DEPARTMENT OF VITICULTURE AND ENOLOGY

# WEEKLY VITICULTURE-ENOLOGY 199 FALL SEMINAR SERIES WEBINAR

**Wednesdays from noon to 1 pm *— On ZOOM — Visit fresnostate.edu/jcast/ve for details**

## WEDNESDAY, DECEMBER 8, 2021

## FEATURING JEFF BITTER

**President**
**Allied Grape Growers**




**Jeff Bitter** is a life-long resident of California. Born into a family vineyard operation, Jeff has always had a passion for agriculture and specifically grape growing. Jeff is the President of Allied Grape Growers (AGG), a 400+ member statewide grape growers cooperative marketing association. AGG markets nearly $100,000,000 worth of grapes annually to wineries, shippers, packers and dehydrators. In addition to managing AGG, Jeff is a fourth-generation grape grower on land he and his wife own and operate.

Jeff earned a Bachelor of Science degree in Agricultural Business from California State University, Fresno and a Master's Degree in Business Administration from the same. Jeff is also a graduate of Class XXXII of the California Agricultural Leadership Program, a prestigious two-year fellowship program emphasizing leadership training and development for those involved in California agriculture. Jeff participates on numerous industry boards, committees and task forces and spends his free time farming, serving at his church and enjoying family.

***For our Fall 2021 Seminar Series schedule and details, visit fresnostate.edu/jcast/ve***

**The Wine and Grape Market: Do We Have a Demand or Supply Problem?**

***For more info, contact instructor Dr. Luca Brillante at lucabrillante@csufresno.edu or call the Department of Viticulture & Enology at 559 278-2089.***

**** Excluding November 24—Thanksgiving week***

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