

Virginia Wine Board Grant Report

1.0 INSTRUCTIONS

Use this grant report template to communicate progress on your project objectives to the Virginia Wine Board and its administrative agents.

This simplified form focuses attention on the intended and achieved results of the project, including how project results are separately shared with their intended beneficiaries. This report is not the place for a detailed technical discussion of research methodology or results.

- During the proposal stage, applicants complete the first (WHITE) sections to summarize the project's objectives, deliverables, and intended impact plus planned communication to stakeholders.
- At the midpoint of the project (December 1, due December 15), Research and Education grantees complete the center (GRAY) sections to note progress as well as expenditures to date.
- Finally, upon project conclusion (May 31, due June 30), all grantees complete the final (BLUE) sections to describe the project's results and communication, as well as final expenditures.

2.0 GRANTEE INFORMATION

Project Title		Virginia Commercial Grape Report 2025			
Organization		Virginia Vineyards Association			
VWB Proposal #	26-25	Proposal # (if needed)		Award # (if needed)	
Project Lead		Mailing Address		Research	OX
Name	AJ Greely	PO Box 168		Education	◇
Title	President	Waterford, VA 20197		Marketing	◇
Email	aj@harkvineyards.com			Recurring?	◇
Phone	240.426.4736			Continuing?	◇
				Year	_ of _

3.0 PROJECT OBJECTIVE, PROGRESS, AND IMPACT

3.1 PROPOSAL (February)

Identify the specific deliverable or result that the project will produce. (1-2 sentences or bullets; Narrative section I.b.)

- The publication of a professional grade report from the previous harvest (ie 2024) occurs during the first quarter of the following year (ie 2025),and guides growers and makers in their plans for the current season.

Summarize the project objective the result serves, including expected impact. (1-3 sentences or bullets; Narrative section I.a and II.a.)

- Conduct 2 surveys in conjunction with the VWA and VWMO collecting data from vineyards and wineries to produce the annual report on the industry.
- Provide a reliable source of information per varietal regarding: acres planted and producing, tonnage produced, lost or dropped as well as average market value.
- Provide the true scope and size of the Virginia Wine Industry for both production and vineyard.

Summarize the project's workplan. (1-5 sentences or bullets; Narrative section III.b.)

- Late spring/early summer 2025: Send out survey 1 focusing on vineyard planting and producing varietals.
- November 2025: Send out survey 2 focused on the crush report, tonnage, pricing, etc .

• In early winter, enter and analyze data compiling the final report for 2025, and then distribute report .
<i>List the indicators that will show the project has a) made progress on its workplan, b) achieved its objective, and c) reached its audience. (1-5 sentences or bullets; Narrative section III.c.)</i> • Execute surveys and reporting on time and within budget. • Success will be determined by a target number of surveys completed, as well as number of site visits to read finished report.) • The report will be discussed at length during the 2026 VVA Winter Technical Meeting as well as the VVA annual meeting that year.
3.2 Mid-Year Report (December)—Research and Education Grants only
Per the request of both growers and wineries, some of whom both grapes as well as make wine, the VCGR was consolidated into 1 survey for the 2025 Harvest. The survey was sent out post-harvest on November 5, 2025. Currently, we have 60 respondents. As a single survey has never been sent prior to this year, it's difficult to assess the response rate's success thus far. Further data is being collected now, with personal emails and phone calls being made to past and new participants who have yet to complete the second survey. Heavy outreach to grasp those folks who have yet to respond will begin in earnest the week of January 5, 2026 when everyone has returned from the holiday break.
3.3 Final Report (June)
<i>Compare the project to the objective, workplan, and project indicators. Provide (as a link or attachment) the project deliverable or result. Describe the realized or expected impact of the project.</i> Once again, respondent numbers for growers dropped, however, this may be due to the permanent sale of vineyards which were then torn out, but active wine producers grew in numbers reporting. Members of the VVA Board directly contacted vineyards and wineries that did not initially answer. Part I: 271 active vineyards and growers responded Part II: 188 wine producers completed the crush report In an attempt to further encourage increased, and timely, response rates to the surveys, the 2025 Virginia Commercial Grape report has been released only to respondents and not broadly distributed. Growers and producers use the VCGR to negotiate leases for the 2026 season. We will be releasing the CGR once that negotiation period is closed, and expect the wider release to occur then, mostly likely the last week of July or beginning of August. The full report can be seen here: https://qrco.de/bfvCGa
4.0 COMMUNICATION WITH STAKEHOLDERS
4.1 PROPOSAL (February)
<i>Identify the specific audience/s for this project. (1-2 sentences or bullets; Narrative section II.b.)</i>

• Direct Beneficiaries: Virginia vineyards owners, growers, managers and employees as well as winemakers • Indirect Beneficiaries: Growers and winemakers outside of Virginia looking to purchase grapes from the state.
<i>Summarize how you will share project information or results with this audience. For example, will you submit for publication in a peer reviewed journal? Present at a technical conference? Conduct a training? Post on a site?. (1-3 sentences or bullets; Narrative section II.b.)</i> • The report will be sent via email to members and industry professionals connected with the VVA, VWA and VWMO. • The report will be summarized at annual meetings of the VVA and VWA.
4.2 Mid-Year Report (December)—Research and Education Grants Only
Email blasts from all three cooperating groups, The Virginia Vineyards Association, The Virginia Wineries Association as well as the Virginia Wine Marketing Office were sent out either on November 5, 2025 the day of the survey release, or the day after. The VVA and the VWA then supported those emails with social media posts and follow up emails to boost participation.
4.3 Final Report (June)
<i>Describe how the technical or material content of the project was or is planned to be shared with stakeholders or beneficiaries, and cite or estimate the number reached. List title, date, type (article, brochure, presentation, or other), purpose, and estimated audience reached. Provide a copy or link if (when) available for inclusion on the virginiaiwine.org site.</i> The final report has been disseminated to the participants in the survey. It will be widely broadcast to the public once grape leasing for the 2026 harvest is complete, see Section 3.3. The Wine Marketing Office, VVA and VWA will all send it out to their respective distribution lists, and it will be made available on their corresponding website. The full report can be viewed here: https://qrco.de/bfvCGa
5.0 BUDGET

Budget Summary			Mid-Year Research/Education only		Final	
Expense Category	5.1 Request	5.2 Awarded	5.3 Spent	5.4 Remaining	5.5 Spent	5.6 Remaining
Personnel						
Fringe Benefits						
Contractual	\$33,000	\$21,000	\$21,000	\$0.00	\$21,000	\$0.00
Travel						
Supplies						

Equipment (Rental)						
Other						
Total	\$33,000	\$21,000	\$21,000	\$0.00	\$21,000	\$0.00