

The Grapevine



KENTUCKY
WINE

February Grape and Wine Council Meeting Recap— Talon Winery

The Kentucky Grape and Wine Council met on February 20th at Talon Winery in Lexington, Kentucky. Below is a recap of the meeting:

Budget: \$350,000 will be removed from the funding appropriated by the 2005 General Assembly in SB 82 due to the budget cut. The budget decrease should not effect the marketing cost share or wholesaler reimbursement programs much. To date, roughly \$38,000 in reimbursements have been made in the marketing cost share program and \$22,000 in

the wholesaler reimbursement program.

Tourism report: The www.kentuckywine.com web page has been updated with new features. Please send pictures of your establishment to be posted with your vineyard/winery to Stacia Alford.

The Kentucky wine brochure has been printed and is being distributed to tourism centers and agritourism businesses. Look for this brochure in any of the small farm wineries in Kentucky.

The Kentucky Grape and Wine Council voted to sponsor \$3,000 for the judges participating

in Commercial Wine Competitions at the following festivals this year: Nicholasville Wine & Vine Fest (Nicholasville), Bardstown Rotary's Wine & Cheese Tasting (Bardstown), Northern KY Wine Fest (Northern KY), and Central Kentucky Wine Fest Competition (Danville).

A forum is being planned to link the winery owners/operators and the growers to discuss each others needs. More information about this forum will follow.



February 2008

Special points of interest:

- *February Kentucky Grape and Wine Council meeting*
- *Agritourism Summit*
- *Market Maker*

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Spring Viticulture Field Day

The spring viticulture field day will be Saturday, March 29, 2008 at the University of Kentucky E.S. Good Barn Conference Facility and the UK Horticulture Research Farm. A variety of spring topics will be covered. These include: Dormant pruning for crop level management in vineyards, spring vineyard disease management and Spring Vineyard Insect Management. Additional topics include: Spring Vineyards Pre/Post Emergence Weed Management,

Applied Vineyard Dormant Pruning basics, and Vineyard Air blast Sprayer Safety/ Calibration, as well as an enology/ wine tasting break-out session (included with registration.)

Register by March 21, 2008 to receive the early-bird discount. For registration information call 859-527-6635. The field day is sponsored by the UK Viticulture & Kentucky Vineyard Society.

Agritourism Summit Recap

www.kentuckyfarmsarefun.com

In spite of some very difficult weather conditions, the 2008 Agritourism Summit recently held in Somerset, KY at the Center for Rural Development was a rousing success. Ninety-two participants braved the prospect of bad weather to network, ask questions and hear what resources are available to agritourism venues in Kentucky.

The overall response to the Summit was very positive, with producers being pleasantly surprised at all of the free resources that are at their disposal. The launching of the new agritourism website, www.kentuckyfarmsarefun.com proved to be of great interest and demonstrates another way that Kentucky is moving its agritourism industry forward.



Executive Director, Mac Stone, explains the importance of Market Maker.

Market Maker: Linking Agricultural Markets

www.MarketMakerKY.com



Kentucky Market Maker is a free, online searchable directory for food and wine from the farm to the store. It has listings for all the farmers' markets, restaurants, retail groceries, processors, wholesalers and most importantly farms that wish to sell their products directly to consumers and restaurants. All the

"These features make it easier to connect Kentucky food producers to potential buyers like food wholesalers, groceries and restaurants," Kentucky Agriculture Commissioner Richie Farmer said.

listings except individual farmers' markets are from a pur-

chased database; it is up to individual farms to register themselves.

Registration for farms is free and extremely easy to do. Sign up on <http://ky.marketmaker.uiuc.edu/> or fill out the attached document and mail it to Stacia Alford.

Marketing Cost Share

Thirty-one wineries have signed up to participate in the January-June 2008 (P1-08) Marketing Cost Share Program. **Two Thousand Five Hundred Dollars (\$2,500)** is available for reimbursement per winery for this period.

Twenty-three wineries opted into the P1-08 Wholesaler Reimbursement. Your wholesaler is eligible for **\$3,044** reimbursement per winery, 254 cases! Funds for P2-07 must have been expended by December 31, 2007. Please return all paperwork for P2-07 by March 31, 2008.

If you completed and turned in your paperwork for any of the previous programs and have not received a check, please contact Stacia Alford.

A new opt in card will be sent to you in June 2008 to verify participation in P2-08.

