

**Contract** 18-13-103  
UNL Viticulture – Trade Show

**Grant Amount**  
\$5,000

**Contact Information**

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**Issue of Interest**

The project was to assist in providing support for the 13<sup>th</sup> Annual Nebraska Winery and Grape Growers Forum and Trade Show, which is an annual conference held in March to present science-based information on viticulture and enology.

**Approach to Problem**

This need was addressed by inviting world leaders in viticulture and enology to speak at the conference and to dialogue with Nebraska growers and winemakers in small group discussions in addition to their formal presentations. This grant supported travel costs and honoraria. In addition, UNVP personnel attended the Cold Climate Conference in Minnesota to garner information that could be helpful in improving our own conference.

**Goals/Achievement of Goals**

It was anticipated that the invited speakers would provide information helpful to those in attendance and thus enhance the further development of the Nebraska grape and wine industry. Attendee feedback via written evaluations indicated that the goals were achieved to a very great degree. They were especially appreciative of the opportunity to dialogue with the speakers.

**Results, Conclusions, Lessons Learned**

Topics and speakers were as follows:

Vine Balance and Canopy Management – Timothy Martinson, Cornell University  
Marketing and Industry Promotion – Donniella Winchell, Ohio Grape and Wine Assn.  
Wine Evaluation, Wine Flaws – Stephen Menke, Colorado State University  
Wine Industry Computer Use – Michael Riese, Kimmel Education and Research Center  
Tasting Room Equipment – Lisa Smiley, Iowa State University

Those in attendance that completed evaluations rated all speakers very highly and in several cases indicated that the speaker should be invited back. Several growers indicated that they will attempt to use the Vine Balance workbook in assessing their vineyard operations, while participants in the wine flaws discussions were especially complimentary. In the wine flaws discussions, participants indicated that they would find the information of practical value in their operations. Those attendees that elected to participate in the computer applications program felt that their extra fee was justifiable. Discussions with Lisa Smiley were lively and led to comments indicating that ideas garnered from her and Donniella Winchell's presentations would be helpful in increasing attendees' sales pictures.

### **Progress Achieved According to Outcome Measures**

The above discussion suggests that the Nebraska grape and wine industry will benefit over the long term because of the participants' interactions with the speakers, which this project enabled to speak at the conference. It should be noted that typically the conference program only has sufficient funds to bring in two, occasionally three, outside speakers. Therefore, the money from this funding enabled the inclusion of five outstanding speakers.

### **Financial Report**

Speaker expenses	\$	4000.00
Forum preparation expenses	\$	545.00
Overhead	\$	455.00
Total	\$	5000.00