

# Cal-Med Sonoma Workshop

## Market organization, resources and finance in Mediterranean crops

October 24-26, 2007

Sonoma Valley Inn  
550 Second Street West  
Sonoma, CA 95476

Telephone 707-938-9200  
Fax 707-938-0935  
sonomavalleyinn.com

### Wednesday, October 24, 2007

6 – 7:45 pm Welcome reception at Sonoma Valley Inn (patio)

### Thursday, October 25, 2007

7:30 Hotel provides Continental breakfast in room

8:30 Welcome, introductions and plan for the day

8:45 Session 1. **Producer organizations in Europe and California**  
Giovanni Anania, Università della Calabria, chair

- Jose Maria Garcia Alverez-Coque, Universidad Politécnica de Valencia
- Rich Sexton, University of California, Davis
- Discussion opener, Julian Alston, University of California, Davis

10:15 Break

10:30 Session 2. **Producer organizations and Geographic indicators**  
Lee Ann Paterson, Cal-Med

- Pierre Merel, University of California, Davis
- Timothy Josling, Stanford University
- Discussion opener, Giovanni Anania

12:00 Lunch

1:15 Session 3. **Sustainability and wine markets**  
Etienne Montaigne, Institut Agronomique Méditerranéen de Montpellier

- Ann Thrupp, Fetzer Vineyards
- Jean-Baptiste Traversac, INRA
- Discussion opener, Daniel Sumner, University of California, Davis

3:00 Break

3:15 Session 4. **Water markets, resource issues and Mediterranean agriculture**  
Fumiko Yamazaki, California State University, Fresno, chair

- David Zilberman, University of California, Berkeley
- Richard Howitt, University of California, Davis
- Discussion opener, Leo Simon, University of California, Berkeley

5:00 Finish

7:00 Dinner, location to be announced

Friday, October 26, 2007

8:30 Session 5. **Credit and risk management**  
Jay Noel, California Polytechnic State University, San Luis Obispo, chair

- Corny Gallagher, Bank of America
- Clay Popko, American AgCredit
- Discussion opener, Rachael Goodhue, University of California, Davis

10:00 Break

10:15 Session 6. **Traceability, food safety and product attributes**  
Pierre Merel, University of California, Davis, chair

- Sebastien Pouliot, University of California, Davis; Daniel Sumner
- Mechel Paggi, California State University, Fresno
- Discussion opener, Sofia Berto Villas-Boas, University of California, Berkeley

12:00 Adjourn

1:15 Depart for tours of local olive oil, cheese and wine operations