Upcoming Events in 2008

March

- 19–Kentucky Grape and Wine Council Meeting– 1:00pm– Rolling Hills Vineyard and Winery, Springfield, KY
- 22–Elk Creek Winery–Cooking Class with Matt Falcone– Pit Fired Barbecue
- 22–Relax and Renew– Spa Day for massages facials, and much more by Allure Salon at Talon Winery from 2-5 pm.
- 23–Jean Farris Closed for Easter
- Barrel Tasting for McConnell Springs from 11-4. For more information visit www.mcconnellsprings.org/eventsmission.html

April

- 5– Jean Farris– Live Music! Nate Jones entertaining from 6:00 to 9:00 pm.
- 13- Jean Farris Winery Guitarist Zach Damron

May

- 3–Jean Farris Winery - Guitarist Nate Jones
- 8–10– Wine and Vine Festival, Nicholasville, KY
- 10– Elk Creek Winery– Kite Festival 12-5 PM
- 9–11–Elk Creek Winery– Mothers Day Weekend of Pampering. Call 502-484-4569 for more information.
- 11–Jean Farris Winery - Guitarist Zach Damron
- 24– Elk Creek Winery– A1A Band Second Annual Parrothead Bash. 5-9 PM.
- 31– Bardstown Rotary’s Wine and Cheese Tasting

June

- 12–13- Central Kentucky Wine Fest– Danville, KY
- 14– Elk Creek Winery- Cooking with Loria Eastman,

KDA Updates

Michael Judge, Executive Director of the Kentucky Department of Agriculture’s Office of Agriculture Marketing and Product Promotion, has recently retired from the Kentucky Department of Agriculture. Mr. Judge will be missed dearly.

Mr. Mac Stone, once Director of Division of Value-Added Plant Production, has been promoted to Executive Director. Mr. Stone plans to continue to serve on the Kentucky Grape and Wine Council.

Ms. Sara Williamson, KDA’s Fruit and Vegetable specialist, has recently taken a job at the University of Kentucky in the Department of Agricultural Economics where she will work and peruse a PhD.



Good Agricultural Practices Workshop



There will be a Good Ag Practices Workshop Friday March 28th 12:00-4:00 pm at the Kenton County Durr Extension Center. All Fruit and vegetable producers are encouraged to register for the workshop. Upon completion, participants will receive a GAP certificate to display on their farm and farmers market booth. This is also a great way to learn about New Crop Opportunities in

Kentucky, and helpful marketing tools like Market Maker and Kentucky Proud™.

Learn about microorganisms of concern, how contamination takes place, worker hygiene and health, transport, containers, handling, and washing, and farmer’s market regulations.



Did you know?

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KENTUCKY
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Nothing Else is Close



Did you know that the Kentucky Department of Agriculture offers a market development reimbursement fund? The program is designed to assist producers of horticulture products to attend educational events and conferences to improve production and marketing skills. Funding for the program is provided by grant funds to the Kentucky Horticulture Council through the Agricultural Development Board. KDA administers this program on their behalf.

The program provides full reimbursement of the registration fees associated with a horticulture educational activity. This amount must be matched dollar for dollar with expenditures for travel, hotel, and meals. The maximum program benefit is \$2000 for 2008 for any one business entity. The lifetime maximum award of \$5000. Trade-shows are handled under a different program please contact Bill Holleran at 502-564-4983 for further information on tradeshow booth fees.

For the two options on how to apply for funds, contact Stacia Alford or Bill Holleran at the Kentucky Department of Agriculture at 502-564-4983.

License to Steal; National Wine Marketing Conference

The national wine marketing conference, License to Steal, will be held April 1-2-3 the host property will be The Lodge at Geneva, Ohio [www.thelodgeatgeneva.com]. The room rate will be \$79 room beginning at 1pm on April 1 and concluding at 12:30 April 3!

At this conference you will find the best marketing minds in the wine and tourism communities sharing their 'secrets', networking opportunities, and some of the nations most respected wine editors, authors, and publishers, as well as several national and regional wine and tourism media outlets giving advise on how to best attract attention to your winery and region.

You will also have one-on-one access to many 'influentials' in the wine business. Topics to be discussed will include: creating a powerful brand for your premium varietals, wine trails, wine schools, trends to watch, interstate shipping and wine festivals, generational marketing, and much more.

Register on line at: www.NationalWineMarketing.com— \$195 for the first person from an organization, \$165 for the second or more from the same business.

This conference is coordinated and sponsored by the wine offices of Illinois, Indiana, Michigan, Missouri, New York, Ohio, and Penn-

sylvania. Contact Doniella Winchell at dwinchell@ohiowines.org or (phone) for more information



License to Steal; National Wine Marketing Conference.