

Outer Coastal Plain Vineyard Association
Minutes of May 9, 2016 meeting

The second quarter meeting of the OCPVA was called to order at 6:10 PM at Bellview Winery by Jim Quarella. The minutes of the first quarter meeting were approved by voice vote. Prior to the general membership meeting the Board of Trustees met to discuss various issues. The Board voted to make Franklin Salek of Sylvan Farms Winery a lifetime member in view of his long contributions to the Association including the work he performed in helping to establish the Outer Coastal Plain AVA and his role as a founding member of the Association.

Dave Davis gave a brief Treasurer's report and indicated that the current bank statement revealed a balance of approximately \$19,791 of which a significant portion were grant funds. The Association currently has approximately \$12,000 in non-grant funds in its treasury most of which came from membership dues. At present the Association has 35 full members and 15 associate, industry or friends members. Jim Quarella reminded members of the program in place for industry suppliers to advertise on our website and encouraged members to seek new advertisers as another source of revenue.

Anita Nicolo of SMS updated the members on the use of the online Forum and encouraged those who have not registered to do so. The Forum has been in use for approximately a month and has proved to be very beneficial to those members using it. It was decided to make all members who pay their dues automatic Forum participants. However in order to use the Forum members still need to register a user name and password. Anita also discussed the benefits to "Friends" membership and it was decided that the first benefit to be offered would be a free tour of Heritage Vineyards winery. Other members (Bellview, Sharrott, Auburn Road) agreed donate something to be used as a benefit to the Association Friends initially on a quarterly basis. Anita will notify the Friends of this.

The members were addressed by the new executive director of Visit South Jersey, Devon Perry, who explained her willingness to help the Association market OCP wines. This included setting up visits with food and beverage industry people and connecting with tour guides to encourage visits to wineries.

Larry Coia addressed the members regarding the results of the tasting of red wine blends at the blending workshop conducted by Rutgers at RAREC recently. He described how the blind tasting of Bordeaux style blends with red blends containing Chambourcin (Coeur d'Est) revealed that the Chambourcin blends were preferred by both amateur and professional tasters when no information was given that some of them contained Chambourcin. He also

explained the impact of identifying that some of the wines contained Chambourcin and the analysis that resulted from that. Essentially the two types of blends were statistically the same in terms of tasters' preferences which showed encouraging results relative to the use of Chambourcin in local red wine blends. This led to a discussion of the prejudices often seen when both consumers and professionals taste Chambourcin.

Dan Ward also added comments on the tasting results since he did the statistical analysis. Dan also described upcoming twilight growers meetings which will focus on grape pathology and disease control and feature pathologists from Virginia Tech and Penn State.

Paul Tonacci explained the progress that the subcommittee has made with the SWOT analysis. The committee met and pared down suggestions which had been received. The interim document is attached to these minutes but will continue to evolve as the committee continues its work.

After a general discussion, the meeting was adjourned at approximately 7:30 PM.

SWOT Analysis - 5-9-16

Strengths

- The great amount of experience and knowledge of enology and viticulture within the membership and the willingness of the members to share this knowledge
- Our affiliation with Rutgers, Garden State Wine Growers Association, NJ Department of Agriculture and more
- Our constantly improving website: information, exposure of members, forum and links
- Many producers have great stories and backgrounds lending to diversity of region
- Board members have experience and knowledge for others to tap in to
- Emerging wine industry in region

Weakness

- Minimal financial resources
- The OCP AVA is not a well known wine growing region
- Lack of involvement in the OCPVA from grape growers and wineries in our region
- Lack of awareness among growers in AVA to know to join
- Sporadic/infrequent involvement in Association business by many members
- Meetings sometimes hard to follow - need more structure during meetings
- Region is too large, too amorphous, too ill defined, and too heterogeneous

Opportunities

- Increase membership and participation among unaffiliated growers and non-growers (not currently growing wine grapes)
- To have more engaged and active members
- Increase awareness of the OCP AVA as a prominent and important grape growing area
- Develop list of trusted grape-growing suppliers and take advantage of discounts
- Distribution of information regarding the uniqueness of AVA from others using social media is free or minimally expensive
- Opportunity to further increase consumer recognition of signature styles of reds AND whites along with particular grapes; e.g. Virginia's national grape is Viognier - many producers produce a bottling
- The organization can align itself with localvore proponents like organizations, people and businesses
- Take advantage of enthusiasm of new members/growers
- Website could be more useful tool for information
- Explore financing through new economic development loans, grants and tax-breaks
- Growing many different varieties can help the AVA know which grapes grow best
- Continued availability and range of workshop opportunities

Threats

- Insufficient and insecure funding
- Wineries relying on imported fruit rather than supporting the growth of grape growing in the OCP AVA
- Losing our credibility by producing poor quality grape, the making of inferior wines, mislabeling of wine from the OCP AVA
- Lack of support from municipalities, counties and state organizations
- Trusted recommended list of suppliers
- Supplier discounts?
- Potential loss of major source of funding - grants
- High cost of land, production, regulation and variable yields require relatively high prices at retail
- Variable yields
- Climate change