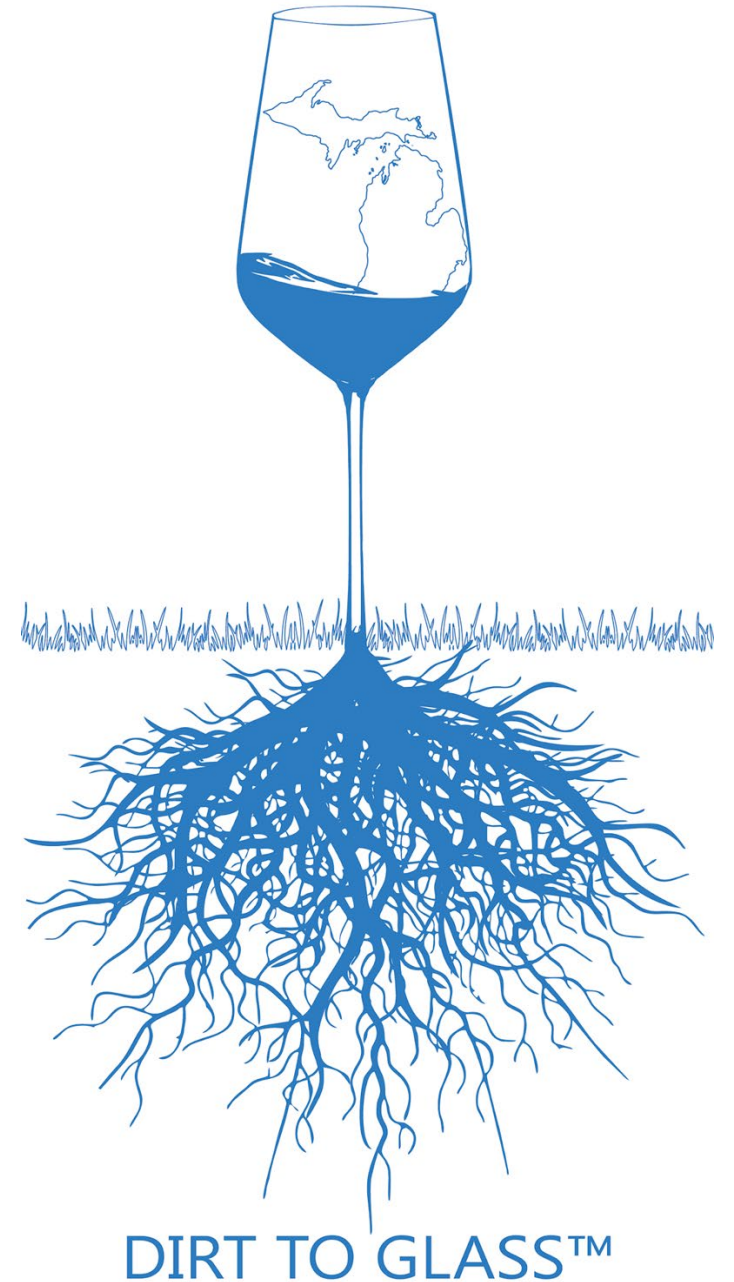


Opening Remarks 2023 Dirt to Glass™ Conference

Paolo Sabbatini

Department of Horticulture, Michigan State
University



Welcome

- 2021 initial brainstorming meetings between industry and MSU for a new annual conference.
- 2022 opening DTG conference.
- Collaborative effort involving Michigan State University, Michigan State University Extension, Intentional Agriculture, and industry innovators and educators.
- Annual programs designed to cover pivotal stages in the life of wine, starting from the initial vineyard planning all the way to the moment a bottle is uncorked.
- Thank you to sponsors, organizers, speakers and participants for making the event possible.

THANK YOU SPONSORS

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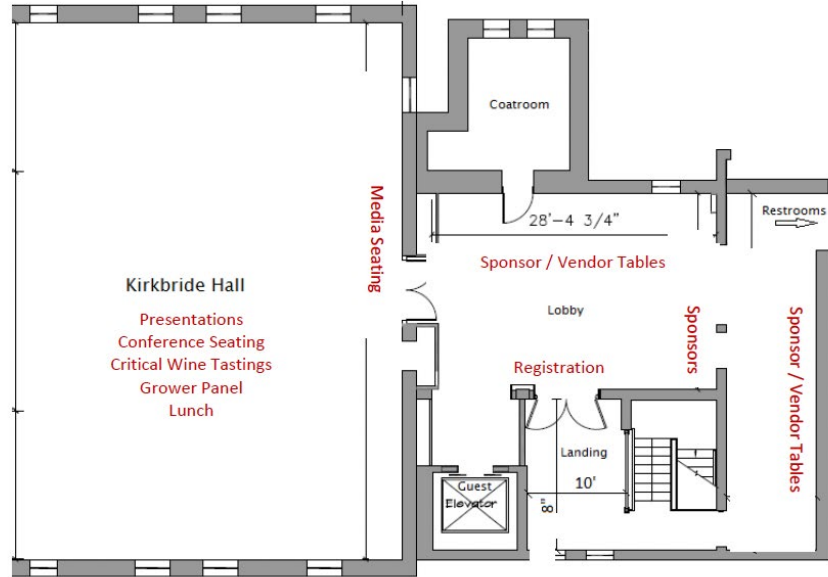
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Ira Kreft – Phelps Creek Vineyards
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Conference Day 1, Aug 24, 2023

