

Name:	Phillip Freese
Occupational Title:	Owner
Company:	WineGrow – An International wine growing
consultancy	
Education/Degrees:	Ph. D./Biochemistry & Biophysics, UC Davis B. S./Biochemistry, Purdue University

Experience related to wine Industry:

Phillip Freese began the independent wine services business, WineGrow, in 1993. He works closely with wine makers and the vineyard sources of wine grapes to achieve the full expression of wine character from each site. Prior to beginning WineGrow, Phillip was Vice President of Winegrowing at the Robert Mondavi Winery, headquartered in Oakville California.

In his position at Robert Mondavi he contracted for grape supply, gave direction to growers on improved wine growing techniques for wine style and quality enhancement, and directed the viticultural research program. He worked with all of the Mondavi Corporation wineries; Opus One, Oakville, Vichon, Woodbridge, and Byron Vineyards on the central coast of California. He joined the Robert Mondavi Winery in 1982.

For five years prior to joining the winery, he managed 1,200 acres of vineyards in Napa and Sonoma counties for CalPlan Vineyard Company, a large vineyard owner/manager partnership. The vineyard management partnership annually sold grapes to more than 12 wineries that produced a variety of premium wines including sparkling, still table, and desert wines. While employed by CalPlan, Freese served 2 years as the chairman of the California Wine Growers Foundation. This is a non-profit, grower sponsored vehicle for providing health care and life insurance, dispute resolution, and vacation administration services for farm workers in Napa, Sonoma, Mendocino, and Lake Counties. While chairman, health services were restructured, benefits increased, and costs of the programs cut.

Freese graduated from Purdue University in 1968 with a B.S. in Biochemistry and received a Ph. D. in Biochemistry/Biophysics from the University of California at Davis in 1973. He also took postgraduate work and has taught at the University of Massachusetts Medical School and the University of California at Berkeley.

Freese's vineyard and wine work has been published in Practical Winery, The Wine Spectator, Wines and Vines and other industry trade publications, as well as presented at professional and industry meetings both domestic and international. He participates in technical programs and class presentations for the University of California Extension.

He is a professional member and past member of the Board of Directors of the American Society for Viticulture and Enology. Freese works closely with the University of California as a member and chairman of the Dean of the College of Agriculture and Environmental Sciences Policy Advisory Council, past chairman and current member of the Department of Viticulture and Enology's Advisory Council, and is past chairman and a member of the Foundation Plant Materials Service Industry Advisory Committee. He is a member of the California Farm Bureau and a past member of the board of directors of the Napa County Farm Bureau. He is a member of the Napa Valley Wine Technical Group, the Napa Valley Vineyard Technical Group, and the Sonoma Vineyard Technical Group.