

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
Minutes of the February 4, 2015 Board Meeting
PA Department of Agriculture, Room 309
Harrisburg, Pennsylvania

Public notice of the February 4, 2015 Pennsylvania Wine Marketing and Research Program Board meeting was given on January 29, 2015, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:08 a.m. Board members in attendance (in addition to Mr. Mazza) included Bradley Knapp, John Landis, Joanne Levensgood, Douglas Moorhead, Elwin Stewart and Karl Zimmerman. Also attending was Jennifer Eckinger, Pennsylvania Wine Association; Chardan Huston, Pennsylvania Wine Association; Liz Diesel, Pennsylvania Wine Association – Marketing Committee; Gregory O’Loughlin, SWELL, LLC; Michela Centinari, Assistant Professor of Viticulture, Penn State Cooperative Extension Office; Denise Gardner, Extension Enologist, Penn State Cooperative Extension Office; Diane Belles, Accountant for the Program; Samantha Snyder, Pennsylvania Department of Agriculture; Jennifer D’Angelo attended and recorded the minutes. Bryan Hed, The Pennsylvania State University, and Jody Timer, Lake Erie Regional Grape Research and Extension Center, participated in the meeting via conference call. Acting Secretary Russell C. Redding and Brook Duer, Pennsylvania Department of Agriculture attended a portion of the meeting.

2015-2016 RESEARCH, MARKETING AND EDUCATIONAL PROPOSALS

Proposals for wine research, marketing and education for 2015-2016 (April 1, 2015 – March 31, 2016) funding consideration were reviewed. The following proposals were considered:

- 1) Evaluation of Cost Effective Practices for Reducing the Risk of Spring Frost Injury in Vineyards – Year 2 (Anticipated project end date is April 2016)
Michela Centinari, The Pennsylvania State University, \$18,300
- 2) Yield Regulation in Wine Grapes: Effect on Vine Health, Fruit Composition, Wine Sensory Perception, and Economic Sustainability (Anticipated that the Chancellor study will be completed within 1 and a half years – April 2016. Gruner Veltliner trial will require two to three years for completion – currently only requesting support for one year at this time.)
Michela Centinari, The Pennsylvania State University, \$21,500
- 3) Evaluating the Effects of Cluster Sunlight Exposure and Timing of Leaf Removal on Rotundone Development in Noiret Grapes and Wine (Anticipated project end date is May 2016)
Michela Centinari, The Pennsylvania State University, \$22,304
- 4) Investigation of a Novel Polymer-Based Fining System for the Removal of Foxy/Native Aroma in Vitis Vinifera Wines
Ryan Elias, The Pennsylvania State University, \$17,285
- 5) Oxidation Techniques for Improving Color Stability of Pennsylvania Red Wines
Ryan Elias, The Pennsylvania State University, \$21,050

- 6) Development of a Semi-Quantitative Kit for Predicting a Wine's Ability to Exhibit Reductive Aroma Post-Bottling
Ryan Elias, The Pennsylvania State University, \$6,335
- 7) Evaluation of Ozonated Water for Grape Disease Control in Pennsylvania – Year 1 (Year 2 is estimated to be \$9,960 for a total of \$19,920)
Bryan Hed, The Pennsylvania State University, \$9,960
- 8) The Mechanization of early Leaf Removal for Enhanced Adoption into Bunch Rot Control Programs in Pennsylvania – Year 1 (Year 2 is estimated to be \$14,620 for a total of \$29,240)
Bryan Hed, The Pennsylvania State University, \$14,620
- 9) Ozone Use in Pennsylvania Vineyards: Examining the Efficacy of this Compound on Plant Pathogen Control with Particular Respect to *Guignardia Bidwellii*
Kevin Noon, \$2,623.40
- 10) Maintenance of Wine Grape Cultivar Trials in Pennsylvania for 2015
Robert Crassweller, The Pennsylvania State University, \$15,000
- 11) Assessing Spotted Wing Drosophila Injury Potential on Grape Production – Year 2
Michael Saunders, The Pennsylvania State University, \$6,567
- 12) Rearing, Damage Assessment, and Insecticidal Control of Spotted Lanternfly, *Lycorma Delicatula* – Year 1 (Year 2 is \$13,646 for a total of \$26,892)
Michael Saunders, The Pennsylvania State University, \$13,246
- 13) New Research Vineyard
Michela Centinari, The Pennsylvania State University, \$7,000
- 14) Annual Meeting WMRB Symposium
The Pennsylvania Winery Association / Penn State Extension, \$3,500
- 15) PA Wines Advertising Campaign Support
The Pennsylvania Winery Association / Greg O'Loughlin, SWELL, \$165,000
- 16) PA Wineries Guide (Update and Re-print Support)
The Pennsylvania Winery Association, \$30,000

