

Indiana Wine and Grape Council Meeting
Belgian Horse Winery
Laotto, IN 46763
November 14, 2019 10:00 am

Attendance: Dr. Marshall Martin-Director, Jim Butler, Deb Miller, Eric Harris, Dr. Bruce Bordelon, Meredith Cobb, John Doty, Wilbur Best, Jerri Harter, Mark Easley

Call to Order: The council meeting was called to order by Dr. Marshall Martin followed by introductions. Dr. Martin went over the 2020-2022 Council membership. He also announced that Dr. Brian Farkas resigned from Purdue University. He is leaving his job of Department Head of Food Science and took a new job with McCormick. Dr. Hazel Weinstein retired and Dr. Aaron Patton is serving as Interim Department Head of Horticulture and Landscape Architecture. We need to elect officers. Eric Harris suggested sending a description of the offices and Jerri Harter second it. Dr. Martin said they would get a description out of offices and make some phone calls to membership to ask about holding offices.

Approval of February 13, 2019 Minutes

Minutes were distributed by email prior to this meeting for the Council's review. Eric made a motion to approve the minutes and Jim Butler seconded the motion. Minutes were approved as submitted.

Financial Report:

Dr. Martin distributed the financial report. He indicated that our excise tax revenues/gallons are up slightly. He established the FY20/21 budget based on last fiscal year's revenue. He reviewed the budget with the Council.

Wine and Grape Team Reports

Enology:

Dr. Martin shared the Enology Report prepared by Dr. Christian Butzke. There are 312 students signed up for the wine appreciation class. He talked about getting the online classes up and the activity that can generate. The pilot online class will be released

spring 2020 and the full version spring 2021. The Wine and Grape team visited several Indiana wineries. The team can provide suggestions and help your facility. The enology team can answer questions and run laboratory tests on your wines and offer feedback.

Viticulture:

Dr. Bruce Bordelon reported that Downy Mildew was the worst he had seen. There was severe foliage loss in vines and canes didn't harden off. His work on the spray guide continues. They are reevaluating what to list and make it simpler and easier to use. Possibly an app for a companion to the spray guide will be developed. There will be a meeting at Hort Congress. We need to find a way for the guide to inform people better about disease problems and how to apply chemicals as needed. We need to determine a way for it to generate money to pay for the spray guide. Due to Bruce's technician leaving, there will be a new position to fill. It would be a salaried position; the person must have a Master's degree and will help to transition into Bruce's retirement. They need help covering the fruit research and Extension. Mark Easley asked if other industry brings money forward like the wine grape industry. He said we need to make sure when Bruce's position is filled that they are focused on the wine grape industry as we bring money forward. Dr. Martin clarified that the new person will be a member of the wine grape team. The search will get underway after the first of the year. They want to redefine the position. It can't be just an employee with vineyard work, pruning, etc.

Marketing:

Katie Barnett attended and spoke at several Extension events including but not limited to 2019 Hort Congress, Spring Purdue Wine Grape Team Workshop at Blackhawk Winery, and IWVA summer meeting presenting Nouveau Style Wines with Jill Blume. Katie also created a feedback form to give wineries on their visits. She spoke at several marketing events promoting Indiana wines and the history of Indiana Wines. She reported that Vintage Indiana in June 2019 reported 11,100 in attendance with 31 wineries, 14 food trucks and 15 artisan vendors. In April 2019, she promoted the Traminette campaign and in June 2019 promote Indiana wine and grape month.

Old Business:

Dr. Martin went through some of the results of the Industry survey. Only 17 out of 254 people answered the survey with calculates to 6.7%. Meredith Cobb shared the responses with the group.

New Business:

Dr. Martin led a discussion on Strategic Plan goals. Some suggested goals were:

- 1.) Workshops: How do we get people there or is it something Purdue should not spend their time focusing on or should they focus on winery visits and reviews to help build individual quality?
- 2.) Wine quality: How do we build excellent wine quality across the state? Should we focus our effort on enology, viticulture variety selection and management of vineyards, and with marketing to reach the palate preference?
- 3.) Branding Indiana Wines: How do we help build individual marketing strategy and education to help wineries develop their own plan?

There was a discussion on whether there should be a license certificate to make wine. Several other professions in the state require you to have a certification (e.g. a hair stylist needs a certification), but you don't have to have a certification to make wine. John Doty suggested maybe implementing a quality program. Discussion was held on how to implement a program with a quality control test and if it was feasible to run.

The group decide to put some thought into these ideas and come back to them at our next meeting.

Eric Harris made a motion to adjourn which was seconded by Jim Butler. The Council meeting was adjourned at 2:00 pm.

Respectfully submitted by

Jennifer Lutter

