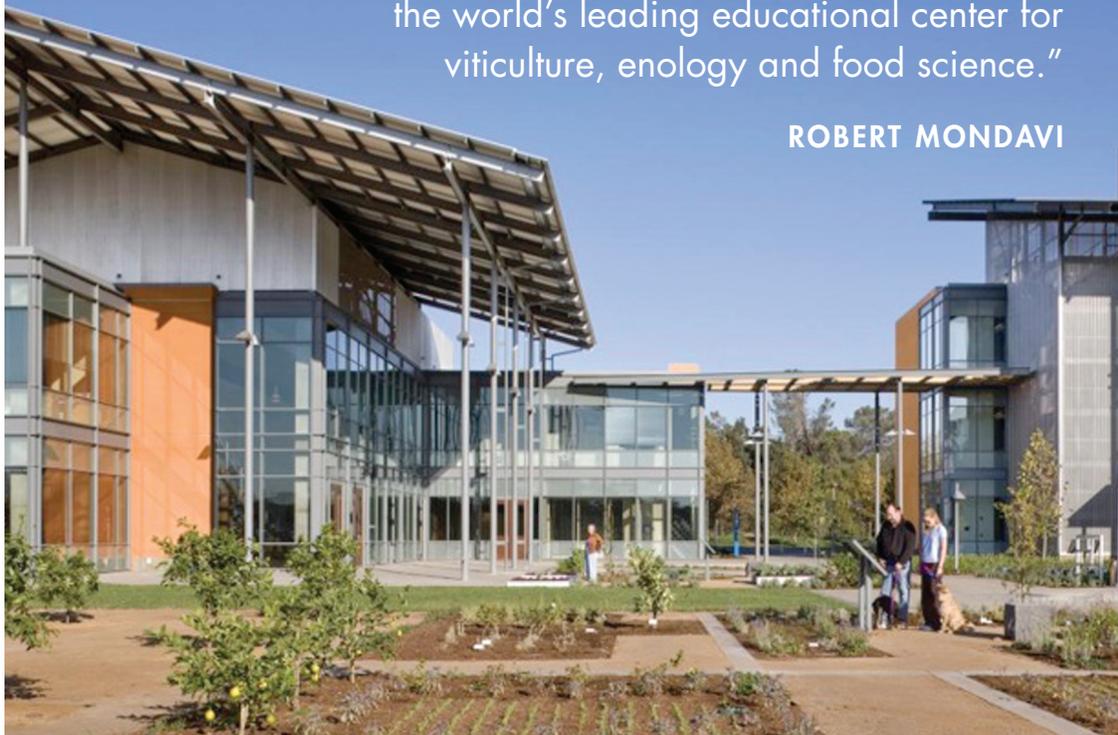
2009 ANNUAL REPORT

*Enhancing the quality of life
through wine, brewing
and food sciences*

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"We are greatly honored to support UC Davis
with new facilities that ensure its position as
the world's leading educational center for
viticulture, enology and food science."

ROBERT MONDAVI



MESSAGE FROM THE EXECUTIVE DIRECTOR



CLARE M. HASLER

2009 was a significant year of growth for the Robert Mondavi Institute for Wine and Food Science. It was the first full year that the departments of Viticulture and Enology and Food Science and Technology were housed together in our beautiful new state-of-the-art academic complex which was dedicated in October 2008. Construction also began on the new Teaching and Research Winery and August A. Busch III Brewing and Food Science Laboratory. This LEED (Leadership in Energy and Environmental Design) Platinum facility, made possible entirely by private donations, will be completed in August 2010, and located just south of the academic buildings. With our new 13.5 acre Teaching and Research Vineyard to the west, the institute will enclose the courtyard and the Good Life Garden—a beautiful spot for learning, reflection and enjoyment. The Robert Mondavi Institute will serve as the new gateway to the UC Davis campus.

Volunteer leadership is critical to the success of academic institutions. This year the Robert Mondavi Institute established the Board of Executives—13 thought leaders from the food, wine, and brewing industries who provide strategic external advice. This very engaged group met three times in 2009 and I truly appreciate their time and commitment. The Executive Committee and I will be working closely with the Board of Executives in 2010 to implement our new five-year strategic plan.

