

NC WINE

ADVANTAGE FORUM

Monday, June 19, 2023

Presented by the North Carolina Wine and Grape Council



1:00

WELCOME

Chuck Johnson, Chair, NC Wine & Grape Council

REMARKS FROM THE NC DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES

Steve Troxler, NC Commissioner of Agriculture

Alexander M. "Sandy" Stewart, Ph.D., Assistant Commissioner of Agriculture

THE NC WINE & GRAPE COUNCIL ANNUAL REVIEW

Brianna Burns, Executive Director, NC Wine & Grape Council

2:00

KEYNOTE

Scott Peacock, Director of Tourism Marketing, Visit NC

INDUSTRY TRENDS AND EXPORT MARKET PANEL

Mark Friszolowski, Winemaker, Childress Vineyards; **Lyndon Smith**, Founder/COO, Botanist & Barrel Cidery & Winery; **Diane Currier**, Owner, Honeygirl Meadery; Moderator: **Cathy Ma**, Assistant Director of International Marketing, NCDA

TOURISM AND VISITOR BUREAUS PANEL

Ashby Brame, Director of Marketing, Johnston County VB; **Marcheta Keefer**, Director of Marketing, Visit Winston-Salem; **Michelle Owens**, Executive Director, Henderson County TDA; Moderator: **Thomas Salley**, Director, Wilkesboro TDA

REMARKS FROM PARTNERING ASSOCIATIONS

Hailey Klepczyk, President, NC Winegrower's Association; **Martin Crompton**, Member, NC Muscadine Grape Association

CLOSING OPEN FORUM

Moderator: **Sam Troy**, Executive in Residence, UNCG

4:30

NETWORKING WINE TASTING AND REFRESHMENTS



nc wine



N.C. AGRICULTURE COMMISSIONER, STEVE TROXLER
N.C. Agriculture Commissioner Steve Troxler was raised in the Guilford County community of Browns Summit and has spent his entire career in agriculture as the founder, owner, and operator of Troxler Farms. Over the years, the family-owned farm has produced tobacco, wheat, vegetables, and soybeans.

Since taking office in 2005, Troxler has focused on developing new markets for N.C. farm products, preserving working farms, and protecting the state's food supply.

Troxler is a past president of the National Association of State Departments of Agriculture. He also is a former chairman of NASDA's Food Regulation and Nutrition Committee and was honored with a 2015 NASDA award for his commitment to food safety. He served as president of the Southern Association of State Departments of Agriculture in 2010-2011.



ASSISTANT COMMISSIONER OF AGRICULTURAL SERVICES, ALEXANDER M. "SANDY" STEWART, PH.D.

Alexander M. "Sandy" Stewart serves as Assistant Commissioner for Agriculture at NCDA&CS. In this capacity, he has responsibilities for the agricultural services programs of the Department which include the following Divisions: Agronomics, Food Distribution, Marketing, Plant Industry, Research Stations, Soil and Water Conservation, as well as Environmental Programs. Previously, Sandy served as Director of the Research Stations for NCDA and NC State and has been a faculty member as an Extension Tobacco Specialist at NC State and an Extension Cotton Specialist for Louisiana State University. He has also held positions in private industry in the cotton seed industry and as an independent consultant.

Sandy graduated from NC State University with a B.S. in Agronomy in 1995, an M.S. in Crop Science in 1998, and a Ph.D. in Crop Science in 2000. He was raised on a small farm in Moore County near Carthage, NC where he resides with his wife, Carol Grace, and their three children.



SCOTT PEACOCK

Scott Peacock is the Director of Tourism Marketing at Visit North Carolina, a business unit of the Economic Development Partnership of North Carolina (EDPNC). Employing his nearly 20 years of marketing and communications experience and over 15 years specializing in destination marketing and economic development, Scott leads a team overseeing the state's efforts to attract domestic and international visitors alike.

With the goal to establish North Carolina as the premier destination in the East, Scott works to develop and execute brand positioning and messaging, as well as drive integrated marketing and communications efforts through a research-backed strategy. His team is tasked with highlighting the state's scenic beauty, sights, and experiences, bringing to life the stories and characters of North Carolina from the mountains to the sea.

FUNDED GRANT PROJECTS

Continuing the NCSU Viticulture Research and Extension Program – NCSU

Lead Researcher: Dr. Mark Hoffmann

This project has three key objectives. The first objective is to continue viticultural education through sixteen events and workshops throughout 2023. These events and workshops range from pruning to disease management to vineyard management for Muscadine and bunch grapes. The second objective is to evaluate key cultivar trials in NC. Cultivars are vines grown from a cutting or graft and can be specially designed for more effective planting and growth in our environment or to breed disease and environmental resistance. The third objective of this research grant is to evaluate ellagic acid content in and when processing Muscadine cultivars. This objective is to understand the potential health benefits of the skins, pulp, and seeds of a Muscadine grape.

