

{G R A P E V I N E}

THE CONTINUITY OF PAST TO VISION

Michael Martini

I would like to thank all of you for hosting Jacque, my wife, and myself for your annual meeting. It is a great honor to address such a forward thinking forum. I view your chapter as the first step towards a world science alliance that will become all of our future. The society is in a time of change and I appreciate the opportunity to bring you up to date on the thinking of the Society's home office. Many of you probably heard my father's talk in 1988, on the history of the ASEV. He was the first President to visit one of your chapter meetings. Without repeating his talk, I would like to spend just a few quick minutes recounting the history of the ASEV for those of you that didn't hear it, and then proceed on to where your Society is now, and is headed.

To understand the beginnings of the American Society for Enology and Viticulture you must understand the situation that the industry was in, in the late 1940s. National prohibition from 1920 to 1933 was repealed in the United States after having pretty much stripped the wine industry of technologists and resources. Consumers had turned to drinking spirits in the wake of the "Speak Easy" days of prohibition. The United States was in depression with little in the way of innovative new ventures taking place. Our economy during this period was focused

elsewhere. Most of the next fifteen year period was spent more on replanting the vineyards that had been neglected through prohibition and establishing just a handful of wineries that were in the base roots of learning how to make acceptable wines.

The industry's advancement was further complicated by how the United States Amended the Constitution upon repeal. The 22nd Amendment states that every state in the union has the right to control the sale of alcoholic beverages independently of other states or the Federal government. This created a very complex web of laws that wineries had to understand and abide by in order to achieve sales. The public mind set was not what one would call conducive to building the base of wisdom for fine winemaking.

It was acknowledged that before the time of this society, winemakers were chemists that did what they were told to do by whom ever owned the company for which they worked. That didn't mean that those making the decisions were necessarily the best ones to do so. In fact, many times owners thought of an enologist as someone that you would hire in late summer and unemployed just after harvest. The beginning of this professional society was the beginning of the change in this attitude, paving the way for the massive improvements to wine made over the pursuing

decades.

It was for this reason, the seeking of better recognition as well as seeking to improve the product, that inspired a gentleman named Charles Holden to begin a professional society in the late 1940s. He began his campaign in 1948 driving up and down the state of California talking to the many different technologists in an effort to bring them all together.

The American Society of Enologists began January 27, 1950. Charles was a man who believed in the noble art of winemaking as a science that could be improved upon by the joint effort of industry and academic research. He also believed that winemakers weren't given their due respect by the owners of wineries.

The initial objectives of the society were to:

- 1) Promote the technical advancement of enology by developing integrated research between Science and Industry.
- 2) To provide a medium of free exchange of technical information on problems of general interest to the wine industry by encouraging the spirit of scientific cooperation among the members.
- 3) To improve the qualifications and usefulness of technical people who deal with enological problems there by raising their professional status.
- 4) To improve wine quality and to increase production efficiency.
- 5) To collaborate with other societies having similar objectives.

The by-laws required two meetings per year; an annual business meeting and a general open scientific meeting. Since 1955, the two meetings have been held together.

To capture the proceedings of the scientific meeting the society published the Proceedings from 1950 through 1953. A quarterly journal called the "American Journal of Enology" was first published in 1954. This was when the Journal opened its sources to a broader base than just the proceedings. The name was later changed to the American Journal of Enology and Viticulture in 1966. The society followed suit in 1983 by changing its name to the "American Society for Enology and Viticulture".

The original organizing committee consisted of 17 people active in the field of winemaking at the time. It was a combination of academics and production people and they are thought of as the founding fathers of the organization.

The first meeting was held at the Hotel Wolf in Stockton, California. The membership in 1950 consisted of 61 members. These were considered to be the Charter members of the society.

The motto of the society was accepted as "Wisdom Perfects Wine".

In 1954 an honor was created, which became the highest honor in America for winemakers. It was the "Merit Award". It was to be divided equally on a rotation system between allied industries, academic

and wine industries management. This was to be given to individuals who contributed to the causes of the society.

I'm proud to mention here that my grandfather and my father are the only father and son to both receive this award, and I might add my father and I are the only father and son to both have the honor of being the society's President.

