



NORTH CAROLINA WINE & GRAPE COUNCIL

Summer 2009

Dear Grape Grower or Winemaker,

Thank you for your inquiry regarding grape growing and winemaking in North Carolina. The first commercial winery established in North Carolina, Medoc Vineyard, led the country's wine production in 1835. After more than a century, North Carolina is once again building its grape industry and creating promising futures for its farmers and its growing population. We hope you will add to the diversity and enthusiasm that our wineries and vineyards continue to generate. In addition, please request North Carolina wines at your favorite wine shops and restaurants, to discover what we have to offer.

North Carolina ranks 10th nationally in grape and wine production, according to USDA-NASS and the Federal Tax and Trade Bureau. As of June 2009, we have 82 wineries and counting. Harvest in 2008 was 5600 tons. Vineyards cover approximately 1700 acres of the state and approximately 400 growers supply the assorted grapes for wine, juice, and fresh-market.

Growers in the Mountains and Piedmont have planted traditional European grape varieties, called *Vitis vinifera*, and French-American Hybrids. The commonly planted varieties include Cabernet Sauvignon, Cabernet Franc, Merlot, Syrah, Chambourcin, Chardonnay, Sauvignon Blanc, Riesling, Seyval Blanc and Vidal Blanc. Winegrape growers may be interested in joining the NC Winegrower's Association; membership dues are \$30.

Plantings of native Muscadine, often called Scuppernong, grapes are also on the rise due to demand in the fresh market and winery production. Muscadine grapes are relatively pest resistant and thrive in the hot sandy conditions of the coastal plains. Muscadines contain high levels of Resveratrol and other health-enhancing antioxidants. September is grape harvest time and many people enjoy visiting vineyards to pick their own grapes for that special recipe. North Carolina has more than 40 muscadine vineyards in 28 counties. Muscadine growers may wish to join the NC Muscadine Grape Association for \$100 annually.

The annual economic impact of the wine and grape industry in North Carolina is \$813 million with 5,700 jobs created. Grape growing provides an alternative enterprise to many farmers. The expanding grape industry attracts one million tourists to North Carolina wineries and U-pick vineyards each year. Every major type of grape, *Vinifera*, French-American hybrid, *Labrusca*, and *Rotundifolia*, is successfully grown in the state.

The North Carolina Wine & Grape Council was established by the state Legislature in 1986 and funded by a portion of the excise tax from wine sold in-state. Housed in the NC Division of Tourism, the Wine & Grape Council facilitates development of North Carolina grape & wine industries by enhancing product quality for consumers, and encouraging economic viability and opportunity for growers and processors through education, marketing and research.

We hope that the enclosed material will assist you in your pursuit of grape growing. We look forward to helping you in your endeavors; please contact us with further questions. You may visit the Council website at www.nccommerce.com/wine, or send e-mail to mmetzger@nccommerce.com.

Sincerely,

Margo Knight Metzger
Executive Director

Contact Information for Grape Growing & Winemaking in North Carolina

NC Wine & Grape Council website: www.nccommerce.com/wine

Please visit the grape growing, supplies, classifieds, grape exchange & winemaking sections, among other resources.

Margo Knight Metzger: NC Wine & Grape Council Executive Director

Department of Commerce, Division of Tourism, Film & Sports Development, 4324 Mail Service Center, Raleigh, NC 27699-4324, Work (919) 715-9463, Fax (919) 715-5001, mmetzger@nccommerce.com

Justin Furr: NC Wine & Grape Council Marketing Specialist

Department of Commerce, Division of Tourism, Film & Sports Development, 4324 Mail Service Center, Raleigh, NC 27699-4324, Work (919) 715-9463, Fax (919) 715-5001, jfurr@nccommerce.com

Dr. Mike Mainland / Terry Bland / Bill Cline: Horticultural Crops Research Station (Muscadines)

3800 Castle Hayne Road, Castle Hayne, NC 28429

Work (910) 675-2314, Fax (910) 675-0242, terry_bland@ncsu.edu

Connie Fisk: Extension Associate – Muscadine Grapes, NCSU Dept. of Horticultural Science (based at the Duplin County Cooperative Extension Center) Work (910) 296-2143, Fax (910) 296-2191, connie_fisk@ncsu.edu