The Robert Mondavi Institute is at an exciting new phase in its growth and development. As you review this annual report, I hope you will enjoy learning more about our key accomplishments during 2009 and our plans for an even more successful 2010.

MESSAGE FROM THE DEAN



"The institute links the departments of Food Science and Technology and Viticulture and Enology with nutrition and other disciplines investigating healthy and safe foods. These departments are recognized as among the best in the world in their respective areas of scholarship and teaching, and the RMI will become a destination for scholars throughout the world interested in quality of life."

NEAL VAN ALFEN

Dean, College of Agricultural and Environmental Sciences

FIVE-YEAR REVIEW



The dean of the College of Agricultural and Environmental Sciences appointed a committee to conduct a five-year review of the Robert Mondavi Institute for Wine and Food Science. The review, released in March 2009, stated that the institute has established itself as "an important outreach arm for the College and University to the public and to the food and beverage industries and has made a substantial impact, particularly in outreach." It also stated that the institute is at a critical juncture in its development. The major recommendations of the review are outlined below and will form the basis of a new strategic plan to be completed in the summer of 2010.

- Continue established outreach activities but with more strategic prioritization in order to begin to address research-focused activities.
- Achieve a high degree of programmatic integration with the academic research programs in Food Science and Technology (FST) and Viticulture and Enology (VEN).
- Develop a strategy of collaborations with departments outside of FST and VEN and with UC Cooperative Extension.
- Develop a strategy for developing new centers with the highest priority placed on realistic and sustainable financial models.
- Pay more attention to balancing the content of its outreach programs with a greater emphasis on science and research.
- Play a more active role, or be a more active partner with faculty, in seeking extramural financial support.

BOARD OF EXECUTIVES

The Robert Mondavi Institute established a Board of Executives in 2009. This working board provides strategic external advice and leadership from diverse perspectives in the wine, brewing, and food industries, and helps build support for the institute and its programs.



"UC Davis has enriched my life, the lives of the companies that I work for, as well as having enriched the community in which I live (Davis). I also enjoy education and the process of educating and teaching. The institute will be recognized worldwide for its contributions to enhancing the quality of life through wine, brewing, and food sciences."

GLENN NEDWIN

Executive Vice-President of Technical Enzymes, Genencor Division of Danisco,
Chair of the Robert Mondavi Institute Board of Executives



Robert Boynton is Adjunct Professor, Applied Economics and Management, Cornell University and retired Senior Vice-President of Marketing and Sales, Leprino Foods Company



Greg Fowler is Senior Vice President of Operations, Constellation Wines, where he oversees production and winemaking



Margaret Lawson is Vice-President of Science and Innovation at D.D. Williamson and past President of the Institute of Food Technologists (IFT)



Paul Coletta is formerly Chief Marketing and Brand Officer for Jamba Juice, the world's leading juice and smoothie retailer



Al Giuliani is the retired President and Chief Operating Officer of Ready Pac Produce, a premier marketer and processor of fresh-cut salads, fruit, and vegetables



Harold McGee is a world renowned authority on the chemistry of food and cooking and writes a monthly column, "The Curious Cook," for The New York Times



Darrell Corti is President of Corti Brothers, a fine wine and gourmet foods Italian grocery store in Sacramento and an internationally known wine expert



Clay Gregory is Chief Executive Officer of the Napa Valley Destination Council and former President of Jackson Family Wines



Warren Quilliam is Vice President of Quality for MillerCoors, where he oversees total supply chain quality for the organization



Greg Drescher is the Senior Director of Strategic Initiatives at The Culinary Institute of America at Greystone in St. Helena, Calif.



Jane Killebrew-Galeski is Director of Brewing Quality and Innovation for the North American Zone of Anheuser-Busch InBev in St. Louis, Mo.



Jean-Michel Valette is Chairman of Peet's Coffee & Tea, Inc., as well as Chairman of Vinfolio, Inc., San Francisco, Calif.

EXECUTIVE COMMITTEE

The Robert Mondavi Institute Executive Committee is a group of senior UC Davis faculty that provides oversight and strategic advice to the executive director.