In May of 1969 the American Society of Enologists Memorial Fund was established. This fund has since changed to The American Vineyard Foundation and is now responsible for the majority of the research funding done in Enology and Viticulture in the United States. The fund was started with \$500 and was to be added to with a donation of \$50 for the memory of any deceased Professional, Emeritus or Honorary Life member of the Society. It was to be available for loans to undergraduates or graduates students majoring in the field of Enology and/or Viticulture at the discretion of the scholarship committee. Such loans were to be interest free and payable within one year after graduation. Moneys were also to be used for research grants in the fields of enology or viticulture to individuals or institutions.

December 12, 1959, the John G. B. Castor Memorial Scholarship was adopted. John was one of the charter members who had passed away in 1958. June 21, 1973 the Michael J. Bo Memorial Scholarship was approved. When the American Vineyard Foundation was formed as an independent

funding mechanism for the purpose of raising research money these two funds came together to form the base of the scholarship fund that continues today. We annually award \$35,000 to students in enology and viticulture.

In the early 1970s, the first Chapter of the ASEV was formed on the East Coast of the United States. Your chapter was the second formed August 18, 1984 and on August 13, 1988 a chapter was started in the north west of our country.

In 1966, the bylaws of the Society were amended to include the Chairman of the Research Committee to automatically become a member of the Board of Directors. This committee has since become the Technical Projects Committee which plays an active and important role in our society today.

The purpose of the Society is best described in its own bylaws. Article I Section I, "The Society shall be a *Scientific Society* called The American Society For Enology and Viticulture. . ." and Article II, Objectives: "The objectives of this society shall be to encourage, stimulate, support, and (under certain activities of the Technical Projects Committee) conduct research in enology or viticulture or other sciences directly applied to enology or viticulture. Furthermore, the objectives shall be to *provide a forum* for the presentation, discussion, and publication of such research and technological developments for the advancement of science and

the *promotion of common welfare*. The Society shall promote education in enology or viticulture and help ensure and maintain the highest standards of quality for such education and those so educated." This was the original mandate and to this day and into the vision of tomorrow these objectives are not only served but grow stronger.

Let us look at the present. Inspecting the Society from the perspective of Financial Health, Research Goals and Conveying Information.

The ASEV had an annual budget in 1994/95 of \$686,000 in expenses and \$694,000 in income. Due to the clonal symposium that was held in Portland Oregon at the 47th Annual Meeting ASEV actually realized expenses of \$643,000 and income of \$703,000 for a net of \$60,000. Upon analysis of the 1994/95 fiscal records it is determined that 37010 of the income came from dues and subscriptions, 60% came from the ASEV summer show and 3% from miscellaneous revenue sources. On the expense side 28% was spent on producing the Journal, 31% the Annual Meeting and 41% on scholarships, G & A and to sponsor a new conference. Looking at this from the perspective of isolating independent cost centers it seems that the Journal and the membership services were being paid by the conference revenues. A large portion of the conference income was dependent upon vendor participation in the Trade Show. It appears to be a situation that needs exploring.

The society boasts three chapters above

and beyond the Parent Chapter and has 2200 members. Analyzing the history of membership shows that this Society has stayed static in numbers for some time. This also bears investigation.

I would next like to bring you up to date on the American Journal of Enology and Viticulture.

The AJEV Journal, as summarized in a database search of the Vitis subfile from The Food Science & Technology Abstracts of Knight Ridder Information Inc., showed that English Publications on Technical topics pertaining to Viticulture and Enology increased from about 12% of the total published articles in the early 1970s to about 43% of the articles in the last several years. Of these English articles the AJEV garnered half of the citations in technical articles thus garnering a respectable position as a technical publication. It is a franchise of the Society that needs to be protected and improved upon.

A second area in which the ASEV has grown and changed greatly is the area of research. It is headed by our Technical Projects Committee. The research of the society is more for the purpose of collecting information together to present when there is a need. Many of the projects that require joint interaction between Industry, Academia and Government need a forum for expression. Even though the ASEV, for the purpose of maintaining its technical identity, has totally avoided political positions it does respond with the collection and organization of data. We work

closely with some of the political trade organizations such as the California Wine Institute, to insure that proper information from proper sources is disseminated when they take a political stand on a technical issue.

