

Outer Coastal Plain Vineyard Association

2014 Second Quarter Meeting Minutes

June 9th, 2014

The meeting was called to order at 5:30 PM by Larry Coia. Larry announced that the meetings would henceforth be held on the second Monday of the third month of each quarter of the year. The meeting was held at Amalthea Cellars and hosted by Lou Caracciolo.

Jim Quarella led the discussion about the Coeur d'Est program. The Coeur d'Est release event held at Tomasello Winery on May 7th, 2014 was a big success with over 150 attendees. Wineries that are currently making Coeur d'Est have gotten a good customer response. The Passport Program was discussed and the Pass Book was approved for use by the wineries. It will be printed and sent to the wineries within the next 2 weeks. The first 100 customers who have visited at least 6 wineries and had their Pass Book will be awarded 1 bottle of Coeur d'Est (depending on availability). There will likely be drawing at random of those customers completing the Passbook to determine a single winner who will receive the Grand Prize of a case of Coeur d'Est. The program and its details will be presented on the website. Jim indicated that Larry Sharrott will act on behalf of the OCPVA in sending Coeur d'Est to the Beverage Tasting Institute for evaluation. This will be done twice yearly- probably July and March. Dustin Tarpine discussed progress on the USDA marketing grant for Coeur d'Est. Advertising banners are being priced for purchase to be used at participating wineries.

Winter injury evaluation and management was discussed. Larry Coia and Dan Ward have prepared a survey data sheet to determine whether damage to the trunk sufficient to cause canopy collapse, crown gall or vine splitting can be predicted by current growth from buds. If so it might help growers decide early in the season whether or not to keep a trunk. OCPVA vineyards with suspected winter damage are invited to participate. The initial evaluation of bud and canopy must be completed by June 15th. A subsequent assessment of vine collapse will be completed by 1 September. Survey forms will be emailed to the OCPVA membership. A discussion also took place regarding an additional survey of grower members to determine vine mortality this winter by variety.

Dan Ward spoke about the newly formed **New Jersey Center for Wine Research and Education (NJCWRE)** of which he has been named the founding director. Dan introduced his assistant, Anna Molinski, a Rutgers graduate who will be involved in administration and several projects for the NJCWRE. One project will be to have a resource website for grower information. *(Editor's note: The NJCWRE has received \$5,000 in support for services by the Center from the OCPVA through its USDA/NJDA Specialty Crop Block grant in determining growth characteristics of the Teroldego, Lagrein and the new Italian imports.)*

Larry Coia restated the OCPVA goals and asked for comments. Dave Davis indicated that a new goal should be explicitly stated- Attract additional grape growers and grape acreage to the Outer Coastal Plain AVA. Discount group purchasing was discussed. Dan Ward pointed out the efforts of the NJCWRE in developing an information exchange program (Grapes wanted, grapes to be sold, equipment available, etc.). Todd Wuerker indicated that he was using a new smartphone app for spray calibration calculations available from Clemson University.

The meeting then removed to the outdoor seating area for wine tasting and refreshments and a presentation on barrel management by Lou Caracciolo. Technical presentations of this type will continue to be the highlight of our future meetings. Lou Caracciolo introduced the group to his concept of winemaking and in particular his barrel management program. He indicated that in order to sell wines at a premium price point, a sound barrel management program is key. This is important to both wineries as well as grape growers. **George Taber** was introduced as a special guest. George commented that the nascent wine industry our region is not dissimilar to that of Napa Valley in the early 70's. He was very encouraged by our progress and thought that working together on projects like the Coeur d'Est program is critical to success. He indicated that Robert Mondavi took that type of leadership position, recognizing the importance of helping each other improve and that "a rising tide raises all ships". Amalthea and some of the wineries participating in the Coeur d'Est program shared their wine for comments, discussion and pleasure.

The meeting was adjourned at 7:30PM.