Kirkbride Hall, 700 Cottageview Drive, Traverse City, MI 49684



Conference Day 2, Aug 25, 2023

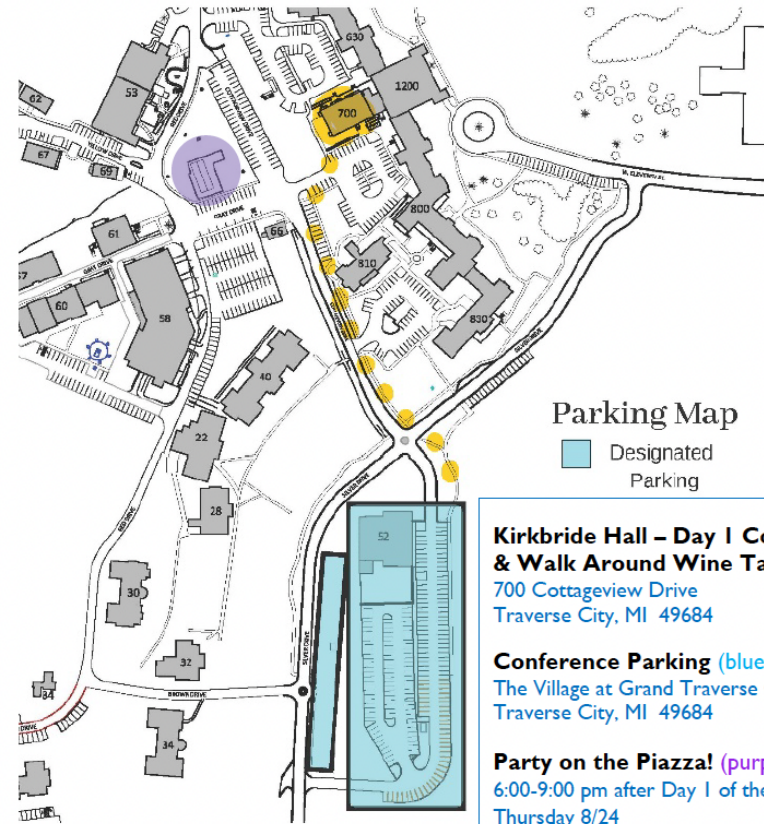
Field Site Visits (4 total)
Leelanau and Old Mission Peninsula
via Shuttles only

Board shuttles at the conference parking lot at 8:30 am on Day 2. Site visits are in vineyards, not tasting rooms. Please dress accordingly. Lunch is provided and will be at the Cherry Bend Community Park. We hope you are able to stay after the conference to enjoy the many wineries in our area!

Dirt to Glass™: 2023 Elevating Michigan Wine from the Ground Up

August 24-25, 2023

The Village at Grand Traverse Commons
1200 W Eleventh Street, Traverse City, MI 49684



Kirkbride Hall – Day 1 Conference & Walk Around Wine Tasting (yellow)
700 Cottageview Drive
Traverse City, MI 49684

Conference Parking (blue)
The Village at Grand Traverse Commons
Traverse City, MI 49684

Party on the Piazza! (purple)
6:00-9:00 pm after Day 1 of the conference on
Thursday 8/24

Day 2 Conference participants will park in the conference parking area (blue) to board shuttles at 8:30 am on Friday 8/25.

About the Conference

- **Day 1: Academic and Industry Presentations**
- Keynote addresses from prominent industry leaders and researchers
 - Insights into latest research findings, innovations, and trends in viticulture.
- Wine Critical Testing
 - Blind tasting and evaluation of various wines by expert panels.
 - In-depth discussions on flavor profiles, quality assessment, and regional identity.
- Meet and Listen with CANR Leadership
 - Open forum for attendees to engage with College of Agriculture and Natural Resources (CANR) leadership.
 - Dialogues on industry challenges, opportunities, and collaboration possibilities.
- Walk-Around Wine Testing with MSU Alumni
 - Informal wine tasting sessions focused on budding Michigan wine categories.
 - Networking and mingling opportunities among attendees and industry representatives.
- **Day 2: Vineyard Showcase of Industry Innovators**
- Guided tour of vineyards managed under the Dirt to Glass cycle approach.
 - Insights into innovative vineyard management practices, sustainability efforts, and technology integration.
 - Exploration of additional vineyards highlighting diverse management approaches.

