

# Wine Grape Market Development Program Council Meeting

*French Lick Winery – West Baden Springs, Indiana*

November 15, 2007

## **Present:**

Jim Butler, Larry Pampel, Larry Satek, Dave Schrodt, Kim Doty, Laura Richardson, Sonny Ramaswamy, Bob Joly, Bruce Bordelon, Jeanette Merritt, Jill Blume, Jessica Crum; Industry – Brian Higginbotham, Diane Schultz, John Doty

The fall meeting of the Wine Grape Market Development Program was called to order at 10:00 am by Council President, Jim Butler. Minutes of the April 26, 2007 Council meeting and financial information were handed out and reviewed. The financial report was approved as presented. The *Vintage Fund* gift account balance was also reported to the Council. The current balance of this unrestricted gift fund is \$9,336.39 which includes the recent purchase of an LCD projector that will be used by all three program specialists for PowerPoint presentations on campus and across the state.

## **Old Business**

Enology Associate & ½-time Research Position Review: A decision was made to be sure that the program was adequately supported and another ½-time position was made to support this research effort. With interest in the wine program growing, there should be the ability to fund this additional position (via the State Fair Wine competition). This would free up Wine Grape Program dollars to fund a full-time enology position where Jill Blume would step into the enology position. Work is now going into the description of this new ½-time position.

Revisions to Council By-laws: Proposed changes were discussed and voted upon at the meeting. The handout showed the additions and deletions of the by-laws. Section 4 addressed earlier discussions about Purdue ex-officio members being “non-voting” members.

## **Program Updates**

Updates were then given by all three program specialists. Dr. Bruce Bordelon reviewed the growing season and provided a detailed handout. Jeanette Merritt reviewed the June 2007 Vintage Festival. This one-day event was again held at Military Park near downtown Indianapolis.

Dr. Christian Butzke was away on business so Jill Blume, Enology Associate, gave those in attendance the Enology program update. With the 2007 Indy Wine Competition, entry fees were up by about 50% with overall entries down about 15% (this was expected due to the entry fee increase, the decrease were from out of state winery entries. 2006 entries was the highest ever, prior to last year entries were down about 10% compared to this event prior to 2006) – Net income \$25,000. This will go to fund ½ of the Blume enology position as well as additional marketing and advertising for this event. \$60 for professional entries and \$30 entry for non-professional entries (this is about \$30 more than other competitions). The Indy Wine Competition is the 2<sup>nd</sup> largest armature competition in the country. This attracts people from around the world. Last year there were 3,200 entries (700 armatures). The biggest change is the change of date from the end of July to the end of June (June 26-27, 2008) due to other events being held at the State Fairgrounds in August. Entry deadline is June 10<sup>th</sup>. This move should also help with attracting additional marketing dollars.

Food Science Wine Appreciation Class: 330 students registered for the spring 2008 semester. Dr. Vine is looking to update the book to updated laws, pictures etc...

Wine Filtration Workshop being held by Christian in Michigan (on February 28, 2008): There is going to be a limit of about 30 people. The hope is there will be enough interest in Indiana to eventually hold a similar workshop in Indiana.

The meeting and discussion ended at 2:00 pm with a tour of French Lick *Winery*. The spring Council meeting will be held at *Chateau de Pique Winery* near Seymour, Indiana on April 8, 2008.