

# **NGWB Grant Final Report (FY20-21)**

**Contract**        #18-13-357 - NWGGA – Education

**Grant Amount**        \$23,100

## **Contact Information**

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## **Issue of Interest**

This grant was approved to cover the costs associated with hosting a series of educational workshops for winemakers and tasting room owners as well as the annual meeting educational speakers and trainings. A limited amount of seminars were able to be hosted due to COVID gathering restrictions. The majority of the trainings were hosted online at a subsidized cost.

## **Approach to Problem**

Trainings held included virtual educational videos produced by John Thull, speaker fess for Robert Crandall, the association's WineAmerica annual membership, and a pesticide guide and viticultural day hosted with Wayne Peterson. Proposed funding opportunities for unused funds were approved and reallocated by the NWGB board at their summer meeting.

## **Goals/Achievement of Goals**

A total of 52 people attended the in-person and virtual events hosted in 2020 and 2021. Attendees ranged from winemakers, winery owners, tasting room owners, association staff, and vendors. All events offered the opportunity to network with others within the wine industry as well as gain some new education opportunities that would not otherwise be offered within the state.

## **Results, Conclusions, Lessons Learned**

52 total attendees was considered a great turnout for what is still considered a niche agricultural commodity in Nebraska given the virtual offerings. We hope to continue to offer educational opportunities within time frames where the growers are in an off-season time to maximize on overall attendance. NWGGA also benefitted with partnering with state associations through WineAmerica and we hope to partner with other cold climate grower associations to showcase more specific educational and marketing opportunities within the region.

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

The NWGGA will continue to maintain contacts and networking with educators and vendors nationwide to offer multiple trainings to industry and association members. By offering education we can continue to facilitate

growth and expansion of the wine industry within Nebraska. Cold climate growers specifically will benefit from specified education catered to their specific agricultural niche.