

# A matter of pleasure and pride

The grape is a remarkable agricultural commodity.

In origin, it antedates mankind's recorded history.

In importance, it ranks as the world's largest fruit crop and eighth largest food crop, although there are those who would say that in its most popular form, the fermented juice, it is more a food for the soul and the intellect than for the body.

In status, it is exalted beyond parallel. Grapes and wine are subjects of such elaborate attention that one wonders if they are not more products of the writer's pen than of the grower's and vintner's labor. The fruit of the vine is imbued with life, with human personality and frailties. It is credited with mystical and medicinal powers, inextricably linked to religious rite, an age-old catalyst of sociability and conviviality, capable of moving mild-mannered men to great eloquence and profundity.

A hundred years ago, recognizing the particular suitability of California to the culture of grapes, the state legislature passed an act directing the University of California "to provide special motivation in viticulture, wine and brandy making, and the management of cellars."

From that beginning, the Department of Viticulture and Enology has attained preeminence in teaching and research in these fields. Many technological advances in the culture of grapes and the fermentation and aging of wine, in use worldwide, can be traced directly to original work done at this University, first at Berkeley and, since the mid-thirties, at Davis. Today, "Davis" is synonymous with professionalism in viticulture and enology.

Largely because of an unusually close working relationship between the industry, the University, and the State, we have seen the transformation of the California wine and grape industry from a lightly regarded enterprise patterned on Old World ways to a vigorous, innovative, economically important entity, contributing over two billion dollars a year to our economy.

It gives me a particular sense of pleasure to acknowledge the outstanding contributions of the Department of Viticulture and Enology on its 100th Anniversary, and a feeling of pride in the growing prestige of the products of the industry it serves.

*J. B. Kendrick, Jr.  
Vice President  
Agriculture and University Services*