

is an area of research vital to understanding the relationships between Mexican and Latino immigrants and established Mexican Americans. *Becoming Neighbors* is a book suitable for undergraduate as well as graduate students across disciplines—ethnic studies, sociology, political science, urban studies, and women’s studies.

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*SALUD! The Rise of Santa Barbara’s Wine Industry.* By Victor W. Geraci. (Reno: University of Nevada Press, 2004. 264 pp. \$29.95.) Reviewed by Greig Tor Guthey.

Based on its title, *Salud!* might seem just a local history of another California wine region, but it is more than that. Victor Geraci, a food and wine historian at the Bancroft Library’s Regional Oral History Office at the University of California, Berkeley, makes this case study a vehicle for exploring broader state, national, and global industry patterns, fitting his regional story into an account of how globalization affects wine producers in Santa Barbara and elsewhere.

His main argument is that over a period of thirty or so years, Santa Barbara County grape growers rebuilt an industry dormant since Prohibition and then transformed themselves from contract farmers for northern wineries into their own independent “vintibusinesses,” his term for characterizing how small and large wine producers are really corporations that have vertically integrated grape cultivation, processing, and distribution. Many such firms are increasingly taking advantage of low-cost, high-quality grapes available worldwide.

*Salud!* opens with an overview of wine history in Chapters 1 and 2 meant to identify the deep cultural linkages between wine as food (as opposed to wine as drug) and “the good life,” to examine the geographic differences between winemaking efforts in eastern and western North America over the past three centuries, and to highlight the ways American

producers turned to science, technology, and political savvy to establish the American industry. Winemaking really took off in nineteenth-century California, Geraci writes, through a marriage of Spanish traditions, the climate, and eastern knowledge borrowed from wine producers in Missouri, Ohio, and New York. The industry both in California and nationwide declined during Prohibition. Entitled “The California Wine Revolution,” Chapter 3 summarizes the post-Prohibition history of California wine producers. We learn of the initial contemporary efforts to make wine in Santa Barbara County with grapes trucked in from San Luis Obispo County for frequent festivals based on the spirit of Bacchus; of the more serious efforts by the University of California in the 1960s to understand, map, and publicize the county’s favorable grape growing conditions which contributed to the industry’s current status; and of the shifts in income and taste that led to a growing demand for dry wines.

The core chapters of the book, Chapters 4, 5, and 6, cover the activities of Santa Barbara producers in the 1970s, 1980s, and 1990s. As in other parts of California, “viticultural pioneers,” urban professionals of all stripes, developed the county’s Santa Maria and Santa Ynez valleys on the premise that they could help fill a statewide shortage of premium wine grapes brought on by increased wine demand. But the story is somewhat different in Santa Barbara as they chose to become contract growers, not winemakers as many did in northern California. They ultimately found contract farming for northern wineries not profitable, and some dropped out, but others persevered by integrating grape growing with processing, like northern wineries. The difference between northern and Santa Barbara integration patterns was that grape growers became winemakers in Santa Barbara, while in the north wineries purchased their own vineyards. Similar to northern wineries, the Santa Barbara wineries established appellations in the 1980s, marketed their products and region through a trade association, the Santa Barbara County Vintners’ Association, and cultivated a cohort of skilled winemakers on their way to international recognition.

After recounting the rise and evolution of the local industry, Geraci places the county in the context of broader wine business patterns today in Chapter 7. The wine industry, like other agricultural industries, faces a number of difficult issues including foreign competition, international markets, old diseases in new vectors, science-based solutions to wine quality, local land use concerns, and “neo-prohibitionists” maneuvers to limit wine production, consumption, and distribution. The problem for Santa Barbara

producers has always been their relationships with the more highly capitalized and successful northern wineries. After starting up local wineries, producers watched as northern companies purchased thousands of acres of Santa Barbara vineyard land, primarily in the Santa Maria Valley, during the 1990s, usurping their grape supplies and forcing them into a period of consolidation and additional development.

The result of the competitive wine market is a set of homegrown vintibusinesses alongside more powerful northern counterparts. While the 1990s wine boom featured acres of vineyard planting that aroused opposition from “no growth” environmentalists and other county citizens, Chapter 9, “Wine is here to stay: Santa Barbara, California, and the United States,” affirms the industry’s healthy position locally, statewide, and nationally. The epilogue, “A Backward Look Forward,” asks producers to consider the past, as it underscores the range of issues they face. But it is globalization that concerns Geraci most. He finds both trouble and promise in this evolution in the wine trade. He urges “wine lovers” to take an interest in understanding how globalization might “benefit or interfere with their personal enjoyment of wine.”

One of the strengths of this book is that it identifies a wide range of critical issues that arise out of the continuing consolidation and globalization of the wine industry, although the story of Santa Barbara producers sometimes gets lost in this broader analysis. One could perhaps fault Geraci for not providing more detail about Santa Barbara producers in comparison with those in other wine regions under similar pressures and for not directly engaging relevant contemporary literature about the globalization of agriculture, regulation, or food in ways that could have lent the book additional depth. Yet Geraci presents a fresh look at the California wine revolution from the viewpoint of hinterland wine producers and offers a challenging global perspective that will serve to continue debate and discussion about wine, food, and agriculture. *Salud!* charts the trajectory of Santa Barbara wine producers in a globalizing wine economy.

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