The working of the Technical Projects Committee can best be explained by a quick look at the structure. With the intent to handle the collection and dissemination of information, subcommittees have been composed that reflect the different scientific multidisciplines within the Wine & Grape Industry. If per chance several areas require coordination then subgroupings of these committees pull together under the management of the central committee to share expertise to fulfill the need. The TPC committee is composed of ten subcommittees. These subcommittees include Enology, Environment, Health, Microbiology, Pathology, Pesticide, Regulations, Rootstock/Clonal and Viticulture. Mr. Richard Gahagan represents the U.S. Bureau of Alcohol, Tobacco and Firearms and Dr. Janice Imada Byington represents the United States Custom Laboratories. There is a position open that needs to be filled by the United States Department of Agriculture. The entire committee is headed by Dr. Steven Fike who is the Laboratory Director of the U S Customs Service Laboratory.

The work that is undertaken is much more applied in nature than the type of research that would occur at the University level. An example that we are in the throws of now may help illustrate ASEV involvement Under the advisory direction

of Dr. Arthur Caputi the Enology subcommittee, headed by Gordon Burns, compiled the data that set up an initial self regulating position with the US Federal Government on the levels of permissible Ethyl Carbamate (Urethane). This is a compound shown to exist in all fermented foods and believed to be carcinogenic. A little background on why we were doing this. Upon an entry exam into Canada some American wines were tested at high enough levels to cause rejection of a few particular brands. Canada had relatively restrictive laws about acceptable concentrations while the United States didn't. As a consequence the US Bureau of Alcohol, Tobacco and Firearms came to the wine industry and put the case forward that the Food And Drug Administration requested a position be taken limiting the quantity of Ethyl Carbamate in wine produced in the United States. The wine institute Technical committee handled the intervention using information compiled through the ASEV TPC Enology subcommittee. It was the forward going responsibility of the ASEV to develop techniques to counter the formation of the compound which was known to be a reaction between ethyl alcohol and urea (Work done by Cornelius Ough at U. C Davis). The committee, through the work of Art Caputi at Ernest and Julio Gallo Winery isolated and developed a Urease enzyme to eat the urea as a precursor there by inhibiting urethane formation.

In the mean time the California Wine Institute reached a compromise where by the California wine industry would voluntarily regulate itself through the

submission and testing of samples from a weighted population within the industry reflecting all sizes of wineries thus technologies. Last year we were informed by the EPA (Environmental Protection Agency) that whether or not we regulated ourselves there would be the conclusion of a rat feeding study in two years. They were sure it would reveal urethane to be highly carcinogenic which thus would come under tight governmental restrictions. The standard that our self testing program was revealing was more like 25 ppb average for all the different type wineries. Of course this was much higher for fortified wines as the concentration of Ethyl alcohol substrates were a driving force in the kinetics. The EPA told us when their study was completed they intended to outlaw wines of concentrations higher than their 15 ppb limit.

Our experience shows that the wine industry isn't responding to this warning. We've had a hard time convincing them that there is a problem here. It is more for getting people to a forum where we can all talk than it is that they don't believe what we have to say. That again is the job of the ASEV, to communicate our members needs in technical advancements.

This brings us to the last major area that the TPC has been participating in, as well as the last major area in which we will evaluate ASEV, which is Conveying Information. The TPC participates in the development of programs that appeal to the industry and academia for the betterment of the industry.

Last year we started a new conference.

