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.