

2016 RESEARCH ANNUAL REPORT



WASHINGTON STATE WINE



Greetings from Washington State Wine,

We're extremely pleased to report that the first year of the Washington State Wine Commission's amped up research program has much to show in the way of accomplishments. The strategic plan, developed for the Wine Commission with broad industry involvement, guided us with well-defined goals and objectives. This plan will be the roadmap for our expanded research program for years to come.

The overall focus this first year was to raise industry awareness about viticulture and enology research and its value to growers and winemakers in our thriving business - but we did even more. In addition to editorial outreach, we also engaged industry members, created structure and policies for the Wine Commission's Research Committee and Wine Research Advisory Committee, fine-tuned the research grant application process and worked to improve relationships with Washington State University and community colleges across the state.

Washington's wine industry has had a research partnership with Washington State University for many decades, but that collaboration is even more important today with the industry's strengthened research program and its \$7.4 million investment in the wine science center at WSU's Tri-Cities campus.

Many thanks go to Wine Research Advisory Committee, a subcommittee of the Wine Commission that oversees the viticulture and enology research grant program. Committee members spend hours reviewing research proposals and reports and work individually with researchers throughout the year. The committee spent extra time in 2016 to develop a solid foundation and organizational structure to guide the research grant program. The research program is uniquely funded by four entities: the Wine Commission, the Auction of Washington Wines, WSU's Agriculture Research Center, and the state liter tax collected on all wine sold. Last year, the competitive grant program funded 13 projects that totaled nearly \$870,000.

Early last spring, the Wine Commission administered an industry-wide research survey to help set annual research priorities and learn how to best communicate research information. Survey results guided our efforts in 2016, which included the highlights you will find in this report.

Investments in V & E research are a strategic imperative for the continued health and long-term growth of Washington's wine industry. New pests, diseases and climate extremes are ongoing challenges. We are laying the foundation to create a world-class research program that attracts the best and brightest scientists, increases collaboration among researchers and universities and leverages industry funds to achieve outside grant awards. Our ultimate goal is to equip growers and winemakers with Washington-state specific tools and technologies to make superior quality wines that compete on the global stage with the best wines in the world.

We encourage you to access V & E research this year and put it to use in your vineyard or winery. Dates and information about the upcoming WAVE and WAVEx can be found on our website.

We're here to help if you need any assistance, have thoughts to share, or want to be more involved.

Cheers,

Steve Warner, President & CEO

Melissa Hansen, Research Program Manager

Key Research Events & Highlights

1

1ST ANNUAL WAVE SEMINAR

Launched the inaugural research seminar WAVE - Washington Advancements in Viticulture and Enology, a great success with a sellout crowd of 80. More information on WAVE can be found on the next page.

4

EDITORIAL FEATURES

Submitted 25 research articles/news releases, which were published in trade magazines like *Good Fruit Grower*, *Vineyard and Winery Management*, newspapers, radios, and newsletters of *Wine Business Daily News*, and more.

2

RESEARCH IMPACT

Developed Return on Investment infographic to use in outreach efforts to show economic value of game-changing research.

5

EDUCATE STAKEHOLDERS

Presented research vision and strategic plan to 18 statewide and regional wine industry groups, as well as state and federal government officials.

3

RESEARCH WEBSITE

Developed Research section on Wine Commission's website to share research information, news, success stories and archived research reports.

6

INDUSTRY ENGAGEMENT

Increased industry attendance at annual Research Review and administered one of the most extensive, industry-wide surveys to obtain input for setting research priorities. Implemented a strategic focus to develop a stronger research presence on social media channels across Facebook, Instagram and Twitter.

WAVE: WASHINGTON ADVANCEMENTS IN VITICULTURE AND ENOLOGY

The inaugural Washington Advancements in Viticulture and Enology (WAVE), a research-focused seminar sponsored by the Washington State Wine Commission and Washington State University, was a resounding success. Based on comments from attendees, the event helped transfer research information to grape growers and winemakers for practical application to their operations.

The survey of the Washington wine industry, administered last spring by the commission, highlighted the need for improved transfer of research information into user hands. Seminars, conferences, and workshops were rated in the survey as the most preferred format to receive such information.



WAVE attendance included representation from 9 AVAs from Lake Chelan to Columbia Gorge, Woodinville to Walla Walla



Sold out crowd of 80 industry members



4 viticulture, 3 enology topics (disease viruses, pest management, powdery mildew successes, tannin management, wine spoilage, native yeasts in the vineyard, deficit irrigation)



Tour of WSU Wine Science Center

WAVE TESTIMONIALS

100% rated topics as “on target” and learned something that can be applied at their operation

“Liked the mix of viticulture and enology.”

“Content was well chosen.”

“Presentations were all very useful.”

“Good to know research dollars are being used wisely.”

“The specialized knowledge we have here (through WSU researchers) gives our industry a real competitive advantage. I’ll be the first to sign up every year going forward.”

