

Outer Coastal Plain Vineyard Association
Minutes of Fourth Quarter 2017 meeting – 11-2 -17

The meeting was held at Bellview Winery and called to order at 6 PM by Jim Quarella. The minutes of the previous meeting were approved.

Treasurer's Report. The treasurer's report was given by Dave Davis. The Association has approximately \$28,133.61 as an adjusted balance in its account. A portion of that is in general funds and the balance is restricted by grant requirements. Dave reported that funds were received from the pest survey grant which was conducted.

President's Report. Jim Quarella asked for Committee reports.

Coeur d'Est Committee. Anita Nicolo from SMS reported on the results of the Coeur d'Est survey that was sent to members that attempted to identify who is producing Coeur d'Est and the experiences related to its production and sale. There were 39 recipients and 23 responses (60%). Of those that responded 60% produced wine and the remaining 40% were vineyards. 7 wineries have made the blend and 6 have not.

The responders reported that the wine blend performed as well or better than other wines they produce and sell. Many responses emphasized the need to get more information on the blend to consumers. The survey revealed that marketing and consumer information were major concerns. The discussion that followed included looking into conducting tastings in liquor stores as means of promoting the blend and the region. Larry Coia and Dan Ward suggested using information they gathered from their study on Chambourcin as a marketing tool. The study has been peer reviewed and will be published in the near future.

Italian Varieties Committee. Larry Coia gave the association members an update on the status of the Italian varieties that the association has imported. Larry has received approval for a USDA grant which will help fund the establishment of a mother block of the vines at RAREC and the maintenance of the vines at Foundation Plant Serviced in Davis, CA. We are still currently waiting for word from Foundation Edmund Mach (FEM) and Dr. Marco Stefanini in Italy on our request to be the exclusive licensee of the vines in the US. Double A Nursery in Fredonia NY expects to have about 150 vines ready for distribution next spring with a much larger number available the following year.

Varieties Committee. There was an extensive discussion by the members of the Varieties Committee. Todd Wuerker, Dustin Tarpine and Dave Davis discussed what the focus of the committee should be and got feedback from the members at the meeting including on a survey to members that would be used as a means of determining what is being now grown and the experiences of growers related to those varieties. The committee will determine how they are going to proceed and report back at the next meeting.

Membership Committee. Melissa Volin reported that the committee has gathered information through emails. It was proposed that a quarterly notice could be sent to promote

events at wineries. The use of an OCPVA hashtag was also suggested as a means of focusing attention on the region. The website is also being reviewed to revise its content.

Other Business:

Jim Quarella, Dan Ward and Larry Coia led a discussion on the weather effects on acid levels in grapes as ripening progresses and presented data to show how the results that were documented in recent years. The discussion included comments on the importance of correct sampling and the variation that can occur in results depending on how it is conducted.

Peter Oudemans announced that a director of Foundation Plant Services in Davis will be in New Jersey on December 7 and there is a possibility of a “meet and greet” with members of the association.

Larry Coia presented some interesting information on harvest cost variation on a number of varieties in his vineyard.

Dave Davis presented the results of work at Auburn Road on the use of the Ravaz index and the relationship of pruning weight to Brix and pH over several years. He discussed how Auburn Road had adjusted its cultural practices based on the results.

Jim Quarella mentioned that once again association members will be eligible for a discounted registration fee for the Eastern Winery Exposition on March 6-8, 2018. Registration will open on Nov. 2 and members should use the discount code CPVA18.

The next meeting of the Association (1st quarter 2018) will be the Annual Meeting with elections and will be held on Thursday February 1, 2018 at 6PM. The location will be announced in the future.