Wine Grape Market Development Program Council Meeting

Ertel Cellars Winery - Batesville, Indiana

November 20, 2013

Present
Dave Schrodt, Jim Butler, Mark Easley, Brian Ahaus, Kim Doty, Rick Black, Dr. Larry Pampel, Dr. Marshall Martin, Dr. Bob Joly, Dr. Brian Farkas, Dr. Bruce Bordelon, Jeanette Merritt, Jill Blume, Christian Butzke, & Jerry Fankhauser. Industry/Others: Maria Marshall (Purdue-Ag. Econ.), Bob Kraft, Jeff Hill (Rettig Hill Winery)

Call to Order
The fall council meeting of the Indiana Wine Grape Market Development Program was called to order at 10:00 am by Council President, Mark Easley. Marshall Martin, director of the Indiana wine grape program, welcomed all and thanked Brian Ahaus for his efforts to host this meeting at Ertel Cellars Winery. Dr. Maria Marshall in Agricultural Economics and Dr. Brian Farkas were both introduced - Brian has replaced Dr. Suzanne Nielsen as department head in Food Science at Purdue as Suzanne has returned to teaching and research activities within Food Science.

Minutes & Financial Reports
Minutes of the April 11, 2013 Council meeting and financial information were sent out ahead of the meeting with Marshall Martin then commenting on the current fiscal year budget information. Marshall noted that year-to-date program income from the Indiana State Department of Revenue was on track when compared to the previous fiscal year although not much above last fiscal year. Both the meeting minutes and financial statements were approved as presented.

Program Updates & Discussion
Christian Butzke and Jill Blume gave an enology program update to council members and others in attendance. They spoke of winery visits and the value of the portable winery lab. The challenges of getting around to new(er) and established wineries across the state was brought up in addition to the need for educational offerings and start-up winery (follow-up) visits. Christian then spoke about the fermentation course offering (FS564 & FS591F-Lab) that is being developed in the Food Science Department. This course will be taught in the spring semester in lieu of the usual wine appreciation course offering. Dave Schrodt asked about the relevancy of the wine appreciation course (FS 470) as it has been offered for a number of years. Jim Butler also inquired if there are any Purdue funds available to fund a field-level enology Extension enologist position? Marshall Martin explained that, prior to the departure of Extension director Chuck Hibberd’s to the University of Nebraska-Lincoln, there were ongoing discussions about partnering with Extension to co-fund such a position. Dr. Jason Henderson is now the new director of Extension in the College of Agriculture at Purdue and thus, such discussions will need to begin again. Christian then spoke about ongoing workshop and Maymester (i.e. educational trips abroad) efforts. Jill Blume then talked about the 10-part series on wineries, etc. in the Purdue Agricultures magazine (hard copy and online versions). In terms of the Indy International Wine Competition, Jill noted that Indiana wines are winning awards. A competition fact sheet was passed out to all in attendance

Jeanette Merritt provided an update on her marketing program efforts at present noted that Trader’s Point Winery will be opening soon. Jeanette then talked about her participation in and efforts with the “Dig In” board and her plan to influence chefs in key restaurant venues about Indiana wines being “local.” Vintage Indiana this past June was most challenging as the weather and threatening weather forecasts kept the crowd down – only around 6,300 attended which led to an event loss of approximately $35,000. For 2014, cost-cutting decisions will be made in an effort to reduce the overall event budget. Ticket pricing is also being looked at… current pricing is $22.00 (in advance) and $25.00 (at gate) with an idea of moving to $25.00 (advance) to $35.00 (at gate). There is also some thought on shortening the hours of this one-day festival.
Bruce Bordelon then spoke about his viticulture program and other issues within the Department of Horticulture & Landscape Architecture. Bruce has attended numerous conferences and meetings since the last council meeting and has made presentations at viticulture programs up in Michigan and in Ohio. Research efforts over the past growing season included continuation of cultivar evaluation, cultivar sensitivity with 2.4-D herbicide drift, and training system research with Traminette. Bruce has also been involved in the classroom on campus as an instructor in FS/HORT 506 (commercial grape and wine production) and guest lecturer in FS470 (wine appreciation course).

**New Business**

Marshall Martin then spoke about the council’s recently approved strategic plan and the need to implement it. Educational tours were noted as a desire/need with Christian Butzke commenting about the value of international tours. There seems to less desire for regional or local tours in the state although a Finger Lakes tour was brought up and proposed for the summer of 2014. Larry Pampel suggested to the council that the idea of educational tours be brought up to those involved with the Indiana wine grape industry at the upcoming Hort Congress meetings (January 21-23, 2014). Larry went on to say that one challenge with the industry is that nearly 38 out of the 71 current Indiana wineries do not participate in either the Indiana Winery & Vineyard Association (IWVA) or Indiana Wine Grape Program/Council activities including Hort Congress meetings.

Marshall Martin and Maria Marshall, Associate Professor of Agricultural Economics at Purdue University, passed out educational materials related to the “Indiana Market Maker” program in her department (online at: [http://in.foodmarketmaker.com/](http://in.foodmarketmaker.com/)). Maria talked about possible programming to Indiana wineries. These programs and educational materials would be for presentations and workshops that benefit all wineries, not just start-ups. Larry Pampel recommended that Maria include a simple survey for attendees at the Hort Congress meetings in order to better assess what programming the industry feels is needed.

In other business, Mark Easley talked about the ups and downs with wine trails – what works and what does not. Jim Butler encouraged continued interaction between the IWVA and the council, all for the good of the industry.

Following brief discussions on options for a spring council meetings, the meeting adjourned at 2:00 pm.

Prepared by: Jerry Fankhauser & Rick Black