"The last year has been key in fulfilling the promise of the RMI. We are now nearly two years down the road from moving into our new facilities. Food Science and Technology and Viticulture and Enology are working closely with the RMI leadership on new initiatives and on building their own futures. Now, more than ever before, we can truly say that the RMI is Enhancing the Quality of Life through Wine, Brewing and Food Sciences"

ROBERT POWELL

Chair, Academic Senate; Professor and Chair, Department of Chemical Engineering and Materials Science and past Chair of the Executive Committee (2004-2009)



"I am pleased to see the spirit of cooperation among RMI and the faculty, students, and staff in the departments. The Executive Committee will continue to seek ways to leverage resources toward high quality RMI programs."

JAMES SEIBER

Professor and Chair, Department of Food Science and Technology, and Chair of the Executive Committee (2009-2010)

Linda Bisson*, Professor, Geneticist and Maynard A. Amerine Endowed Chair in Viticulture and Enology, Department of Viticulture and Enology

Carolyn de la Pena#, Director, Davis Humanities Institute; Professor, Department of American Studies

Bruce German*, Director, Foods for Health Institute; Professor, Department of Food Science and Technology

Lovell (Tu) Jarvis, Special Assistant to the Dean; Professor, Department of Agricultural and Resource Economics

David Mills#, Professor, Department of Viticulture and Enology

Michael Parrella#, Professor and Chair, Department of Entomology

Sharon P. Shoemaker*, Executive Director, California Institute of Food and Agricultural Research

Robert Smiley#, Professor emeritus and former Dean, Graduate School of Management

Andrew L. Waterhouse, Professor of Enology, Department Chair and Marvin Sands Endowed Chair, Department of Viticulture and Enology

Carl Winter, Professor, Department of Food Science and Technology

*Appointed in fall 2009 #Stepped down in fall 2009

HONORARY BOARD

The Robert Mondavi Institute Honorary Board is composed of a distinguished group of thought-leaders whose expertise and industry leadership represents, inspires and honors the institutes vision.

Francis Ford Coppola

Ann and Gordon Getty

Agustin Huneeus

Fritz Maytag

Margrit Biever Mondavi

Paul Montrone

Wolfgang Puck

Martin Yan



Founding Honorary Board member **Fritz Maytag** was honored Oct. 9 at UC Davis with an "Award of Distinction" during the 21st annual College Celebration for the College of Agricultural and Environmental Sciences.

NEWS AND EVENTS



CONSTRUCTION BEGINS ON SUSTAINABLE BREWERY, WINERY AND FOOD PROCESSING FACILITY

Construction began on the next phase of the Robert Mondavi Institute for Wine and Food Science: the Teaching and Research Winery and the August A. Busch III Brewing and Food Science Laboratory. The 34,000-square-foot facility is designed to meet LEED (Leadership in Energy and Environmental Design) Platinum building and construction standards — the highest certification granted by the U.S. Green Building Council. Supported completely by private, philanthropic donations from more than 150 donors, the \$20 million facility is slated for completion in August 2010 and will be shared by the departments of Viticulture and Enology and Food Science and Technology. It will house the world's first LEED Platinum winery, first LEED Platinum brewery, and first LEED Platinum food-processing pilot plant and milk-processing lab. It has been designed to be the first LEED Platinum building on the UC Davis campus and only the third built by University of California. The new building will be one of the most complex facilities on campus and will feature the following:

- Maximum use of natural light
- High thermal energy efficiencies
- Rooftop photovoltaic cells to provide all facility power at peak load
- Carbon dioxide from fermentations will be sequestered on site in the future
- Rainwater collected and stored to irrigate landscape and flush toilets
- Systems to capture processing water
- Recycled glass in flooring
- Interior paneling recycled from 1928 wooden aqueduct
- Non-chemical filtering processes for water treatment
- Lumber harvested from sustainably certified forest operations
- Water and power metering

The 12,500-square-foot winery will include a large experimental fermentation area with 152 200-liter research fermentation tanks and 14 2,000-liter fermentation tanks. There are three controlled-temperature rooms, barrel and bottle cellars, an analytical lab, a classroom and a special bottle cellar for donated wines. The winery will be used for research and teaching and for courses for professionals. The 11,500-square-foot brewing and food science lab will house a brewery, general food-processing pilot plant, and a milk-processing laboratory.