REMARKS FROM ACTING SECRETARY

Acting Secretary Russell Redding thanked the board members for serving on the PA Wine Marketing and Research Program Board. He also thanked the Department's staff as well as the PWA. He looks forward to working with the Program and is honored to be working with the Department of Agriculture.

MINUTES

Minutes of the November 18, 2014 meeting were emailed to Board members for their review in advance of the meeting.

RESOLUTION 2015.01 – ACCEPTANCE OF NOVEMBER 18, 2014 MINUTES

Motion by: Karl Zimmerman

Seconded by: Douglas Moorhead

Passed: Unanimously

To accept the minutes of the November 18, 2014 meeting.

FINANCIALS

Mr. Landis reviewed the prepared financial reports for July 1, 2014 – June 30, 2015. Mr. Landis stated that the projected income was \$124,356.25, and total marketing and enology and viticulture research budget was \$57,936.07. Ms. Belles informed the board of errors on the financials: cash carryover date needs to be changed from 01/30/2015 to 07/01/2014; cash carryover amount needs to be changed from \$388,313.70 to \$263,957.45; the funds available currently listed as \$512,669.95 is incorrect – the correct amount is \$388,313.70. Ms. Belles will make the corrections and send an updated financial report.

Invoices need to be submitted for projects listed on the financials showing \$0 paid. Mr. Landis stated that the Program just received an invoice from Penn State for Dr. Crassweller's project, Maintenance of Wine Grape Cultivar Trials in PA, for the fiscal year July 1, 2012 – June 30, 2013. Mr. Knapp stated that no information has been received from Dr. Crassweller regarding his projects.

RESOLUTION 2015.02 – ACCEPTANCE OF FINANCIAL REPORTS AS AMENDED

Motion by: Douglas Moorhead

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the financial reports for July 1, 2014 – June 30, 2015 with corrections as stated above.

ASSESSMENT REPORTS

Ms. Snyder reviewed the Summary of Assessment Forms 2014 Year-To-Date. As of January 29, 2015, \$194,110.28 has been collected from Pennsylvania wineries. There were 283 licensed wineries, 109 licensed wineries with no sales assessments reported, 174 producers with sales assessments and the number of producers paid was 178.

Ms. Snyder then reviewed the Assessment Income Analysis by Quarter. In the first quarter of 2014, \$51,054.63 was received; \$34,033.90 was received in the second quarter, \$42,569.70 was received in the third quarter, and \$66,452.05 for the fourth quarter for a total of \$194,110.28 collected. \$39.65 was received so far in the first quarter of 2015.

There was no new information to report regarding delinquents. The Department will obtain the 2013 limited wineries gallon report from the PLCB in April.

RESOLUTION 2015.03 – ACCEPTANCE OF ASSESSMENT REPORTS

Motion by: Bradley Knapp

Seconded by: Karl Zimmerman

Passed: Unanimously

To accept the assessment reports presented by Ms. Snyder.

