

Minutes of August 6, 2013 meeting of
Outer Coastal Plain Vineyard Associations

The meeting was called to order by Larry Coia at 6:00PM

Dan Ward gave an overview of the wet season we have experienced so far and the things that have resulted from it. He then introduced the panel of extension experts from Rutgers who were brought together by Dan for the meeting to discuss the topic.

Ann Nielson addressed the meeting regarding insects and the effects of the rain on the efficacy of spraying for them. She also addressed the effect that some of the extreme heat has had on insect populations and their activity and the results of the monitoring that has been undertaken throughout the region.

Brad Majek discussed weed control in this wet year and in particular post emergent programs. He also discussed the frequency of applications in this wet year and addressed specific problems and how to deal with them as they were brought up by members.

Peter Oudemans discussed disease control in this season and what he has observed as particular problems in grapes. He particularly noted a significant increase in the observance of phomopsis in vineyards. He also discussed resistance management. Members were warned that this could be a particularly bad year for botrytis.

A discussion was then undertaken regarding making good wines in difficult years such as this one. Several wines were tasted from Heritage Vineyards, Bellview Winery and Tomasello winery that represented particularly good wines made in years with difficult growing conditions. The techniques that went into these wines were discussed.

Information was disseminated on the upcoming Association Symposium scheduled for November 16, 2013. The symposium presenters will include Marco Stefaninni from Italy who has provided the Association with both new and old Italian cultivars which are now being tested in the US. Also in attendance will be Paolo Sabatini from Michigan State and Larry Perrine from Long Island. The symposium will focus on new or less well known varieties that are suitable to be grown in our AVA and in particular the Italian varieties which the Association has obtained.

The proprietary wine blend which the Association has been developing was discussed. Due to a previously unknown registrations of the name which was previously chosen (Cotiere), a new name had to be picked. The new name chosen, "Coeur d'Est", is French for Heart of the East. This name recognizes the French origin of the varieties

that will be in the blend as well the OCP's location in the heart of the mid-Atlantic coast. It also provides us with an enticing and descriptive tag line for promotion of the blend. A filing has been made with the US Patent and Trademark Office to trademark the name after an initial trademark search revealed its availability. In conjunction with the blend, Dustin Tarpine described the success he has had in obtaining a USDA Specialty Crop Block Grant for the marketing of the name and the blend. This effort will include consumer contacts and analysis of the results and further marketing efforts possibly including a video and other media advertising.