

NGWB Grant Final Report (FY23-24)

Contract #18-13-357 - NWGGA – Education

Grant Amount \$2,500.00

Contact Information

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Issue of Interest

This grant was approved to assist in covering some of the costs associated with hosting the NWGGA annual meeting. The problem that was addressed is the lack of educational options available for viticulturists and winery business owners in Nebraska.

Approach to Problem

The 2024 NWGGA annual meeting educational sessions, focused on “Biochar Applications in the Vineyard” by Deborah Aller & “Wineries’ Future Paths” by Dale Stratton & Danny Brager.

During the Biochar presentation Deborah provided an overview of biochar, impacts observed in vineyards in different geographic regions, and practical insights into its application. This provided information for new viticulturists and was a nice refresher for seasoned growers.

During the Wineries’ Future Paths presentation Dale & Danny discussed the overall market trends of the wine industry as a whole and what industry members can expect for 2024 trends. They also dug into Nebraska specific market share information and discussed potential strategies that wineries could use to overcome current market challenges.

Goals/Achievement of Goals

A total of fifty-one people attended the in-person 2024 NWGGA annual meeting. Attendees ranged from winemakers, winery owners, tasting room owners and association staff. The event offered the opportunity to network with others within the wine industry as well as gain some new educational opportunities that would not otherwise be offered within the state.

Results, Conclusions, Lessons Learned

NWGGA was pleased with the number of attendees but hopes to have more in the future. The location of the conference (Lincoln, NE) and the one-day schedule may have made it harder for members and non-members in the Western part of Nebraska to attend. NWGGA and the education committee are always looking for ways to get as many industry members involved as possible and they will continue to work on selecting dates and locations to allow for continued success.

Progress Achieved According to Outcome Measures

The NWGGA will continue to maintain contacts and network with educators nationwide to offer multiple pieces of training to industry and association members. By offering education, we can continue to facilitate the growth and expansion of the wine industry within Nebraska. Cold climate growers specifically will benefit from specified education catered to their specific agricultural niche.

Financials

Education	Description
\$2,500.00	<i>Grant Total</i>
\$287.50	<i>Annual Conference Deposit for Holiday Inn Downtown</i>
\$2,400.00	<i>Annual Meeting Speaker Fees: Azur Associates</i>
\$2,687.50	<i>Total Submitted for reimbursement</i>
-187.50	<i>Submitted Expenses Left Over After Grant Funds</i>