Agenda

THURSDAY August 25 – Day 1

- 
- 7:45-8:30am Registration Desk Open
 - 8:30-8:40am Welcome – Michigan State University
 - 8:40-8:50am Morning Introduction – Dr. Paolo Sabbatini
 - 8:50-9:30am Optimizing Nutrients for Fertility and Moisture Utilization – Neal Kinsey
 - 9:30-10:10am Soil Health and Climate Resilience in Vineyards – Dr. Bruno Basso
 - 10:10-10:50am Under-Vine Vegetation in Vineyards: Above and Below Ground Effects – Dr. Michela Centinari
 - 10:50-11:10am BREAK – Sponsor/Vendor Tables Open
 - 11:10-11:50am Critical Tasting Panel: Transparency of Chardonnay – Moderator: Amanda Danielson; Madeline Triffon, Dr. Paolo Sivilotti, Thomas Houseman
 - 11:50-12:50pm LUNCH (included)
 - 12:50-12:55pm Afternoon Introductions – Amanda Danielson
 - 12:55-1:35pm Superorganism: Tending and Rebuilding the Networks of Terroir – Mimi Casteel
 - 1:35-2:15pm Vine Balance and Grape Quality – Dr. Paolo Sivilotti
 - 2:15-2:35pm BREAK – Sponsor/Vendor Tables Open
 - 2:35-3:15pm Measuring Soil Health for the Vine and Wine Quality – Neal Kinsey
 - 3:15-4:00pm Grower Panel – Moderator: Thomas Houseman
Mimi Casteel, Ben Guerrin, Joe Herman and Sam Simpson
 - 4:00-5:30pm Meet & Listen Session – Moderator: Patrick Cudney, Director of Government and Stakeholder Relations, Michigan State University
Dr. Thomas D. Jeitschko, Interim Provost and Executive Vice President for Academic Affairs, MSU,
Dr. Kelly Millenbah, Dean of the College of Agriculture and Natural Resources,
Dr. George Smith, Director of AgBioResearch
Dr. Quentin Tyler, Director of MSU Extension
 - 6:00-8:00pm Walk Around Tasting – *Michigan in Context* – Taste incredible wines from 10 different categories produced in Michigan alongside comparable wines from around the world.
 - 6:00-10:00pm Party on the Piazza! – Walk over, mingle and enjoy appetizers and Michigan cider and wines! Sponsored by the MSU Alumni Office and supported by volunteers from Parallel 45

FRIDAY August 25 – Day 2

- 8:30am Meet at Village Commons and Board Shuttle Buses – Shuttle guides: Andrew Backlin, Amanda Danielson, Thomas Houseman, Dr. Paolo Sabbatini, Bryan Ulbrich
- 9:00am Shuttles Depart and travel to the Old Mission Peninsula vineyards sites

Dirt to Glass™ Speakers

- 24 speakers for Day 1 and Day 2
- Industry professionals: 14 (58%)
 - SW of MI: 3 (13%)
 - NW of MI: 6 (25%)
- Academia: 5 (20%)
- MSU-CANR Leadership: 5 (21%)
- Out of State: 4 (17%)
- International 1 (4%)



August 24-25, 2023
Traverse City, MI



What are the college's key priorities and initiatives aimed at advancing research, education, and outreach of the grape and wine industry in Michigan?



Patrick Cudney
Director of Government and Stakeholder Relations
Michigan State University



Thomas D. Jeitschko, Ph.D.
Interim Provost and Executive Vice President for Academic Affairs
Michigan State University



Kelly F. Millenbah, Ph.D.
Dean of the College of Agriculture and Natural Resources
Michigan State University



George Smith, Ph.D.
Director of AgBioResearch
Michigan State University



Quentin Tyler, Ph.D.
Director of MSU Extension
Michigan State University



Meet & Listen Session



Thank you for attending

Dirt to Glass™ 2023:

Elevating Michigan Wine from the Ground

Please help us by scanning the QR code below to complete a short survey that will help us improve our future educational programs. Your input counts!



special **THANKYOU** to the many volunteers that helped make this conference a success!

See you next year at Dirt to Glass™ 2024!

DIRT TO GLASS™ 2023 PLANNING COMMITTEE

EXECUTIVE COMMITTEE

Amanda Danielson, Intentional Agriculture
Paolo Sabbatini, Ph.D. Michigan State University
Annette Kleinschmit, MSU Extension

PLANNING COMMITTEE

Andrew Backlin, Modales
Kate Edwards, MSU Extension
Joe Herman, Karma Vista Vineyards
Thomas Houseman, Radiant - Oregon
Pamela Jones, MSU Alumni Office
Adina Klim, Brigadoon Vineyards & P45
Michael Moyer, Lake Michigan College
Esmaeil Nasrollahiazar, MSU Extension
Michael Reinke, MSU Extension
Taylor Simpson, Simpson Family Estates
Bryan Ulbrich, Left Foot Charley

Dirt to Glass™

- Dirt to Glass™ is designed as an **annual statewide conference**, to bridge the grape and wine industry with the latest research advancements via extension services and private industry innovation.
- **Thanks to *Executive Committee* and *Planning Committee***, for financial support via sponsorships/grants.
- **Your help remains crucial**; consider volunteering.
- **Your feedback matters**; QR code survey at the back.