It occurs in the U.S. winter and was originated when Brad Alderson was President of the ASEV. Tom Peterson continued it last year to help shape the first conference that happened in Sacramento under the name of THE UNIFIED WINE AND GRAPE INDUSTRY SYMPOSIUM. Two other groups originally had approached our organization to help manage a winter conference that would include their already existing CAWG Grape Day and the WITS marketing conference. CAWG is the California Association of Winegrape Growers while WITS is the Wine Industry Technical Seminar. These two organizations had been talking and decided that the many needs of the industry were being addressed by far too many groups and symposiums. The end result was that nobody would attend any of them because they simply didn't have time and couldn't decide which to attend. Upon reflection, the ASEV decided to participate because ultimately the level of research that was being reported in the ASEV summer show was abundant, highly technical and missing part of our would be audience. Many of the members were leaving our society because as they left school and went out into the industrial community the in-depth research became less understandable. As mentioned before, we have been very static for a number of years in terms of membership. Informally interviewing different past members revealed that the technical side of our industry had continued to improve, while the industry was down scaling due to the tremendous recession of the early 1990s. It is also somewhat natural to de-emphasize

those things in your past, especially the further and further into your past they go. ASEV saw this joint conference as a means of bringing information to the audience that didn't participate in the summer convention. The first one was held January 17th, 18th and 19th, 1995. About four hundred people attended. There were 47 table top exhibitors only because the start up concept was to get the program right in terms of the type of people they attracted. The program was put together jointly by representatives from CAWG, ASEV, WITS, The California Wine Institute, Family Wineries, The American Vineyard Association, The University of California's Department of Enology and Viticulture and Fresno State University's Enology and Viticulture Department. The program was very dynamic and covered from all the latest political issues of Wine & Health to the big picture of supply and demand in the United States for wine, grapes and concentrate. Those that went got the latest update on all the government regulations.

This year we have invited all exhibitors to increase the attractiveness of the show. We have redesigned the show to contain breakout sessions that will appeal to a much broader audience. The purpose is to keep the winter meeting as applied as possible so that we can have ample time at the summer meeting to present the in-depth research.

As an experiment, the program committee for the 1995 Summer show in Portland Oregon tried to include a lot more applied information by letting the TPC design the afternoon sessions. The response was wonderful. The attendance appreciated

the amount of information that was presented. However, the point that was made repeatedly to the board was that there needed to be more time allotted to the Academic Papers presented. The winter show will hopefully allow this.

August 8, 1995 a Long Range Planning Ad Hoc committee of past Presidents and Professional Members was put together as required by the by-laws of the Society. A combination of past presidents and key industry and academic members with as diverse a background as possible were placed on the committee to take a look at the future. This committee was pulled together for two reasons. One was that no society of this nature has a continuous thought process for more than the duration of its officers terms, which in this case is three years. Even at that many times a new person sees things differently than someone else. This creates a problem of continuity of purpose for the mission of the organization. A Long Range Planning Committee can overcome this by setting a standard that holds the society responsible for accomplishing much longer range plans, five and ten years.

The second reason was to discuss all the concerns that have been brought up to point in this talk. Lack of increase in membership, imbalance of income versus cost centers, how to improve and broaden the appeal of the AJEV, and to improve communications especially with non-members and what the direction of the TPC should be?

The Long Range Planning Committee

discussed these points in depth and came up with the following direction.

1) Finance: Each individual cost center within the organization should pay for itself. Membership dues should cover the basic running of just a symposium without exhibitors and the production of the AJEV since it is a benefit of membership. This means to you that the Parent organization dues will be increased to \$ 130 per year. That will allow the individual costs centers to stand alone. Individual symposiums, like the 1995 Clonal Selection Symposium in Oregon, should pay for themselves. Extra moneys from this choice of funding will be applied towards improving the Society in the following manners.

2) Communications, especially within the nonmember portion of our industry. A membership outreach program will be put in place. It will come under the joint functions of the Membership and Chapter Liaison Committees. The purpose is to put Regional Representatives in place in each functioning technical district. Geographical boundaries are probably the best way to describe these regions. It would be where already existing technical groups meet on a regular basis, such as the Napa Valley, Yakima Valley, Amador County, Monterey Valley, The New York Fingerlakes, Willamette Valley in Oregon and so on. The Chapter Liaison Committee members are to be assigned with the definition of what a working

area is and also select the Regional Representatives. The regional Representatives purpose is to be a conduit of information. They would be someone that receives all the information about the Society and transmits it on to the people of the area. They would be composed of one Viticulturalist, one Enologist, one Supplier to the industry and if appropriate for the area one Academic. This would be our channels to get the attention of those people who don't attend the convention, read or hear about what we do. Likewise, they would be the ear of the people bringing back information about what our members and nonmembers felt so that we could keep our fingers on the pulse of the industry. The concept was passed by the Board and over the next six months the letter should go out to start this very important link to our roots. As part of the long range plan, it will probably take a full three years to get the committee up and running. It is big and it will need to be highly automated.

