

Position Description

Larry Bettiga

Viticulture Advisor

Effective Date: November 1, 2023

HEADQUARTERS: Monterey County

PURPOSE & CLIENTELE

Has cross-county responsibilities for Cooperative Extension viticulture programs for Monterey, San Benito, and Santa Cruz Counties. Analyzes and evaluates local industry problems and initiates plans of action involving research or teaching of production and management practices to wine grape growers and related agribusiness. Serves as liaison between the local wine grape industry and the University of California Division of Agriculture and Natural Resources. Assembles and interprets local and statewide research results for use in educational programs to teach and recommend improved farming practices to growers. Creates and maintains cooperative relationships with growers, segments of wine industry, allied industries, and other agricultural teaching and research organizations.

Clientele for this program are primarily vineyard owners and managers; others served by this program are consultants, pest control advisers, winery grower relations personnel and other professionals associated with the wine grape industry.

ACADEMIC PROGRAM MAJOR RESPONSIBILITIES

- Develop and implement effective UC ANR Cooperative Extension applied research and educational programs to address the identified priority needs of the clientele that are consistent with UC ANR's Strategic Vision.
 - **Technical Competence & Impact**
 - Ensure clientele needs are assessed, and develops program goals to successfully meet clientele needs, in alignment with UC ANR's statewide Strategic Vision and initiatives.
 - Conduct applied research designed to solve locally relevant problems and monitor related changes.
 - Specifically in the areas of:
 - Vineyard establishment practices
 - Water Management
 - Pest management of critical endemic disease and insect issues

- Maintain and promote UC ANR's credibility by providing science-based knowledge and skills independent of personal or parochial interests.
- Represent UC ANR locally in a professional manner.
- Understands the unique grape growing conditions in the Monterey Bay.
- Designs a Viticultural Program that leads to positive changes and impacts for the local wine grape community and beyond.
 - Specifically in the areas of:
 - Sustainable cultural practices
 - Integrated Pest Management
 - Water Management
 - Vineyard establishment
- Communication**
 - Conduct and report needs assessments to identify priority issues or problems relevant to the local clientele groups being served.
 - Disseminate useful, science-based information to inform clientele, using extension methods that are responsive to clientele needs and appropriate for the audience and situation.
 - This includes site visits, short courses, field demonstrations, seminars, webinars, and printed materials.
 - Evaluate programs and report accomplishments, results, and potential or actual impacts to scientific and lay audiences.
 - Foster an increased understanding of UC ANR's Cooperative Extension's research and education programs in clientele, the public and policy makers.
 - Effectively use online communication methods and associated software programs to support research and instruction.
 - Actively advocate for UC ANR program awareness and support.
 - Actively assist in the promotion of programs sponsored by the Viticulture Program Team.
- Collaboration, Teamwork & Flexibility**
 - Develop collaborative teams with other UC ANR academics, campus-based specialists, and faculty and/or others, to address priority issues for UC ANR.
 - Specifically work with:
 - Other viticulture advisors and specialists
 - Local Monterey Bay counties advisors on issues of common concern of local clientele.

- Act as a facilitator in the public policy arena to effectively bridge divergent interests around issues that impact subjects within the UC ANR purview.
- Interact with UC ANR Program Teams, specialists, and others within the research/extension network to develop, strengthen and expand program goals.
 - Specifically
 - Viticulture Program Team
- Participate in UC and UC ANR leadership, through committees, task forces and other formal or informal structures.
- Serve the California public by participating in activities of public agencies and organizations.
- Acts as consultant to local, state, and federal regulatory agencies in matters affecting wine grape production in Monterey, Santa Cruz, and San Benito Counties.
- Interpersonal Relationships: Be an effective listener and communicator, take responsibility for our own actions, motivate others, keep commitments, and cultivate political and industry support for UC ANR.
- Build relationships to work with diverse populations and acclimate to varying circumstances.
- **Professional Development & Lifelong Learning**
 - Participate in professional organizations and collaborate with federal, state and county governmental agencies, non-government organizations and others by providing independent science-based information and leadership.
 - Specifically
 - Monterey Bay counties Agricultural Commissioner's Offices
 - Monterey County Vintners and Growers Association
 - Viticulture Association of the Santa Cruz Mountains
 - Maintain a program of continuous self-improvement by participating in in-service training, seminars, workshops, work group & program team meetings, short courses, professional society meetings and other relevant opportunities.
 - Specifically
 - American Society for Enology and Viticulture
 - Viticulture Program Team

AFFIRMATIVE ACTION and DIVERSITY, EQUITY, AND INCLUSION (DEI)

- Comply with all applicable federal and state laws and regulations, and all University policies regarding affirmative action, including prohibition of discrimination on the basis of race, color, national origin, religion, sex, sexual orientation, physical or mental disability, age, veteran status, medical condition, ancestry, or marital status.

- Promote, in all ways consistent with other responsibilities of the position, accomplishment of the affirmative action goals established by UC ANR.
- Take all measures necessary to assure any employee or volunteer workers supervised by this position fulfill their affirmative action responsibilities.
- Develop a statement of program mission and definition of potential program clientele that embody a commitment to serve diverse ethnic and gender groups.
- Plan and conduct programs in such a manner as to provide equitable service to all ethnic and gender groups that comprise the potential clientele population for the program.
- Identify any barriers to clientele participation related to ethnicity, gender, or other characteristic of concern under the University's affirmative action policies and take corrective action as needed to remove such barriers.
- Collect, and keep current, demographic data identifying the ethnic and gender distribution of the potential clientele populations for the program and describing other characteristics of the population relevant to the pursuit of the Division's affirmative action goals.
- Compile and maintain documentation of service to each ethnic and gender group within the clientele population served by the program, including statistical records of clientele contacts, quantitative evaluations of benefits realized by clientele and reports of any special efforts to serve under-represented groups.

RELATIONSHIPS

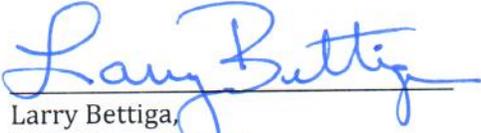
Administratively responsible to the headquarter Area County Director for the conduct of the UC ANR program(s).

QUALIFICATIONS

- A Master's Degree in viticulture, crop science, soil science, pest management or a closely related field is required. Specialty and/or professional experience must demonstrate capacity or potential to accomplish team-based research and education viticulture programs consistent with the values of Cooperative Extension.
- Must be able to work independently and collaboratively in teams and provide leadership for research and education activities. Must be adaptable to different work circumstances and work with a diversity of people and collaborators.
- Knowledge and understanding of agricultural research methods and statistical analysis for designing of field experiments and interpretation of results.
- Must be literate in internet communications and software appropriate to support research and education programs.
- Ability to teach horticultural techniques through effective use of oral and written communications skills.
- Knowledge of soil, water and plant relationships, plant propagation and plant protection, and the ability to use this knowledge to observe horticultural responses and detect problem areas in vineyards.

- Must possess and maintain a Qualified Pesticide Applicator Certificate (QAC) prior to applying pesticides or supervising the application of any pesticide.

Reviewers:


Larry Bettiga,
Viticulture Advisor

10/16/23
Date


David Gonzalves
Area County Director

10/16/2023
Date

Final Approvers:



Dr. Daniel Obrist
Vice Provost of Academic Personnel

11/14/2023
Date