TEACHING AND RESEARCH VINEYARD PLANTED

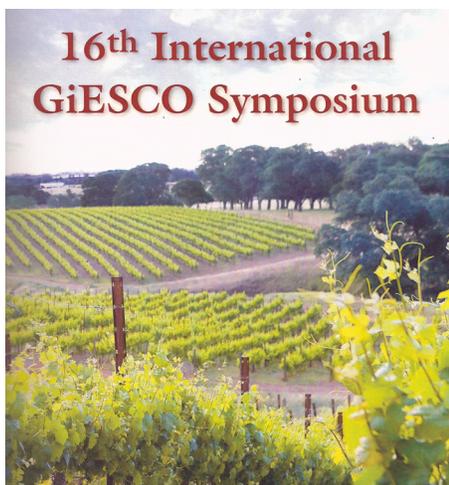
In April 2009 a 13.5-acre teaching vineyard (~5000 vines) was planted to the west of the Sensory Building next to Old Davis Road. Eventually, some 300 kinds of wine grapes will be represented. The plants will be divided into different blocks: (1) a “heritage” block that will mix 230 vines of five varieties grown in the free-standing style of classic California or old-world vineyards, (2) 150 total vines covering 75 varieties of grapes students will use to learn about and memorize form and structure, (3) a demonstration block of about 110 plants using eight different trellis systems, (4) a production block of about 2,500 vines that will produce fruit for winemaking classes. Student rotation blocks of 2,000 vines will be planted year by year. Eventually, six blocks will provide students with plants ages one year to six years old, with two more sections left fallow in a given year. The vineyard’s first harvest is about three years away.



GOOD LIFE GARDEN

The Good Life Garden is a one-acre ever-changing edible landscape located in the courtyard of the Robert Mondavi Institute. It features seasonal, organic and sustainably grown vegetables, herbs and flowers accompanied by compelling food and health educational signage for the benefit of faculty, students, staff, and visitors. The garden’s mission is to celebrate the relationship between good food and good health by linking the culinary arts, nutrition, and wine and food sciences in an academic setting. In 2009, the Good Life Garden hosted several events including: “The California Gold Rush: What We Ate” to celebrate the 160th anniversary of the 1849 California Gold Rush and “Kids, Farms & Food” one-week camps held in July and August which introduced campers aged 9 to 13 to a number of small, local family farms, where they enjoyed educational tasting tours, learned about crops and livestock, and talked with farmers.

ACADEMIC CONFERENCES



GIESCO 2009

The Robert Mondavi Institute and the Department of Viticulture and Enology jointly sponsored the 16th International GiESCO Symposium, July 12–16, on the UC Davis campus. GiESCO (Group of International Experts on Vitivinicultural Systems for Cooperation) includes some of the most highly regarded viticulture researchers from the world's most famous winegrape regions. The meeting, the first time GiESCO was held in North America, was attended by 150 researchers who gave 50 oral presentations and presented 60 posters. A special program on the final day focused on “Recent Advances in Grapevine Canopy Management” in honor of UC Davis emeritus professor W. Mark Kliewer, and attracted an additional 250 attendees, mostly from industry.

