

James Lapsley

Dr. Lapsley is an internationally known author, winemaker, and instructor. His main areas of research are the economics of wine production and marketing, and the history of California wine. He is an Emeritus Continuing Educator, having retired from UC Davis University Extension in 2009. In retirement, he works 30 percent as a Researcher at the University of California's Agricultural Issues Center and as an Adjunct Associate Professor in the Department of Viticulture and Enology at UC Davis, where he co-instructs a class on wine economics each spring.

Lapsley has authored *Bottled Poetry*, a history of the emergence of the Napa Valley as it evolved into California's premiere wine region. He co-edited, along with Kirby Mouton, *Successful Wine Marketing*, which was awarded the OIV Grand Prize in 2001 for the Best Book on Wine Economics. From 1980 to 2002, Lapsley was President and Winemaker for Orleans Hill Winery, which specialized in wine produced from organically grown grapes. In 2003, he was a Fulbright Scholar in Uruguay, where he collaborated with faculty in the Schools of Chemistry and Agronomy to create a much-needed degree program in enology.

Since his retirement in 2009 from University Extension, Lapsley has been active in research on California wine economics and has authored or coauthored the following articles: "Grapevines of Innovation: Ozone as a Cleaning Agent in the California wine Industry" Calanit Bar-am, Jim Lapsley, Rolf Mueller, and Dan Sumner, *Journal of Wine Economics*, Vol. 7, #1, 2012; "Economics of Wine Import Duty and Excise Tax Drawbacks," Daniel A. Sumner, James T. Lapsley, and John Thomas Rosen-Molina, *Agricultural and Resource Economics Update*, Giannini Foundation, Vol. 15, #4, May 2012; "The Introduction and Dispersal of *Vitis Vinifera* into California: A Case Study of the Interaction of People, Plants, Economics, and Environment," in *Biodiversity in Agriculture*, Gepts et al., Cambridge University Press, 2012; "O'Neill Vintners," case study and presentation for the UC Davis College of Agriculture Agribusiness Executive Seminar, Monterey, March 5, 2012; "Too Much of a Good Thing? Causes and Consequences of Increases in Sugar Content of California Wine Grapes," Julian M. Alston, Kate B. Fuller, James T. Lapsley, and George Soleas, *Journal of Wine Economics*, Vol. 6, #2, 2011; "Economic Implications of the Import Duty and Excise Tax Drawback for Wine Imported into the United States," Daniel A. Sumner, James T. Lapsley, and John Thomas Rosen-Molina. Report by Agricultural Issues Center, August 20, 2011; "Looking Forward: Imagining the Market of California Wine in 2030," *Agricultural and Resource Economics Update*, Giannini Foundation, Vol. 13, #6, July 2010 (Originally presented as a lecture at the pre-meeting symposium for the American Association of Wine Economists 4th Annual Meeting, Davis, CA, June 26, 2010). Lapsley is currently researching the first California wine boom of the 1880s as well as studying the life-cycle of wine firms from 1980 to 2010.