Michigan wine grape vineyard establishment conference

Michigan Grape and Wine Industry Council

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Michigan State University Extension
MICHIGAN: A Wine Region to Watch

Intersection of several sectors of the economy:

• Agriculture
• Tourism
• Hospitality
Michigan ranks in the top 10 states in the U.S. in BOTH wine grape production and wine production.
Leading U.S. Wine Region Tiers

CA

NY     OR     WA

TX     MO     VA     MI     NC     PA
MICHIGAN: A Wine Region to Watch

- Many different varieties
- Food-friendly styles
- Inexperienced but rapidly evolving (media)
- Strong tourism ties (Pure Michigan)
Michigan Wine Grape Acres (2011)

Through the verification process the vineyards implement voluntary and proactive pollution prevention practices.
Mission Statement

The Michigan Grape and Wine Industry Council has been established within the Michigan Department of Agriculture & Rural Development to provide for research, education and the promotion of the Michigan wine grape and wine industry to stimulate economic development through value-added, sustainable agriculture.
Industry/Council Goals

• Increase economic impact of the Michigan wine industry
• Increase number of industry members
• Attract new investment and jobs
• Grow sales for all members
• Increase profitability of all winery operations
Council Members
10 members – advisory to MDARD

Representing:
3 wineries
1 wine grape grower
1 retailer/restaurateur
1 wine wholesaler

1 - Michigan State University
1 - Michigan Liquor Control Commission
1 - Michigan Economic Development Corporation
1 - Michigan Department of Agriculture and Rural Development (MDARD)
Michigan Grape and Wine Council

- A program of the Michigan Department of Agriculture and Rural Development
- $725,000 budget – Research and Promotion
- Public Meetings
- Website – www.michiganwines.com
- Newsletter
- Conference – February 26 – 28 – Grand Traverse Resort
- Wine Competition – August 5/ 14
- Facebook – “Vintage Michigan”
- Maintain industry growth data
Strategic Plan - Focus Areas for 2012-2015

- Marketing, Promotion & Branding
- Research & Education
- Industry Communication & Public Policy Outreach
- Business Development
- Funding
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