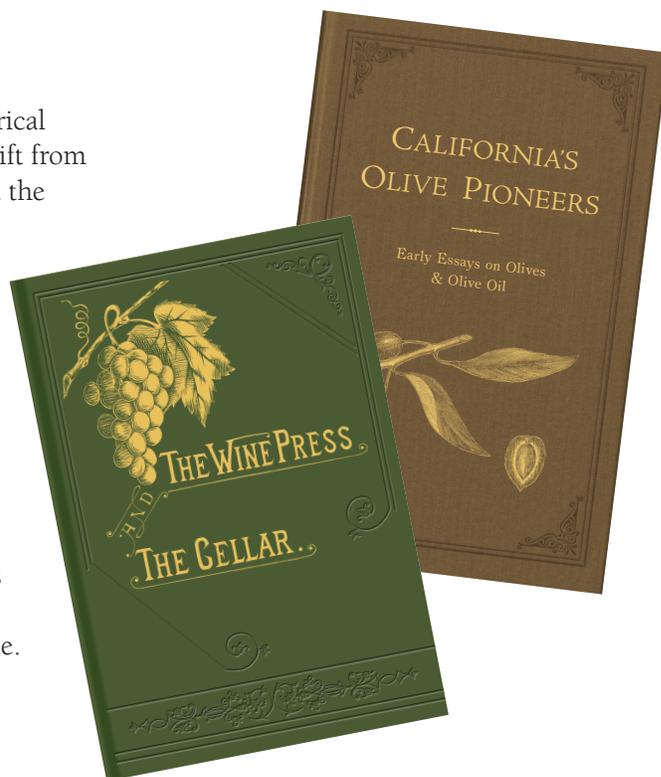


TASTING HISTORIES

The UC multi-campus research groups Studies of Food and the Body and World History partnered with the Robert Mondavi Institute to host a three-day conference on food cultures in history, February 27–March 1. The event brought together 30 distinguished scholars for an interdisciplinary discussion of the interrelationship between local cultures and global foodways and food studies and understanding the past. The more than 120 attendees enjoyed stimulating conversations, chefs tastings and keynote talks from leading scholars in the field. Nine manuscripts from this conference will be published as a supplement to the journal *Food & Foodways* in 2011.

PUBLICATIONS

The Robert Mondavi Institute is publishing a series of historical agricultural works made possible through a philanthropic gift from an anonymous benefactor. The first of the series, released at the institute's grand opening in October 2008 was a new edition of *The Wine Press and the Cellar* originally published in 1883 by Emmet H. Rixford. The second book in the series, *California's Olive Pioneers: Early Essays on Olives and Olive Oil*, was released in June in conjunction with the international conference, *Beyond Extra Virgin*. *California's Olive Pioneers* gathers together for the first time 13 late-1800s essays on olive culture in California and includes a foreword by Judith Taylor, MD. It was also recognized as a finalist in the Best Book 2009 competition in the “History: United States” category. Copies of this book are available for purchase at the UC Davis Bookstore and through the Robert Mondavi Institute website.



PUBLIC ENGAGEMENT



CLARE HASLER IS FEATURED SPEAKER AT UC DAVIS FALL CONVOCATION

Fall Convocation is UC Davis' traditional kickoff for the new school year. In 2009, the event drew a record crowd of 1,600 people to the Robert and Magrit Mondavi Center for the Performing Arts. Nearly 600 more watched online. Outstanding campus citizens are typically invited to speak at Fall Convocation about issues of great interest to the community. This year, Clare Hasler, RMI executive director, was the featured speaker along with Linda P. B. Katehi, who became the sixth chancellor of UC Davis in August. Academic Senate chair Robert Powell provided the university welcome and Kevin Johnson, dean of the UC Davis School of Law, served as master of ceremonies. The theme of the convocation was "UC Davis' Sustainable—and Transformative—Second Century."

CHEESE LOVES BEER

In keeping with its vision: Enhancing the quality of life through wine, brewing and food sciences, the institute periodically hosts outreach events for public education and enjoyment. On May 15, "Cheese Loves Beer: Mastering the Marriage" explored the rich diversity of beer styles and flavors, featuring two renowned UC Davis faculty members from the Department of Food Science and Technology: Moshe Rosenberg, professor and specialist, dairy engineering and technology, and Charlie Bamforth, Anheuser-Busch Endowed Professor of Malting and Brewing Sciences. Nearly 60 attendees experienced a rare opportunity to enjoy eight cheese-and-beer pairings.



CENTERS UPDATE

There are currently two centers administered under the Robert Mondavi Institute for Wine and Food Science. Centers are intended to serve as multi-disciplinary portals to facilitate interaction among faculty and external stakeholders.



OLIVE CENTER

www.olivecenter.ucdavis.edu

The UC Davis Olive Center has succeeded in carrying out Robert Mondavi's vision that UC Davis become a strong partner with food and beverage industries. The only academic center of its kind in North America, the olive center joined forces with table olive and olive oil producers to expand research and education in the industry. In just two years, the center developed 12 research projects that are either completed or in progress, generating in excess of \$400,000 in support. The center also tripled the number of short courses offered to olive growers and processors. The center developed most of its own funding by expanding industry donations of olive oil and table olives sold under the UC Davis name through the campus bookstore. Through its entrepreneurial approach, the Olive Center has generated in excess of \$80,000 for other university programs. The UC Davis Olive Center also has become a model for interdisciplinary cooperation among university departments and centers, involving more than 30 faculty members, extension specialists and farm advisors. The center's strong ties to international academic and culinary programs have positioned UC Davis for global leadership in the years ahead.