PWA

Ms. Eckinger reported on PWA activities:

- Legislative
- Farm Show
- PA Wine Competition
- Annual Conference/WMRB Summit – April 21-22, 2015
- Marketing
 - Next committee meeting – following this meeting today
 - Tourism Outreach + Co-Op Program
 - Band of 30
- PR Efforts
- Social Media

RESEARCH PROJECT – REQUEST FOR NO-COST EXTENSION

Mr. Duer informed the board that he received a letter from Dr. Ryan Elias requesting a no-cost extension for his project, “Native Aroma Carryover in *V. Vinifera* Wines - Part 2: A Comprehensive Survey of Affected Wines in PA and Possible Solutions to Prevent the Problem”. The request is to extend the end date from July 1, 2015 to December 14, 2015 – request is due to the delay in receiving the funding.

RESOLUTION 2015.04 – NO-COST EXTENSION GRANTED FOR PROJECT

Motion by: Elwin Stewart

Seconded by: John Landis

Passed: Unanimously

To grant a no-cost extension to Dr. Ryan Elias from July 1, 2015 to December 14, 2015 for his research project, “Native Aroma Carryover in *V. Vinifera* Wines - Part 2: A Comprehensive Survey of Affected Wines in PA and Possible Solutions to Prevent the Problem”.

ACCOUNTING/FINANCIAL SERVICES AGREEMENT – DIANE BELLES

Board members discussed and reviewed the updated accounting/financial services agreement for the period of January 1, 2015 through December 31, 2015. The contract price remains the same as the previous year - \$5,300.00.

RESOLUTION 2015.05 – ACCEPTANCE OF ACCOUNTING SERVICES

CONTRACT

Motion by: John Landis

Seconded by: Douglas Moorhead

Passed: Unanimously

To retain services with Diane Belles as the Pennsylvania Wine Marketing and Research Program’s accountant/bookkeeper according to the proposal agreement submitted with an annual contract price of \$5,300.00 which is invoiced on a monthly basis - terms of agreement are from January 1, 2015 – December 31, 2015.

Board members and PDA personnel discussed future accounting and auditing services. All auditing vendors must be prequalified through DGS in order to bid on a contract/agreement. Ms. Eckinger stated that the PWA uses Hamilton and Musser PC for auditing of their program. Ms. Snyder stated that a RFP is in the process and can be voted on during the summer meeting.

RESOLUTION 2015.06 – RFP FOR FUTURE ACCOUNTING SERVICES

Motion by: John Landis

Seconded by: Douglas Moorhead

Passed: Unanimously

Cooperation with the other commodity boards to prepare an RFP during this summer for accounting services for the next three calendar years: 2016, 2017 and 2018.

RESOLUTION 2015.07 – RFP FOR FUTURE AUDITING SERVICES

Motion by: John Landis

Seconded by: Douglas Moorhead

Passed: Unanimously

Cooperation with the other commodity boards to prepare an RFP during this summer for auditing services for the next three calendar years: 2016, 2017 and 2018.

2015-2016 RESEARCH, MARKETING AND EDUCATIONAL PROPOSALS

Board members discussed the proposals.

RESOLUTION 2015.08 – ACCEPTANCE OF PROPOSALS AND OTHER PROJECTS

Motion by: Douglas Moorhead

Seconded by: Bradley Knapp

Passed: Unanimously

That the board fund the following proposals in 2015-2016 in the following amounts and conditions:

- 1) Evaluation of Cost Effective Practices for Reducing the Risk of Spring Frost Injury in Vineyards – Year 2 (Anticipated project end date is April 2016)
Michela Centinari, The Pennsylvania State University, \$18,300
Fund for the full amount of \$18,300

- 2) Yield Regulation in Wine Grapes: Effect on Vine Health, Fruit Composition, Wine Sensory Perception, and Economic Sustainability (Anticipated that the Chancellor study will be completed within 1 and a half years – April 2016. Gruner Veltliner trial will require two to three years for completion – currently only requesting support for one year at this time.)
Michela Centinari, The Pennsylvania State University, \$21,500
Fund in the amount of \$17,900 – it is recommended that the sensory analysis be removed from project