3) Membership should increase from two points. We as a society will offer what someone needs and they are aware that we offer it. With Regional Representatives in place what we really need to develop is a full information program that addresses everyone's concerns. This is the point of Unified Symposium. The second winter conference will be held February 21 & 22 of 1996. This should address the needs of the more applied technologist with the

summer show emphasizing academic presentations.

4) The TPC has been directed to pursue a White Paper on research. The concept is to look forward in time and predict the "what if" scenarios of major consequence to the grape and wine industry. For instance "What if government outlawed the use of Sulfur Dioxide?" These "What if" questions generate thoughts that need to be addressed. Ultimately industry in the United States will be environmentally responsible as mandated by both state and federal law. This means that there will be a ban on the use of any chemical pesticides or product additives. Chemical additions as soil amendments will be outlawed. Technologies will have to turn to biological measures for pest control. The white paper will hopefully lay out research needs that will give long range as well as intermediate and short range goals to what needs to be studied. This coordination of the industry will be done on a basis across all the chapters and members via the Regional Representatives to achieve the fullest input of ideas. TPC will statistically evaluate this input by the industry for weighted importance.

5) The last point to be addressed by the Long Range Planning Committee is the adoption of electronic media by the Journal for the reporting of research. It was felt that initially a study period was needed to find out from other societies how to best approach this. It is also one of the major reasons that

we increased the dues. The revenue from downloading a few articles versus paying to receive all the articles is going to be significantly less while our costs will probably go up.

The committee felt that the move to electronic formatting would take between three and five years. The first step would be to get a homepage on the World Wide Web. The University of California's Department of Viticulture and Enology has offered the ASEV a button on their homepage. Dr. Christian Butzke reports that he is at this time installing a new high speed server. It is his dream as well as many others of us that all our chapters and kindred organizations around the world will link together via electronic formatting. The present World Wide Web site is:

<http://pubweb.ucdavis.edu/documents/wine/venl.html>

The concept is to at least list all the abstracts in a searchable database that are printed in the AJEV. Christian hopes to be able to list e-mail addresses of the authors with the abstracts so that we can start a free exchange of information around the world. You, as our Japanese Chapter will have to set up your own server (a fast computer with an internet link) and then Christian can link you in through the system. Eventually this will lead to a world of collaborative research coordinated between hemispheres, North to South, East to West. We invite you to browse our Web site.

The last topic that I would like to bring

up is the addition of a new direction in research that has been happening for the last several years in America. The study of the effect of wine on physiology. It is the future of our industry in as much as the consumers are demanding to know more and more about what they are consuming.

What we have been finding is the research has been showing wine to be very beneficial to your health. This in turn is starting to have seriously good effects in the governments political attitude toward wine. As a result of this on June 23rd and 24th 1996 in Reno at the 48th Annual ASEV summer show, an International Symposium will be held titled; "Wine In Context: Nutrition, Physiology, Policy". This will precede the Annual Meeting and will be open to the wine, medical and culinary industries. This is the first symposium of this scale done in the United States. If you are visiting our June show this year make sure to allow time for these presentations.

In summary, I'd like to state the VISION. The ASEV's purpose is to be the communication hub to the research needs of Viticulture and Enology. The future is taking a targeted approach to research, with the White Paper as a guide, and emphasis on biological answers to create an environmentally responsible industry as well as addressing wine's reaction in physiology. This will all be tied together in the great on-line electronic cape that is slowly being draped over the world known as the information highway.

I'd like to once again thank you for inviting me here. I encourage you to join

us on the Homepage at Davis as our Eastern Chapter has done or to comment over our e-mail asevdavis@aol.com. If you are hooked into the internet use the Web address I gave and browse around the files.

Thank You for your time and for your contributions to our journal and to our Society as a whole.

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