

NGWB Grant Final Report (FY19-20)

Contract #18-13-357 - NWGGA – Education

Grant Amount \$19,500

Contact Information

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Issue of Interest

This grant funded the costs associated with hosting a series of educational workshops for winemakers and tasting room owners as well as the annual meeting, which hosted educational speakers and trainings. The seminars focused on educating winemakers on plant health, federal and state regulations, wine quality, vineyard care and health, herbicides, enology, viticulture, and marketing strategies.

Approach to Problem

A series of three winemaker roundtables were held in 2020 focused on educating winemakers as well as the annual meeting held in November 2019. Trainings included seminars on improving Nebraska wine quality by Luke Holcombe, improving Nebraska wine quality to improve market share by Robert Crandall, defining sweetness and scale tastings, soil health: the groundwork for effective nutrient uptake, vine nutrition, and building an effective spray program. The 2019 annual meeting held trainings that included a website and marketing seminar, “How Missouri Made Norton their State Grape”, and an Edelweiss grower and winery roundtable.

Goals/Achievement of Goals

A total of 93 people attended the events hosted in 2019 and 2020. 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. NWGGA hopes to bridge the information gained from the sweetness scale tastings into a marketing campaign to help better educate consumers on their palates and preferred wines.

Results, Conclusions, Lessons Learned

93 total attendees was considered a great turnout for what is still considered a niche agricultural commodity in Nebraska. 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 the Missouri wine association 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.

Financial Report