Michigan Grape and Wine Industry Council
Research and Extension Priorities

1. Michigan Grape and Wine Industry Council
   General Priorities  Updated May 2014

   A. Research Priority
      Conduct an Economic Impact Analysis of the Michigan wine industry – underway
      July – November 2014

2. Research and Education Advisory Committee
   Updated June 2014

   A. Research Priorities:

   Climate Change and Extreme Weather Conditions:
   1) Understand the effects of climate change and extreme weather events on viticulture
      production systems.

   Fruit and Wine Quality:
   1) Understand the effects of viticulture production systems and environmental factors on
      grape and wine composition and quality
   2) Understand the relationship between the components of grapes and wine and their
      impact on wine quality.
   3) Continued improvement of wine quality and grape productivity through testing of
      varieties / clones, both new to Michigan and established.

   Sustainability
   1) Understand vineyard ecosystem and develop vineyard management systems and
      methods of cultivation that are sustainable, economical and environmentally
      responsible.
   2) Decrease the environmental impacts of vineyard operations through reduced inputs of
      pesticides, fertilizers and energy. Includes precision agriculture applications.
   3) Enhance interaction of grape and wine industry with local community to contribute to
      improved quality of life and well-being of neighborhood.
   4) Assess plant materials for disease and pest resistance while maintaining high wine
      quality and productivity.

   Production and Process Efficiency
   1) Optimize vineyard production systems for cost, quality and environment. Includes
      mechanization of vineyard operations.
B. Outreach and Education Priorities

Climate Change and Extreme Weather Conditions

1) Understand the effects of climate change on viticulture production systems and document and communicate best practices for managing impacts of extreme weather events.

General

1) Communicate fundamental knowledge and production principles and practices:
   a. Viticulture principles and practices
   b. Enology principles and practices.
2) New producer information for growers and winemakers
3) Provide programming to assist growers in adapting to Michigan’s changing climatic environment.
4) Regional information on adaptation of cultivars, clones and rootstocks.
5) Support efforts by Michigan educational institutions to establish accredited educational programs in viticulture and enology.
6) Continue collection of information and development of tools to assist vineyard investors and public officials in making decisions regarding regional planning and choice of suitable sites and varieties for premium wine grape production.
7) Suitable sites and varieties for premium wine grape production.

3. Consumer and Trade Promotion and Education Committee

Updated May 2014

MISSION STATEMENT
To consider activities for promotional programs and consumer and trade education to support the growth of the Michigan Wine industry.

PRIORITIES

Consumer

- Enhance links with tourism and “locally grown” food initiatives
  - Use Pure Michigan partnership to promote Michigan’s wine industry in and outside of the state
- Promote Michigan wines within national and international markets
  - Council representation at national wine industry meetings
  - Pure Michigan partnership
  - Promote capabilities of Michigan as a wine growing region
• Build consumer awareness and interest in Michigan wines
  • Promote new and existing wineries and wine trails
  • Produce and distribute annual Michigan Wine Country magazine

• Provide for research on wine grapes and wine, including marketing, processing, distribution, advertising, sales production, product development, and market surveys and analyses

Trade
• Strengthen marketing efforts to retailers and restaurants
  • Disseminate signage, shelf talkers, posters, information to trade partners
  • Expand Vintage Michigan loyalty program