



**Indiana Wine Grape Council Strategic Plan**  
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**Horticultural Congress**  
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# Key Suggestions from the Indiana Wine Grape Council November 2012 Strategic Plan Retreat

## Five Year Goals



- Enhance the quality and continued safety of Indiana grapes and wines
- Research and expanded outreach education on “best practices” in both viticulture and enology
- Increase the availability and quality of Indiana grown grapes
- Improve consumer perception of Indiana wines
- Encourage locally-owned, family-operated restaurants to serve local Indiana wines
- Assess the economic impact of the Indiana wine grape industry



# Strategic Plan Recommendations



- The Purdue Wine Grape Team should expand its research, and especially Extension education efforts, to enhance the quality of Indiana produced grapes and wines including workshops, websites, and online programs.
- The Purdue Wine Grape Team, in cooperation with other faculty and industry leaders, should develop educational materials and conduct training programs on the preparation of business models, financial planning, marketing plans, legal and regulatory considerations, and viticulture/enology “best practices”.



# Strategic Plan Recommendations



- The Purdue Wine Grape Team should develop and deliver through a variety of educational approaches (bootcamps, workshops, online, webinars, etc) programs on wine marketing, promotion, advertising, and staff training and evaluation.
- The Purdue Wine Grape Team should reinforce its efforts to help the industry increase the quality and availability of Indiana grown grapes.



# Strategic Plan Recommendations



- The Indiana Wine Grape Council, in coordination with the Purdue Wine Grape Team and the Indiana Winery and Vineyard Association, should explore alternative sources of financial support to promote the Indiana wine and grape industry.
- The Indiana Wine Grape Council, in cooperation with the Indiana Winery and Vineyard Association, should conduct an annual survey to assess the economic impacts of the Indiana wine and grape industry.

# Comments and Discussion

