

PENNSYLVANIA WINE MARKETING AND RESEARCH PROGRAM
BOARD MEETING
Minutes of the November 19, 2019 Board Meeting
Pennsylvania Department of Agriculture
Room 202
2301 North Cameron Street
Harrisburg, PA 17110

Public notice of the November 19, 2019 Pennsylvania Wine Marketing and Research Program Board Meeting was given on October 15, 2019, as stipulated by the Sunshine Law.

CALL TO ORDER

Mario Mazza, Chairman, called the meeting to order at 10:02 a.m. Board members in attendance included Karl Zimmerman, Vice Chairman; John Landis, Secretary/Treasurer; Robert Mazza; Elwin L. Stewart; John Skrip, III; and Jamie Williams.

Charles Zaleski, John Skrip, III, and Lela Reichart were present via telephone.

Board members not in attendance included David Hoffman, Chris Dietz, and Jonathan Patrono.

Also present were Patrick Andrews, Secretary of Agriculture Representative; Char Riley, Administrative Assistant, Commodities and Marketing; Laura England; and Emily Weaver, Penn State Extension Education Program.

The following applicants were present via telephone: Don Smith and Shawn Murray, Montgomery County Community College; Justine Vanden Heuvel, Ph.D., Horticulture Professor, Cornell CALS; Michela Centinari, Ph.D., Assistant Professor of Viticulture, Penn State University; Josephine Wee, Ph.D., Penn State University, Department of Food Science; Adam Simpson, Ph.D., Assistant Teaching Professor, Biology, Penn State Erie; Carley Gwin, Ph.D., Assistant Teaching Professor, Biology, Penn State, New Kensington; Misha Kwasniewski, Ph.D., Assistant Research Professor of Food Science, Penn State University; ACMA Funds: Bryan Hed, Research Technologist, Penn State University, North East, PA; Claudia Schmidt, Ph.D., Assistant Professor of Agricultural Economics, Penn State University; and Ben Wenk, Ploughman Farm Cider, and on behalf of Pennsylvania Cider Guild.

The following applicants were present in person: Sara Grove, Ph.D., Professor, Shippensburg University; and Jennifer Eckinger, Executive Director, Pennsylvania Winery Association.

John Howard, Esquire, Acting Chief Counsel, was not present at the meeting.

APPROVE MEETING MINUTES

RESOLUTION 2019.29 APPROVAL OF MEETING MINUTES

Presented by: Elwin L. Stewart

Seconded by: Jamie Williams

To approve the Minutes of the September 3, 2019 meeting.

ACCOUNTING UPDATE

John Landis, Secretary/Treasurer, referred Board members to the Balance Sheet as of October 31, 2019, and Profit and Loss for further discussion. He noted total liabilities and equity in the amount of \$679,216.39. It was noted that viticulture educator, M. Chien, would be changed to viticulture researcher, M. Chien. Mr. Landis stated \$65,000 was transferred into a Fidelity account. Board members had questions and comments regarding the Financial Report.

RESOLUTION 2019.30 APPROVAL OF FINANCIAL REPORT

Presented by: John Landis

Seconded by: Robert Mazza

Passed: Unanimously.

To approve the Financial Report with revision.

LEGAL COUNSEL - CODE OF CONDUCT

Chair Mazza noted that the Code of Conduct would be tabled until the next meeting as John Howard, Esquire, Acting Chief Counsel, was not able to attend the meeting.

FIELDWATCH

Emily Weaver, Penn State Extension Education Program, presented before the Board to promote the Fieldwatch Program, which recently started. Ms. Weaver stated Fieldwatch, an online mapping tool, promotes collaboration and communication between specialty crop growers, beekeepers and pesticide applicators. She noted funding is provided by the Pennsylvania Department of Agriculture along with various sponsors. Members were referred to fieldwatch.com for additional information. Board members had questions and comments regarding the program.

ROUND 5 GRANTEE PRESENTATIONS

Chair Mazza requested that members submit scoring sheets to Ms. Riley. He commented that scores submitted while listening to presentations were not final, that there would be the opportunity after the presentations to provide revised scoring.

Block One

Don Smith, Shawn Murray, Montgomery County Community College, presented before the Board via telephone for discussion of their Start Wining in PA Program that would teach marketing and promotion and would provide an opportunity to capitalize on the industry to increase the amount of wine sold in Pennsylvania markets. African-American, Asian Americans, Spanish Latino, LGBTQ and Generation Z are among those niche markets that would be targeted for product promotion. Board members had questions and comments.

Justine Vanden Heuvel, Ph.D., Horticulture Professor, Cornell CALS, acknowledged both Michela Centinari, Penn State Assistant Professor of Viticulture, and a recent engineer that was hired to help with horticulture operations. Ms. Heuvel was present via telephone for discussion of a program for Determining Bud Mortality via Thermal and Multispectral Imaging to Guide Pruning Practices. She noted that local vineyards would be utilized for the project. Funds would be used to support graduate students over a three-year period and to purchase a camera for the project costing approximately \$10,000. Board members had questions and comments.

