

NGWB Grant Final Report (FY21-22)

Contract #18-13-357 - NWGGA – Education

Grant Amount \$23,100

Contact Information

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Issue of Interest

This grant was approved to cover the costs associated with hosting a series of educational workshops for winemakers and tasting room owners as well as the annual meeting educational speakers and trainings.

Approach to Problem

Trainings held included the NWGGA annual meeting educational sessions, a festival wine booth online seminar and a viticultural field day. Speakers included: Allan Vyhnalek, Amaya Atucha, Bob Thaden, Denise Gardner, Elizabeth Mercer, Frank Uhlarik, Fritz Westover, Janie Brooks Heuck, John & Jenny Thull, Michael Davis, Michela Centinari, Paul Read, Shannon Rowen.

Goals/Achievement of Goals

A total of 72 people attended the in-person 2021 NWGGA annual meeting. Attendees ranged from winemakers, winery owners, tasting room owners, association staff, and vendors. The event offered the opportunity to network with others within the wine industry as well as gain some new education opportunities that would not otherwise be offered within the state.

Results, Conclusions, Lessons Learned

72 total attendees was considered a great turnout for what is still considered a niche agricultural commodity in Nebraska given the virtual offerings. We hope to continue to offer educational opportunities within time frames where the growers are in an off-season time to maximize on overall attendance. NWGGA also benefitted with partnering with state associations through WineAmerica and we hope to partner with other cold climate grower associations to showcase more specific educational and marketing opportunities within the region.

Progress Achieved According to Outcome Measures

The NWGGA will continue to maintain contacts and networking with educators and vendors nationwide to offer multiple trainings to industry and association members. By offering education we can continue to facilitate growth and expansion of the wine industry within Nebraska. Cold climate growers specifically will benefit from specified education catered to their specific agricultural niche.

Financials

Please see the included spreadsheet.