CENTER FOR WINE ECONOMICS

<http://vinecon.ucdavis.edu>

The Center for Wine Economics undertakes and facilitates research and education about the economics of the production and consumption of winegrapes and wine in California and around the world. Under the direction of Julian Alston, professor of agricultural and research economics, the center hosted an inaugural seminar in August, and recently launched a web page designed to offer comprehensive up-to-date access to information resources related to wine economics. It provides links to various other sources as well as information directly related to the center and its programs.



LOOKING AHEAD TO 2010

Next year the Robert Mondavi Institute will begin to implement the key objectives outlined in our strategic plan. These include:

- Partnering with the departments of Viticulture and Enology and Food Science and Technology to identify opportunities for extramural financial support for faculty research and student training
- Hosting value-added food and beverage outreach activities for stakeholders and the public
- Creating programs that leverage resources, coordinate outreach, and promote synergy with other complementary centers and institutes at UC Davis
- Supporting existing centers within the Robert Mondavi Institute and launching new centers if appropriate
- Securing additional funding through philanthropic donations, events and industry to support our expanding programmatic activities



"I believe Robert Mondavi had a vision that this institute is the best possible depository of his legacy, for they are founded on the same principles."

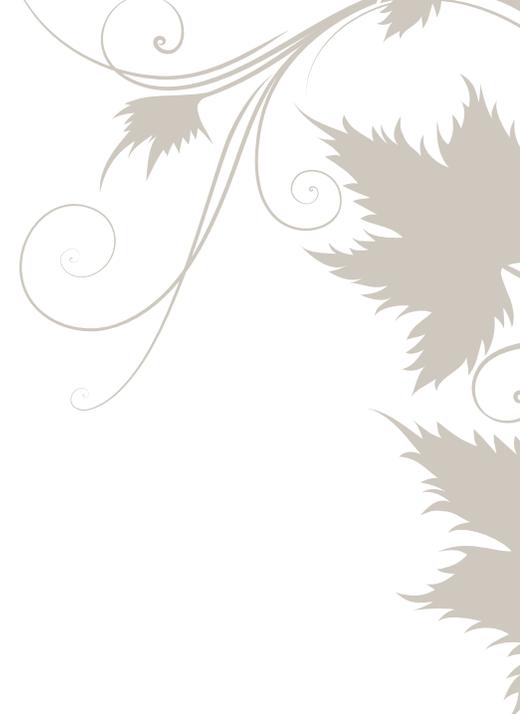
AGUSTIN HUNEEUS, HONORARY BOARD MEMBER



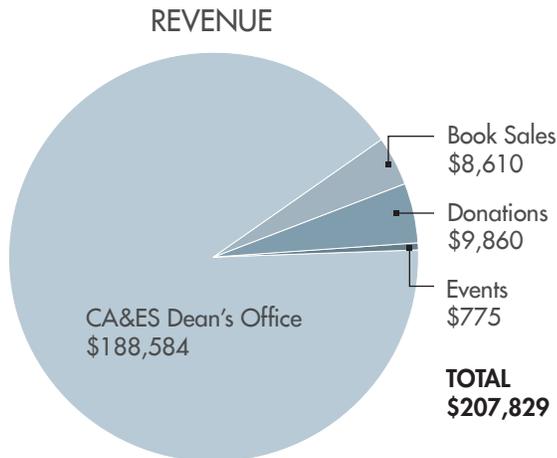
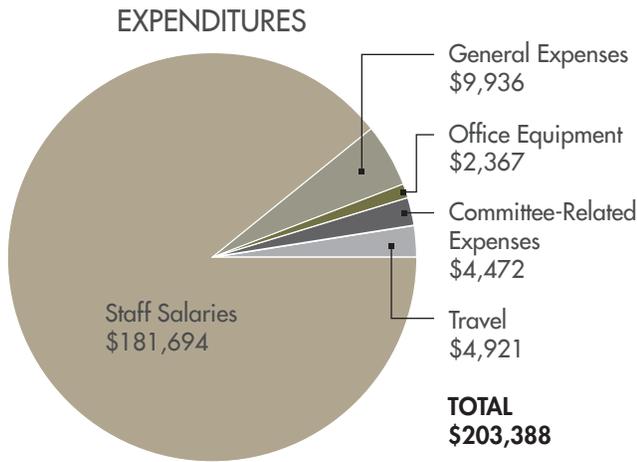
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2009 BUDGET



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