Molly Kelly: Enology Instructor: Surry Community College, 630 South Main Street, Dobson, NC 27017

Work: (336) 386-3408, kellym@surry.edu

Gill Giese: Lead Instructor for viticulture and Enology: Surry Community College, 630 South Main Street, Dobson, NC 27017

Work: (336) 386-3461, giese@surry.net

Jeff Bloodworth: Grape Breeder, 2311 Hermitage Road, Hillsborough, NC 27278

Work (919) 732-1639, Fax (919) 644-1059, grapjb@mindspring.com

Sara Spayd: Extension Viticulture Specialist & Professor, Department of Horticulture Science, Campus Box 7609, NCSU, Raleigh, NC 27529, Work (919) 513-0772, Fax (919) 515-2505

Trevor Phister, Ph.D.: Assistant Professor and Extension Enologist, Department of Food Science, Box 7624/339B Schaub Hall, NCSU, Raleigh, NC 27695-7624, Work (919) 513-1644, Fax (919) 515-7124, tgphiste@ncsu.edu

North Carolina Winegrower's Association:

Membership Association which hosts educational meetings throughout the year. (Dues \$40)

President: Kim Myers, Laurel Gray Vineyards, 5726 Old Hwy 421, Hamptonville, NC 27070

(336) 244-1394 Web site: www.ncwinegrowers.com

North Carolina Muscadine Grape Growers Association:

Membership Association which hosts educational meetings throughout the year. (Dues \$75)

President: Tina Smith, 21904 Riverton Rd, Wagram, NC 28396, (910) 369-0411, Fax (910) 369-0484

Web site: www.ncmuscadine.org

North Carolina Winegrape Grower's Guide, available on web or order from:

NCSU Dept. of Ag. Communication Services, Box 7603, Raleigh, NC 27695-7603

(919) 513-4549, http://www.cals.ncsu.edu/hort_sci/fruit/winegrapes.html



Membership Form

Name (primary member): _____

Business/Organization: _____

Additional/Associate Members:

Address: _____

City: _____ State: _____ Zip: _____

Phone (home): _____ Phone (work): _____

E-mail: _____ Address for Association Communication

_____ I do not wish to receive my communication with NCWA via email and understand that there is an additional \$10 membership fee for U.S. postage for mailings.

**Please provide your email address. Administrative costs to the organization can be minimized by sending out mass mailings through email instead of US postage. It cost about \$260 to print and mail a (1) page mailing to 400 addresses.

Membership dues:

\$40.00 annually or primary member _____ Persons @ \$40.00 = \$_____

\$20.00 annually for students * _____ Persons @ \$20.00 = \$_____

\$20.00 for spouses or associate members * _____ Persons @ \$20.00 = \$_____

Add \$10.00 for U.S. postage if no email address is listed \$_____

Total enclosed for dues: \$_____

- *Student = Current enrollment in 12+ semester hours of coursework
- *Spouse = Occupants of the same household
- *Employee/associate = Of a firm or corporation with a full membership.

Mail to: NCWA, P.O. Box 15616, Winston-Salem, NC 27113

WHY JOIN NCMGA?

The North Carolina Muscadine Grape Association (NCMGA) was established on August 17, 1973.

Thirty-five years later, the purposes for which the non-profit organization was originally established remain the same:

- To promote educational research for the purpose of discovering and developing better, or new varieties, methods of production, packing, handling, storing, processing, marketing, and disease control.
- To promote through advertising, service work, merchandising, tours, and other means the consumption of grapes and grape products .
- To promote efficient production, packing, handling, storing, processing and marketing of grapes and grape products and to secure and distribute to its members, information and trends relevant to the operation and management of the grape business.

North Carolina Muscadine Grape Association
303 Bay Street
Monroe, NC 28112



2009 NCMGA Membership Drive



*Please Join or
Renew Your
NCMGA
Membership
Today!*

NCMGA Works For You!!!

Stakeholders from all aspects of the muscadine grape industry united to develop the *Strategic Plan for the North Carolina Muscadine Grape Industry*, released in 2007. The *Strategic Plan* is the roadmap that will guide the growth and development of the muscadine grape industry for years to come.