NC Winegrower's Collective – NC Winegrower's Association

Lead Researchers: Elizabeth Higley and Kevin Elder

This grant was funded by the council to increase opportunities for experimentation at commercial wineries across the state. A review board was created to approve funding of up to \$1,500 per study/project to cover costs associated with laboratory analysis fees, shipping costs, and specialty product purchases. The main objectives and goals of this grant are to provide NC with a winery/vineyard-based research group and to fund individual in-house research projects that aim to improve the quality of grapes and wines throughout the state.

The Story of NC's AVAs – CLINNEAM LLC

Lead Researchers: Cathy and Dan McLaughlin

The outcome of this project is to produce informational videos that will excite consumers to visit NC's AVAs, American Viticultural Areas. Researchers will create a series of documentary-style shorts for each AVA in North Carolina. Videos will include information on the history, the area covered, vineyards included, grapes grown, and interesting tidbits. This project for all six AVAs was partially funded by the council to only include the first video. Researchers chose the Swan Creek AVA and have produced a draft for council members to review.

BECOME A MEMBER

AGRICULTURE got to be NC

- Membership is free!
- Vendor opportunities
- Industry resources
- Marketing materials
- Professional photo / video
- And more!

SCAN ME

North Carolina Department of Agriculture
and Consumer Services
Steve Troxler, Commissioner

— SUPPORTED INDUSTRY SPONSORSHIPS —

Workshop Series and Student Sponsorships – NC Winegrower’s Association

Lead Researcher: Patricia Friszolowski

The NC Winegrower’s Association is an educational organization with a mission to assist the industry in growing higher-quality grapes, crafting higher-quality wine, developing custom marketing plans, and effectively designing a fiscally responsible and enduring business plan. These sponsorships were funded to provide companies with educational workshops throughout the year at a heavily discounted rate to wineries and to give the opportunity to twenty-five wine and grape industry students to attend the NCWGA annual conference.

Taste of NC – NC Winegrower’s Association

Lead Researcher: Patricia Friszolowski

The Taste of NC is an event that seeks to highlight the wine and food scenes across North Carolina. As the event moves, the companies represented change too. Attendees are delighted with the quality of the local food purveyors and the local wine. Between fifteen to twenty paired food and wine companies attend each event. The council sponsored this event as an integral step to spreading positive awareness of and about NC wine.

Cork Talk and NC Wine Digital Media Summit – NC Wine Guys

Lead Researchers: Joe Brock and Matt Kemberling

The NC Wine Guys have been proponents of the wine and grape industry for many years producing important marketing and events. The council sponsored Cork Talk, NC Wine Guys’ podcast, and the NC Wine Digital Media Summit. The Digital Media Summit is in its sixth year providing digital media support and ideas to attendees.

The Southeastern United Grape and Wine Symposium – Surry Community College

Lead Researchers: David Bower and Matthew Wilson

This symposium’s theme was “Sustainability: Continuous Improvement” and centered around helping attendees learn how to become more sustainable in their wineries and vineyards. The symposium was informational and brought in owners and winemakers from across the southeast.

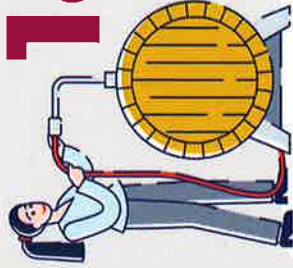
Meet the Maker Dinners (Fearington House and Burke Manor Inn) – Our State Magazine

Lead Researchers: Katherine Bonney and Allison Leonard

Meet the Maker dinners are hosted by Our State Magazine. The council sponsors Meet the Maker dinners to ensure NC wines are tasted and enjoyed by affluent wine lovers from all over the state. Meet the Maker dinners are hyper-local and showcase many local products and makers.

WHAT'S NC WINE WORTH?

2022 NC Wine Economic Impact Study*



187

WINE
PRODUCERS



44,937

JOBS



\$217 M

TOURIST
EXPENDITURES



639,649

TOURISM VISITS

\$1.95 B

ANNUAL
WAGES



\$6.10

BILLION

TOTAL IMPACT

*data presented by WineAmerica, The National Association of American Wineries,
from the 2022 Economic Impact Study of the United States Wine Industry
by John Dunham & Associates

CHECK OUT OUR PARTNERING ASSOCIATIONS!



NC Winegrower's Association
<https://www.ncwinegrowers.com/>



NC Muscadine Grape Association
<https://www.ncmuscadinegrape.org/>



NC Cider Association
<https://www.cidernc.com/>



NC Mead Alliance
<https://www.ncmead.org/>



Got to Be NC
<https://gottobenc.com/>

“ We work hard to create opportunities for success for all producers in the industry. **”**