Wine Grape Market Development Program Council Meeting
Easley Winery - Indianapolis, Indiana
December 1, 2014

Present
Mark Easley, Jim Butler, Larry Pampel, Wilbert Best, Kim Doty, Rick Black, Dave Schrodt, Larry Satek, Kevin Tonne, Dr. Marshall Martin, Dr. Brian Farkas, Dr. Hazel Wetzstein, Dr. Bruce Bordelon, Dr. Christian Butzke, Jeanette Merritt, Jill Blume, John Baugh, & Jerry Fankhauser. Industry/Public: Jennifer Lutter, Meredith Easley, Bob Kraft

Call to Order
The late fall council meeting of the Indiana Wine Grape Market Development Program was called to order at 10:05 am by Council President, Mark Easley.

Minutes & Financial Reports
Minutes of the April 21, 2014 council meeting and financial information were sent out ahead of the meeting. The minutes were approved as read. Dr. Marshall Martin, director of the Indiana Wine Grape Program, discussed the financial statements and information noting that program income to date is at about the same level as in fiscal year 2012-13. No significant change in monthly income has been seen, so this is something that will need to be looked at closely as the program finishes out the current fiscal year July 1, 2014-June 30, 2015). Expenditures for the 3 program areas are essentially on track relative to their approved budgets for this fiscal year. The financial report was approved as presented to the council.

Program Updates & Discussion
Dr. Christian Butzke, professor of enology, gave an enology program update to council members and others in attendance – he talked about the wine grape team brochure update and also the Food Science 4911 Maymester trip to Italy and Switzerland that was taken last May-June. This Extension-oriented trip was geared for those in the industry and also undergraduate students. Christian also spoke briefly about the 2015 Hort Congress – wine grape session planning activity. There will be an introductory "winemaking 101" series offered beginning in January of 2015 – such a series may lead to a certificate for those completing it. Efforts are also ongoing to offer a distilling class in Food Science.

Jill Blume, enology specialist, then gave all in attendance a review of the 2014 Indy International Wine Competition. This event, now in its 23rd year, has over 2,200 entries from 40 states and 14 countries. New awards for 2014 included “Indiana family farm winery” and best of class awards. Council member Kim Doty noted that, for her, sending winery staff to the Indy International has value in terms of understanding how wines are judged and overall knowledge that can be brought back to one’s winery. A thought to invite distributer representatives was offered up as doing so would expose them to an excellent wine competition venue. It is unique in that the Indy International Competition is the only independent and "scientific" competition in the nation – this is due to the fact that Purdue University faculty and staff take the lead in the administration of the Indy competition. Finally, Jill noted that, to date this year, she has made 12 winery visits with lab work/trouble shooting offerings.

Jeanette Merritt, marketing director, gave a brief review of her efforts at the 2014 Indiana State Fair. The State Fair was a success and the new wine grape educational booth worked out very well. There were no reported incidents in the new wine area at the State Fair and, to the best of her knowledge, this wine area was profitable for the State Fair. A fair amount of discussion ensued dealing with how the wineries could be at and benefit from the booth and wine serving area. A new winery marketing brochure is ongoing and should be complete and shipped out by January. About 200,000 copies will be printed. Jeanette discussed her involvement with the Indiana State Department of Agriculture’s
“Indiana Grown” Commission – this is a market access campaign that will go beyond stickers and involve more media awareness. There are 10 individuals appointed to this commission so Jeanette’s involvement is most positive for the wineries across Indiana. Also, there are, at present, 6 designated wine trails across the state.

Jeanette then began a review of the 2014 Vintage Indiana Wine & Food Festival that was held at Military Park in Indianapolis on June 7, 2014. It was a very good year for the festival even with the increase in ticket prices and the end to under 21 years of age admission. A lot of advance tickets were sold this year. A change in media partners for 2014 was most positive – WTHR and WZPL were utilized and did much to promote the festival. Not many changes will be implemented for the festival in 2015, but the VIP ticket option will be looked at closely ahead of offering again.

For 2014, Jeanette will be able to do a wine tasting at the Indiana Farm Bureau state convention later in December – this will be the first time that Farm Bureau has allowed at their annual convention. There are now 76 to 77 wineries in the state – tremendous growth and accomplishment by so many since the wine grape program legislation was passed. A question was posed on whether Indiana wineries should use the term “craft” to highlight their winemaking efforts – the term “artisan” was also mentioned as a possible term as craft is used heavily by the beer industry in the state.

Dr. Bruce Bordelon, professor of horticulture, began his report by going back to the 2015 Hort Congress meeting planning effort. Bruce also has been busy with edits to the Midwest Small Fruit & Spray Guide for 2015. In terms of vineyard research activities, Bruce noted that his crown gall study at the Southwest-Purdue Agricultural Center will be abandoned in 2015. The impact of row crop burndown sprays for weed control continues to be a problem for his experimental vineyard south of the West Lafayette campus in addition to other vineyards, brambles, and other sensitive crops across the state.

**Old Business**

Marshall Martin presented the council with the results of an industry survey that was led by Dr. Maria Marshall in Purdue Agricultural Economics. The three most noted topics to be addressed first include:

1. Marketing strategies for small businesses
2. Writing a marketing plan
3. Managing employees

How to deliver such information (e.g. webinars, workshops, etc.) was discussed and, again, the idea of certification for completing defined workshops was mentioned.

**New Business**

Rick Black gave an update on the activities and efforts of the Indiana Wine & Vineyard Association (IWVA) over the past few months. Much effort has been put into working with the Indiana State Legislature in order to have the IWVA legislatively acknowledged for 40 years of existence and advocacy for the industry. Plans are also being made to have a 40th year celebration program at the Hort Congress meetings in late January. In terms of Hort Congress meeting planning, Bruce Bordelon noted that the IWVA needs to get session details and speaker information to the Wyndham Hotel conference staff in addition to Tristand Tucker at Purdue-Department of Horticulture & Landscape Architecture. Tristand is in charge of this annual meeting organization.

The council meeting ended with council member Larry Pampel thanking the wine grape team for all they do for the industry. Dr. Hazel Wetzstein, new department head in Horticulture & Landscape Architecture, also spoke about her coming to Purdue University and her positive impressions about the Indiana Wine Grape Program.

At 2:08 pm, there was a motion and second to adjourn the meeting.

Prepared by: Jerry Fankhauser