“WAVE filled a big need. It was great to see a diverse audience...”

SAVE THE DATE FOR WAVE 2017

The second annual Washington Advancements in Viticulture and Enology (WAVE), the seminar highlighting research supported by Washington’s wine industry, will expand its format in 2017. Two condensed sessions tailored for winemakers will be added to the signature, full-day event. The seminars, sponsored by the Washington State Wine Commission and Washington State University, are designed to help bring viticulture and enology research results into the hands of users and raise awareness of the value of research amongst grape growers and winemakers.

WAVE 2017: - Full day of viticulture and enology topics, includes lunch and wine social hour.

April 19, Clore Center in Prosser

WAVEx 2017 - Half day, includes enology research, practical winemaking tips, and lunch.

July 11, Walla Walla Community College’s Enology and Viticulture Institute

July 13, Brightwater Center, Woodinville



HISTORY of RESEARCH

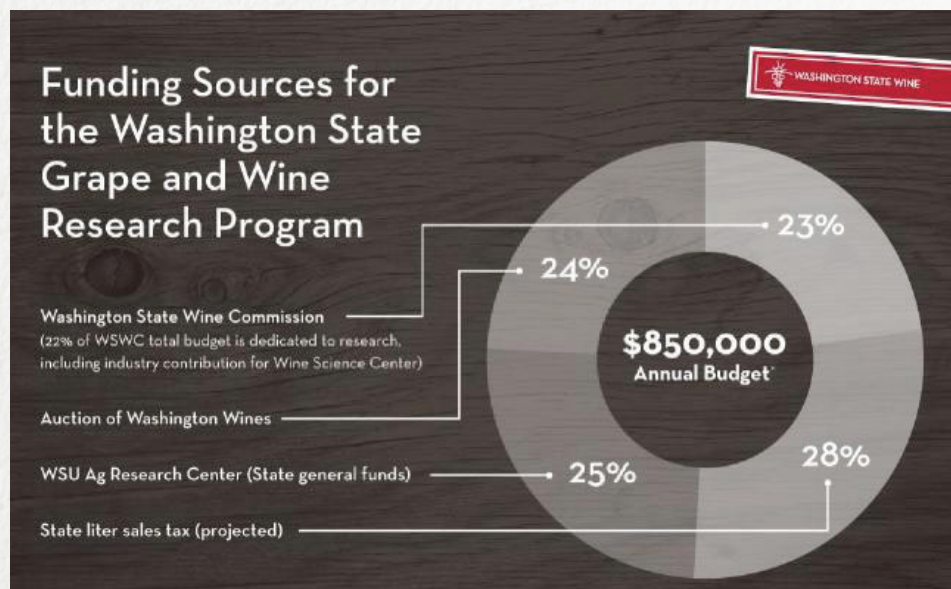
Viticulture and enology research began in Washington State in 1937, when Dr. Walter Clore was appointed assistant horticulturist at WSU's Irrigated and Agriculture Research Extension Center in Prosser. Clore, who is recognized as the "father" of Washington's wine industry, initiated research through trials of American, European and French hybrid grape varieties throughout the state.

Significant investment in wine research began in the early 1980s, when legislation appropriated funding (1/4 cent per liter of wine sold) to WSU for research programs in viticulture, enology and agricultural economics. The legislation directed that the industry be involved in the research program by making research recommendations, a role that has been filled by the Wine Research Advisory Committee (WRAC).

FUNDING

In recent years, annual funding of the viticulture and enology research program has totaled around \$850,000 per year on average. Funding comes from four main sources.

1. Washington State Wine
2. Auction of Washington Wines
3. WSU Agriculture Research Center (State general funds)
4. State liter sales tax (1/4 cent per liter of wine)



WINE RESEARCH ADVISORY COMMITTEE (WRAC)

The Wine Research Advisory Committee (WRAC), a subcommittee of Washington State Wine, serves as the scientific review arm for the wine industry. Each year, the WRAC establishes research priorities based on industry stakeholder input, issues Requests for Proposals (RFPs) to the scientific research community and reviews research reports and proposals. The volunteer members of WRAC make annual research funding recommendations for approval by the Board of Commissioners of Washington State Wine.

2016-2017 WRAC MEMBERS

Chair, Rick Hamman, Hogue Ranches, Prosser

Joy Andersen, 14 Hands Winery, Prosser

Dick Boushey, Boushey Vineyards, Grandview

Brian Carter, Brian Carter Cellars, Woodinville

Kevin Corliss, Ste. Michelle Wine Estates, Prosser

Julia Kock, Klipsun Vineyards, Benton City

Mike Means, Ste. Michelle Wine Estates, Paterson

Kay Simon, Chinook Winery, Prosser

Bruce Watson, Seattle, Wine Consultant

Scott Williams, Kiona Vineyards and Winery, Benton City

Wade Wolfe, Thurston Wolfe Winery, Prosser



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