



WASHINGTON STATE WINE

2017 RESEARCH ANNUAL REPORT



Dear Stakeholders and Friends of the Washington State Wine Industry,

The second year of the Washington State Wine Commission's amped up research program is now complete, and we're proud to share the 2017 program highlights with you. The research program is guided by a well-defined strategic plan, including goals and objectives developed for the Wine Commission with broad industry involvement. This strategic plan will be the roadmap for our expanded research program in the years to come.

In the program's first year, the overall focus was to raise industry awareness about the value of viticulture and enology research to growers and winemakers in our thriving industry. We built on the program's strong start and expanded our strategic communications efforts to hit all mediums. In addition, we worked to increase industry engagement through WAVE, the research seminar sponsored by the Wine Commission and Washington State University.

Many thanks go to the Wine Research Advisory Committee, a subcommittee of the Wine Commission. The Committee reviews research proposals, works individually with researchers throughout the year and provides industry perspective to drive the statewide research grant program.

The Wine Commission's research program is one the few in the nation that is funded by all wine grape growers and wineries in the state and not based on private contributions of growers and wineries. The program is:

- o Industry driven - research priorities are established by growers and winemakers
- o Industry guided - recommendations are approved by industry
- o Results are available to all winemakers and growers regardless of size

The over-arching goal is to provide science-based tools so that every winemaker can make better wine and every grower can grow better grapes; continuously improving and making Washington State a leader in the world of wine.

V & E research is not just a cornerstone of the Washington wine industry, it's a strategic imperative for the industry's continued health and long-term growth. We're 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.

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

Cheers,

Steve Warner, President & CEO
Melissa Hansen, Research Program Manager

KEY RESEARCH ACTIVITIES & HIGHLIGHTS

1

INDUSTRY ENGAGEMENT

WAVE

140 attended, up 100% from previous year

WAVEx

85 attended seminars in Walla Walla and Woodinville

2017 Research Survey

Increased industry participation by over 10%

Research Review

Opened to industry in 2017 for the first time

2

RESEARCH IMPACT

Presented research program information to 4 industry trade groups and AVAs

Participated in national wine policy conference in Washington, D.C. and visits to Washington Congressional delegation, in addition to the USDA-ARS national grape research workshop in Portland, OR

Sponsor of Washington Wine Reception at American Society of Viticulture and Enology annual meeting

4

COMMUNICATIONS & MEDIA RELATIONS

23

The number of research articles published in Good Fruit Grower, Wines and Vines, local newspapers, & newsletters of Wine Business Daily News.

29

The amount of WAVE Minute segments produced, a weekly radio research program

WAVE Report

Launched the first ever quarterly, research newsletter for the industry

1 Dedicated TV Episode

The spot aired on KCTS and KOMO and focused on grapes and included research discussion

3

The number of dedicated videos highlighting research produced for WSW to share in 2018 with industry, government officials and consumers

5

EDUCATE STAKEHOLDERS

Archived more than 35 research reports on dedicated portion of the Washington State Wine research website, which can be viewed [here](#).

WAVE: WASHINGTON ADVANCEMENTS IN VITICULTURE & ENOLOGY

WAVE Overview

Washington Advancements in Viticulture and Enology, a research seminar co-sponsored by the Washington State Wine Commission and Washington State University. The seminar features the latest findings of research supported by the Washington State wine industry.

WAVE 2017

WAVE attendance more than doubled from the first year

WAVEx

A condensed version of WAVE with more winery focus, was added in 2017. WAVEx will be held in outlying wine regions to bring practical application of research to winemakers. More than 85 winemakers attended WAVEx held in Walla Walla and Woodinville.

WASHINGTON STATE GRAPE & WINE RESEARCH PROGRAM

The Washington State Wine Board of Commissioners approved \$1,053,000 in funding for 18 research projects for 2017-18 in an effort to continue our strategic pillar of enhancing and supporting industry research. The record amount—an increase of 20 percent from the previous year—was due in part to the Auction of Washington Wines’ big boost to the program of \$278,000, nearly \$80,000 more than 2016.

The grant program is uniquely supported by industry, private and public funding as follows:

- 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 all wine sold in Washington)

WINE RESEARCH ADVISORY COMMITTEE (WRAC)

The Wine Research Advisory Committee (WRAC), a subcommittee of the Washington State Wine Commission, serves as the scientific review arm for the wine industry. In 2017, three new members were appointed to the Committee. WRAC annually 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.

2017-18 WRAC MEMBERS

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| Chair, Rick Hamman , Hogue Ranches, Prosser | Francis “Linn” Scott , Sparkman Cellars, Woodinville |
| Dick Boushey , Boushey Vineyards, Grandview | Kay Simon , Chinook Winery, Prosser |
| Brian Carter , Brian Carter Cellars, Woodinville | Russell Smithyman , SMWE, Prosser |
| Kevin Corliss , Ste. Michelle Wine Estates, Prosser | Bruce Watson , Seattle, Wine Consultant |
| Julia Kock , Klipsun Vineyards, Benton City | Scott Williams , Kiona Vineyards and Winery, Benton City |
| Timothy Jones , Snoqualmie Vineyards, Prosser | Wade Wolfe , Thurston Wolfe Winery, Prosser |

