

Outer Coastal Plain Vineyard Association Minutes of August 8, 2016 meeting

OCPVA Board pre-meeting:

OCPVA Board of Trustees met at 5PM prior to the regular Association meeting. Several issues were discussed. The Board voted to obtain quotes of general liability insurance since the Association currently does not have coverage. The Board also discussed the possibility of trying to entice someone to open and run a local grapevine nursery which could supply members with vines and also house the Association's stock of varieties obtained from Foundation Edmund Mach in Italy. Other issues discussed centered on the agenda for the regular meeting to follow.

Association Meeting

The third quarter meeting of the OCPVA was called to order at 6:05 PM at Bellview Winery by Jim Quarella. The minutes of the first quarter meeting were approved by voice vote.

Dave Davis gave a brief Treasurer's report and indicated that the current bank statement revealed a balance of approximately \$24,000. Dave reported that all grant payments were up to date and all current bills have been paid. Dave also reported that the Association has gained several industry members which has contributed to our finances.

Devon Perry of Visit South Jersey made a presentation to the members regarding what services it offers and the efforts it is undertaking to promote the region in general and the wineries in particular. She stated that Visit SJ was also promoting the craft beer and beverage industry in the region. She offered wineries the opportunity to film a short segment about their winery which would be used in promotional materials about the region.

Larry Coia addressed the members regarding the recent press, both nationally and internationally, which has highlighted our AVA and New Jersey wines. These included articles in Wines and Spirits Magazine written by Stuart Piggot, and article in the Wall Street Journal written by Lettie Teague and an article in the Journal of Wine Economics which surveyed vineyards and wineries around the world regarding climate change and which was contributed to by Larry in his review of the OCP. Larry also talked about the video made by the Association about Chambourcin which will be used for marketing purposes. Among other things the video demonstrates 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. All of these things are available on the Association website for viewing. In addition, Larry discussed the survey of wine grape prices that Dan Ward circulated to the local industry and encouraged members to keep records of yields and prices for future reference.

Peter Furey from the Farm Bureau described the efforts his organization has undertaken for farmers and in particular talked about the upcoming changes to

worker protection standards which will be effective as of 2017. He encouraged members to join the organization and support its efforts.

There was an informative general discussion amongst the growers regarding recent disease issues and bird problems, as well as general issues related to grape growing.

The meeting was adjourned at approximately 7:45 PM. The next regular meeting will be held on November 14, 2016 at Bellview Winery.