- 3) Evaluating the Effects of Cluster Sunlight Exposure and Timing of Leaf Removal on Rotundone Development in Noiret Grapes and Wine (Anticipated project end date is May 2016)
Michela Centinari, The Pennsylvania State University, \$22,304
Fund in the amount of \$12,000 – it is recommended that work is done on a more limited basis

- 4) Investigation of a Novel Polymer-Based Fining System for the Removal of Foxy/Native Aroma in Vitis Vinifera Wines
Ryan Elias, The Pennsylvania State University, \$17,285
Fund at 75% of requested amount - Fund in the amount of \$12,963

- 5) Oxidation Techniques for Improving Color Stability of Pennsylvania Red Wines
Ryan Elias, The Pennsylvania State University, \$21,050
Fund at 75% of requested amount - Fund in the amount of \$15,787

- 6) Development of a Semi-Quantitative Kit for Predicting a Wine's Ability to Exhibit Reductive Aroma Post-Bottling
Ryan Elias, The Pennsylvania State University, \$6,335
Fund at 75% of requested amount - Fund in the amount of \$4,751

- 7) Evaluation of Ozonated Water for Grape Disease Control in Pennsylvania – Year 1 (Year 2 is estimated to be \$9,960 for a total of \$19,920)
Bryan Hed, The Pennsylvania State University, \$9,960
Project will not be funded

- 8) The Mechanization of early Leaf Removal for Enhanced Adoption into Bunch Rot Control Programs in Pennsylvania – Year 1 (Year 2 is estimated to be \$14,620 for a total of \$29,240)
Bryan Hed, The Pennsylvania State University, \$14,620
Fund for the full amount of \$14,620

- 9) Ozone Use in Pennsylvania Vineyards: Examining the Efficacy of this Compound on Plant Pathogen Control with Particular Respect to *Guignardia Bidwellii*
Kevin Noon, \$2,623.40
Project will not be funded

- 10) Maintenance of Wine Grape Cultivar Trials in Pennsylvania for 2015
Robert Crassweller, The Pennsylvania State University, \$15,000
Project will not be funded

- 11) Assessing Spotted Wing Drosophila Injury Potential on Grape Production – Year 2
Michael Saunders, The Pennsylvania State University, \$6,567
Fund for the full amount of \$6,567

- 12) Rearing, Damage Assessment, and Insecticidal Control of Spotted Lanternfly, *Lycorma Delicatula* – Year 1 (Year 2 is \$13,646 for a total of \$26,892)
Michael Saunders, The Pennsylvania State University, \$13,246
Fund for the full amount of \$13,246

- 13) New Research Vineyard
Michela Centinari, The Pennsylvania State University, \$7,000
Fund in the amount of \$3,500

- 14) Annual Meeting WMRB Symposium
The Pennsylvania Winery Association / Penn State Extension, \$3,500
Fund up to \$3,500

15) PA Wines Advertising Campaign Support

The Pennsylvania Winery Association / Greg O'Loughlin, SWELL, \$165,000

Fund project along with the PA Wineries Guide in the amount of \$123,500 – amount to be used at their discretion

16) PA Wineries Guide (Update and Re-print Support)

The Pennsylvania Winery Association, \$30,000

Fund project along with the PA Wines Advertising Campaign in the amount of \$123,500 – amount to be used at their discretion

NEXT BOARD MEETING

The next board meeting will be held on Tuesday, March 10, 2015 beginning at 10:00 a.m. Future board meetings are scheduled for Tuesday, May 19, 2015, Tuesday, July 14, 2015, Tuesday, September 1, 2015, and Tuesday, November 10, 2015.

ADJOURNMENT

There being no further business, the meeting was adjourned at 2:59 p.m.

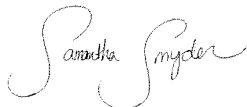
RESOLUTION 2015.09 – ADJOURNMENT

Motion by: John Landis

Seconded by: Karl Zimmerman

Passed: Unanimously

Respectfully Submitted:



Samantha Snyder

March 6, 2015