

OUTER COASTAL PLAIN VINEYARD ASSOCIATION
Quarterly Meeting Minutes – 08-26-25

The quarterly meeting of the OCPVA was held at Autumn Lake Winery on Tuesday, August 26th at 6pm. Board Chairperson Jim Quarella called the meeting to order at 6:05 pm, and the minutes of the August 2025 meeting were approved and accepted.

Treasurer's report

Kelly informed the members of the current bank account balances:

Primary Checking: \$4122.30

Money Market Savings: \$31900.20

Total: \$36022.50

- The group had a brief discussion on membership dues and addressing past members who have not renewed for 2025 and some who have not for two years. We will go over the list and decide the next steps for removing previous members who have not renewed their membership.

Edible Jersey Companion Update

Jim discussed the Edible Jersey Fall Edition that is part of the OCPVA grant. The NJ Terrior Showcase is the OCPVA featured article, written by Scott Donnini (Auburn Road Vineyard) in the Fall Edible Jersey Edition.

The last edition we will be participating in is the Holiday Edition. If anyone has ideas on a topic for the article portion, please let us know.

NJ Terrior Showcase:

Sharyn Kervyn, KdV Wine Services:

Sharon's company KdVWine Services was the managing company that ran the NJ Terrior Showcase competition which was independently funded by entry money and independent supporters. Sponsored by Camden County and Visit SJ who both agreed to sponsor it next year. A nonprofit is being formed for the NJ Terrior Showcase to seek other sponsors. The OCPVA will also seek additional sponsors for next year.

Parameters: 100% NJ fruit/ 134 entries/ 21 wineries the (10) scoring (40-50) made the Showcase selection.

-Bottle stickers will be made for the wineries to put on the wines that are Showcase Selection.

Press: NBC came and filmed during evaluations; SunTimes-wrote publications online and print; in the Fall Edible Jersey article; Camden County Commissioners publication and website.

Trophy: Discussion on making a trophy that the wineries can put in their tasting rooms. (22 inches tall looks the earth, wineries can purchase)

Concept:

NJ Terrior Showcase displayed all the wineries that make great wines, not just the “best” wine. Each wine stood on its own, they were evaluated separately. (No best of Show, no best of category), if they fit within this point range they were in. The evaluators came from all over the world. Each evaluator wrote notes on each wine. The whole system was computerized. Next year it will be tweaked a little to include feedback on why a wine didn’t make 50 points. Focus will be on what was done well, and what needs to be done differently in the future. The judges all enjoyed the event and were interested in being involved in future NJ Terroir Showcase events. Sharon also discussed other areas of the showcase that will also be tweaked as well.

Secretary of Agriculture for the State of NJ Ed Wengryn spent most of the day at the event. Jim mentioned how great it was that our industry pulled together to have this event. The OCPVA was a supporter and Larry Coia presented at the event and let the group know that maps on soil/AVA’s used at the event are available to all OCPVA members to use. The importance of events featuring 100% NJ wine cannot be understated.

Jim mentioned the American Vineyard Magazine and to see if we can find someone to write an article from our state to help give NJ Wines some credibility.

Social media: The group had a discussion on using social media as a big part of our marketing efforts. The target market is Millennials and GenZ who primarily go to social media for all their information. Writing a social media coordinator into the budget should be a part of our grants going forward. Mark suggested Megan Hernandez who has a lot of experience in this area. We will reach out to her to discuss.

Hemant-Field Seasonal Updates

Hemant discussed internship with Rutgers for 3 months, there will not be travel reimbursement and no cost to the OCPVA. He has an interested candidate (Food/Science Major) to work for OCPVA to conduct interviews with wineries and social media content. Hemant will help to supervisor this student.

Hemant will supervise the intern.

Next Step: Hemant will discuss with the interested student and head Professor and take it from there.

Hemant discussed Cab Franc virus which is common and what to look for test for. A few members commented they have not had major issues with Cab Franc. It can also be there without any symptoms.

Plant and Pest Advisory will come out from Rutgers tomorrow. This publication is useful and comes out periodically.

Future Grants:

Larry suggested we identify what we are looking for in terms of Social Media Marketing. This will help us form the topic, objectives, budget and timeline to create a well written grant proposal.

Discussed combining efforts with Rutgers for future grant. Larry talked about how recent grant proposals were not successful because they are not reaching out to the wine industry to receive insight into our interests and needs and should have a research component.

Hemant explained the process as far as the research grant and that marketing is now a part of grant. Hemant said Rutgers would be interested in exploring this option with us.

What type of research would the NJ Wine Industry feel would be useful?

Future Grant: Geo Mapping

NJ Ag Convention: NE Agricultural Expo and Education and State Agricultural Convention

Coming up at the end of January. Need an OCPVA Representative and Alternate. If anyone is interested, please contact Jim Quarella.

Old Business:

Coeur d'Est Producers:

Schedule a meeting after harvest to talk about the name, sales, obstacles and possibly setting up a few small events at the wineries.

It would also be interesting and useful to see what the input from the Showcase was on Coeur d'Est. We will tentatively plan to schedule a meeting towards the end of October.

PBS:

Bernard updated the group that he spoke with Peter A. who seemed to have no knowledge as to how he got selected on the station in various states. Also, said that Governor Christy played a hand in many changes and versions, where now the NJ version is pretty much New York City except for WHYY in Philadelphia. Nothing comes close to what he saw in Maryland. Bernard is going to speak with Joe Fiola to see what he knows about Maryland and then he will follow up

at the next meeting. Some states do their best to promote themselves. New Jersey seems to not focus on agriculture. Monmouth County does some historical programming but nothing current. There is a program “You ought to Know” which focuses on restaurants in NJ.

Claudia Gil Arroyo- Ag Marketing Agent Cape May

Hemant will reach out to Claudia Gil Arroyo- Agricultural Marketing Agent for Cape May to see if she is interested in working with us.

Workshop: Sustainability and Cabernet Franc Production in the East-Jules

Maddie from Working Dog updated the group on the workshop Jules and herself attended. Part of the workshop was about sustainability and an interesting fact they presented that consumers would pay more for a wine that is labeled “Sustainable” over “Organic or Biodynamic” because sustainability is more about business practices that show sensitivity to the environment were as “Organic or Biodynamic” is limited to the vineyard and not the community as a whole.

Some takeaways:

When using insecticide, moat before using it . Cornell gave a presentation on the EPA reviewing the use of Manzate and the likelihood it is going to be taking away from grapes. Cornell picked up on the fact that it’s based on old studies. They will be doing a study next year and based on their findings they will suggest whether to support or disagree with the current path the EPA being taking.

Cab Franc discussion had five different growers from Virginia to the Finger Lakes. It was interesting the way they treated Cab Franc with no consensus on spacing. The big Bordeaux styles to one cluster per shoot.

At Galen Glen Winery, they lay down two canes per side (4) canes on the wire. They get the maximum numbers of shoots to fill the space. Two and a half span of shoots per cane by doing it that way with well-draining soil.

The group had a conversation about their experiences with Cab Franc.

“Exciting Whites” (bring a white wine) Tasting and Discussion:

Thank you to the members who shared their wines and details on the making of their specific “Exciting White”

Working Dog
Pinot Grigio 2023

Autumn Lake Winery
Sauvignon Blanc 2024

Bellview Winery
Viognier 2024

Unionville
Chardonnay 2010
(courtesy of Orley Ashenfelder)

The meeting adjourned at 8:10 pm