

**Contract**

NWGGA Display Booth - # 18-13-052

**Grant Amount**

\$900

**Contact**

NWGGA

P.O. Box 183

Friend NE 68359

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**Issue of Interest**

In an effort to continue the promotion and growth of Nebraska's grape and wine industry, there was a need to create a new NWGGA display booth. The purpose of the booth is to assist in the promotion of Nebraska's grape and wine industry.

**Approach to Problem**

The Nebraska Grape and Winery Board approved \$900 from the Winery and Grape Producers Promotional Fund to pay for the creation of a new NWGGA display booth.

**Goals/Achievement of Goals**

This booth represents Nebraska's emerging grape and wine industry at a variety of events, meetings, and conferences associated with this industry. The display encourages the growth and development of Nebraska's wine industry by creating awareness, resulting in the marketing of Nebraska wines. It will present an image of high-quality grapes and wines grown and produced in Nebraska.

**Results, Conclusions, Lessons Learned**

The result of investing in a display booth banner has been a marketing tool that NWGGA uses meetings, legislative events, and conferences. The entire booth is easily transportable and available to any member who is participating at an industry or agricultural-related event. This booth presents the NWGGA in a professional manner and continues to raise the overall profile of our growing industry.

**Progress According to Outcome Measures**

In using and exchanging the booth, it was discovered that the NWGGA could realistically have two displays. One display would be available for events in western Nebraska and the other for events in the central or eastern part of the state. This would allow for easier availability of the sign to be used for multiple displays.