Michela Centinari, Ph.D., Assistant Professor of Viticulture, Penn State University, addressed the Board via telephone with regard to four projects, including Defining Regional Typicity of Gruner Veltliner Wines, Year 3; Impacts of Spotted Lanternfly Density on Grape Quality and Vine Health; Understanding and Improving Vine Resilience to Freeze Events; and Evaluating the Impact of Under-Trellis Groundcover Practices on Winegrape Production Profitability and Sustainability, Year 3.

(WHEREUPON A PAUSE IN THE RECORD WAS HELD.)

Dr. Centinari continued with her presentation of a second and third programs, Impacts of Spotted Lanternfly Density on Grape Quality and Vine Health Project and had discussion of the Understanding and Improving vine Resilience to Freeze Events Project.

(WHEREUPON A PAUSE IN THE RECORD WAS HELD.)

Dr. Centinari discussed a fourth program, the Evaluation the Impact of Under-Trellis Groundcover Practices on Winegrape Production Profitability and Sustainability Project.

Block Two

Josephine Wee, Ph.D., Penn State University, Department of Food Science, presented before the Board via telephone for discussion of two programs including a program for Characterization of Novel Non-Saccharomyces Yeast Isolated from PA Wineries and Development of a Rapid Method to Screen Wine Metabolites Produced by Yeast. Dr. Wee stated the first program would be a two-year project to increase quality and uniqueness of wines. Dr. Wee answered questions by Board members.

Dr. Wee reviewed a second program regarding the screening of wine metabolites produced by yeast.

Adam Simpson, Ph.D., Assistant Teaching Professor, Biology, Penn State Erie, presented before the Board via telephone to discuss highlights of a program regarding Validation and Optimization of In-Vitro Bioassays to Assess Insecticide Susceptibility in Grape Pest.

Carley Gwin, Ph.D., Assistant Teaching Professor, Biology, Penn State, New Kensington, presented before the Board via telephone for discussion of a program regarding Microbiome Analysis of Chambourcin Wine Grapes. Dr. Gwin noted the program would result in savings to growers and winemakers by reducing costs associated with pesticide applications.

Misha Kwasniewski, Ph.D., Assistant Research Professor of Food Science, Penn State University, presented before the Board via telephone for discussion of two programs, the first being a Characterization of Accentuated Cut Edges (ACE) On Important Pennsylvania Cultivars program. Dr. Kwasniewski explained that ACE was a blending technique founded by a New Zealand group. He noted the goal of the program was to expand beyond one year and one variety. Board members had questions.

With regard to the second program, Investigation of "Crown" Procyanidins in Pennsylvania Grapes and Wines, Dr. Kwasniewski explained that the program can adapt the published methodology equipment available at Penn State to get a better understanding of the variety as, well as what concentrations and what factors are the most critical to those concentrations.

(WHEREUPON, A SHORT BREAK WAS TAKEN.)

Block Three

Chair Mazza stated the following presentation would be treated separately and would be evaluated out of ACMA Funds.

ACMA Funds: Bryan Hed, Research Technologist, Penn State University, North East, PA, presented via telephone for discussion of a program to Survey for Grapevine Leafroll Viruses in

Pennsylvania. Mr. Hed stated leafroll virus is widespread throughout the state. The goal is to annually test and monitor selected vine sites for the presence of the virus and mealy bugs. A second phase would involve pairing of infected and healthy vines for yield, quality, winter hardiness, and bud hardiness. Board members had questions.

Ross Pifer, Associate Dean for Clinics and Experiential Learning, Penn State Law, presented before the Board via telephone with regard to a program for Conducting Educational Programs About Herbicide Drift Liability to Reduce Adverse Impacts Upon PA Vineyards.

Claudia Schmidt, Ph.D., Assistant Professor of Agricultural Economics, Penn State University, presented before the Board via telephone for discussion of a program regarding Craft Beverage and Wine Festivals-Impact on Wineries and the Local Economy. Dr. Schmidt is currently researching beer tourism in Pennsylvania funded by the Beer Board. She stated the idea for this project came after discussions with local tourism bureaus regarding wine festivals.

Sara Grove, Ph.D., Professor, Shippensburg University, presented in person before the Board for discussion of PA Wines Statewide Marketing. Dr. Grove stated ten wineries in five different Pennsylvania regions would be contacted regarding their methods for developing marketing materials and customers at the wineries would be interviewed. She summarized the goals of the project. She noted the program would also evaluate marketing materials and practices for Pennsylvania, New York, Maryland and Virginia. Board members had questions.