The NCMGA is responsible for oversight and implementation of the four goals of the *Strategic Plan*:

- Education: To increase the knowledge level of all stakeholders in the muscadine industry;
- Production and Marketing: To create a branding and marketing program for muscadine wines, and other products;
- Research: Establish a multidisciplinary research program that addresses major issues and constraints associated with muscadine production, product development, nutritional/chemical attributes, and economic analyses;
- Political Action: Develop an effective state and national political action strategy to increase support for the North Carolina muscadine industry through both legislation and funding.



MEMBER BENEFITS:

1 Membership=4 Individuals

Member Welcome Packet

Reduced Registration for
Association Meetings
(Summer Meeting/Bus Tour)
(Winter Meeting/Trade Show)

Breaking Industry News-First!

Network with Fellow NCMGA Members

Receive the Quarterly *Muscadine Bulletin*

Access Industry & Educational Resources

Legislative Advocacy

Access Archived Association Documents

Membership activates immediately upon
payment and does not expire until
12/31/2009.

***Please Visit the NCMGA
Website Today:***

www.ncmuscadine.org

2009

NCMGA MEMBERSHIP APPLICATION



Membership Fee:

2009 NCMGA Membership

\$75.00

Please print up to 4 member names below:

Total: _____

Primary Member's Name/Business Name

Address

Phone/Email

Check (Attached)

Bill Me

Please Mail To:

**North Carolina Muscadine Grape Association
303 Bay Street
Monroe, NC 28112**

**Phone: 704-283-4208
Email: philncmga@aol.com**

2 W. Edenton St. · Raleigh, NC 27601

1020 Mail Service Center · Raleigh, NC 27699-1020

Phone: 919-733-7912 · Fax: 919-733-0999



Goodness Grows Membership Application

Company Name: _____

Company Owner/President: _____

Main Marketing Contact: _____

Mailing Address: _____ Shipping Address: _____

City _____ State: _____ Zip: _____ City _____ State: _____ Zip: _____

County: _____

Email address: _____ Web address: _____

Phone 1: _____ Phone 2: _____ Fax: _____

In which region of NC would you place yourself? Western Central Eastern

Please select the categories that best describe your business: (place check boxes beside options)

- | | | | |
|--|--|---------------------------------------|---|
| Beverage <input type="checkbox"/> | Christmas Trees <input type="checkbox"/> | Frozen Foods <input type="checkbox"/> | Greenhouse <input type="checkbox"/> |
| Grocery Items <input type="checkbox"/> | Livestock <input type="checkbox"/> | Meat <input type="checkbox"/> | Non-Food <input type="checkbox"/> |
| Nursery <input type="checkbox"/> | Organic <input type="checkbox"/> | Produce <input type="checkbox"/> | Refrigerated Foods <input type="checkbox"/> |
| Restaurant <input type="checkbox"/> | Retail Food Store <input type="checkbox"/> | Row Crops <input type="checkbox"/> | Sauces <input type="checkbox"/> |
| | Seafood/Aquaculture <input type="checkbox"/> | Snack Food <input type="checkbox"/> | |

Please list all the products that you would like to be considered for membership. If you are applying as a restaurant or retail store, please indicate the NC products featured. Write product names/descriptions as they appear on your label - if you use multiple company names for your different labels, please include those as well.

2 W. Edenton St. · Raleigh, NC 27601

1020 Mail Service Center · Raleigh, NC 27699-1020

Phone: 919-733-7912 · Fax: 919-733-0999



Goodness Grows Membership Application

Please indicate any State or Federal inspectors that inspect your facilities (include copy of recent inspections with application)

How do you see the Goodness Grows in North Carolina Program benefiting your operation?

Processed Items

List the NC agricultural items used in your product

Please indicate co-packer if applicable: _____

If you are cooking out of your home, has your kitchen been inspected (please include copy of inspection with application)? Yes No N/A

Is your product safety sealed? Yes No N/A

Do you have product liability insurance? Yes No N/A

Nursery, Greenhouse, and Christmas Tree Products

Certified Nursery: Certificate #: _____ Greenhouse Cut Christmas Trees

Restaurants: Who are your primary food distributors?

In making this application, I agree to follow the criteria and guidelines of the Goodness Grows in North Carolina program. Any violation of the guidelines can result in a retraction of this membership. I certify that the above information is correct and true to the best of my knowledge.

Signature _____ Date _____

Printed Name _____ Title _____