Jennifer Eckinger, Executive Director, Pennsylvania Winery Association, presented in person before the Board for discussion of PA Wines Statewide Marketing. She noted program funds were necessary for Pennsylvania wineries to remain top of the line and competitive in collaboration with marketing partners, including the Pennsylvania Department of Agriculture, PA Preferred, Pennsylvania Liquor Control Board and Fine Wines and Spirit stores, Pennsylvania Association of Bed and Breakfast Inns and others. Board members had comments. It was noted the Economic Impact Report has been completed and ready to be distributed. Ms. Eckinger commented that it would be made available at future wine trail meetings. She had handouts to distribute and referred to a recent video which represents the Pennsylvania Wine Industry.

Ben Wenk, Ploughman Farm Cider, and on behalf of Pennsylvania Cider Guild, presented before the Board via telephone for discussion of its first grant application for Pennsylvania Cider Month, a new initiative that has been undertaken. He stated the state would be divided into three regions with events held in each region to educate consumers about cider. Board members had questions.

Proposal Review Discussion

Chair Mazza requested that Board members review current scores and make any revisions. He stated up to \$1 million is available through Act 39 Funds, and that ACMA monies were also

available. The Board would need to determine whether final recommendations can be submitted to PLCB or whether funding priorities would need to be revisited at a future meeting.

Board members discussed the proposals. Chair Mazza stated projects that came in just under 1 million include: PWA; Dr. Centinari, spotted lanternfly; Mr. Pifer, herbicide drift liability; Dr. Centinari, vine resilience; Dr. Centinari, under-trellis groundcover; Dr. Centinari, typicity of Gruner vines; Dr. Kwasniewski, ACE techniques; Dr. Simpson, Validation of In-Vitro Bioassays; Dr. Heuvel, bud mortality via thermal and multispectral imaging.

Chair Mazza noted that Mr. Hed did not meet submission requirements and would not be included but would be evaluated separately out of ACMA funding for the third and continuing year. There was further discussion regarding the proposals.

The Board recommended that ten projects be funded. Chair Mazza noted the following three proposals would need to be amended: PWA reduced from \$550,000 to \$500,000; evaluating under-trellis groundcover from \$55,734 to \$40,000; defining regional typicity of Gruner Veltliner; asking Dr. Ryan Elias to come back with a component of the nutrient analysis component, for a total recommended funding of \$1,029,072.50. Chair Mazza stated one of the aforementioned projects could be taken out of ACMA funding. He noted that final recommendations could be made at the next meeting which would then be passed on to PLCB.

RESOLUTION 2019.31 FUNDING OF SLATE OF PROJECTS WITH REVISIONS

Presented by: Jamie Williams

Seconded by: Elwin Stewart

Passed: Unanimously.

Motion that would fund the slate of ten projects as suggested contingent upon three of the projects as previously noted, PWA, Michela Centinari for under-trellis groundcover and Gruner Veltliner with revised budget requests and approving those projects to recommend for ACMA funding with the further contingency that we would for simplicity sake approve the PWA's project for \$500,000 less that would bring us to an even million recommendation to the PLCB, the additional funding coming from the ACMA funds to make up to the total of \$500,000.

RESOLUTION 2019.32 FUNDING OF DR. BRYAN HED'S PROJECT, SURVEY FOR GRAPEVINE LEAFROLL VIRUSES IN PENNSYLVANIA

Presented by: Elwin L. Stewart

Seconded by: John Skrip III

Passed: Unanimously.

A motion to fund Dr. Bryan Hed's project, Survey for Grapevine Leafroll Viruses in Pennsylvania, and amend the funding amount after he submits a figure on what it would cost to add the nutrient component.

Chair Mazza reiterated specifics on the two reductions, that the project regarding evaluating under-trellis groundcover would be reduced from \$55,734 to \$40,000 and the grantee would need to eliminate any market research components. That with regard to the second project defining regional typicity of Gruner Veltline wines grantee would need to reduce the total spend, to justify the value for the spend.

New Business

Chair Mazza noted one of the items the Board would continue to improve upon is the process. He stated a representative would be sent to Penn State Extension Viticulturist Year in the very near future. He noted an evaluation report would be disseminated to the appropriate individuals in the legislature, followed by submission to the PLCB and the Governor's Office. This same information would be disseminated electronically to the Board.

It was suggested that a representative be hired to represent the Board at these events.

The next meeting would be held in February 2020.

It was suggested that the Pennsylvania Wine Marketing and Research Program logo be in all the conference rooms and wherever else appropriate in the building.

ADJOURN

RESOLUTION 2019.33 ADJOURNMENT

Presented by: John Landis

Seconded by: Robert Mazza

There being no further business, the meeting was adjourned at 2:34 p.m.



Bernadette M. Black
November 19, 2019