

**Virginia Wine Board Grant
Final Report**

11/20/2023

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PO Box 210
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Title: Virginia Cider Educational Meetings FY 2022-2023

Proposal Number: [Proposal Number]

Project Type: ☐ Research ☒ Education ☐ Marketing

Is this a multi-year grant? ☐ Yes ☒ No

If yes, which year does this report address? [E.g. 2nd of a 3-year grant]

Original Funding Amount: 7500.00

Remaining Balance: 7500

Objectives and Results:

The objective of this grant was to acquire funding for the Virginia Cider Association's (VCA) two annual meetings in July 2022 and January 2023.

VCA held their summer meeting at Castle Hill Cider in Keswick, VA on Tuesday, July 12, 2022. 28 people attended, representing 13 cideries. MaryBeth Williams of Williams Compliance presented on legislative updates and answered compliance questions. Katherine Whitney of Warren Whitney facilitated a listening session as part of the VCA's strategic planning process. Jocelyn Kozelka presented her proposal for the Virginia Cider Apple Report. This meeting also had a virtual option that was utilized by 4 people.

VCA held their winter meeting at Lost Boy Cider in Alexandria, VA on Monday, January 9, 2023. 35 people attended, representing 17 cideries. Michelle McGrath, executive director of the American Cider Association, presented updates on initiatives supporting cider on the national level. Katherine Whitney of Warren Whitney presented the finalized strategic plan and held a question and answer session. The association board presented several options for a new membership structure based on the new strategic plan and held a discussion on the future of the association.

Both of these meetings were preceded by sensory sessions led by the Wine Research Exchange.

Overall Benefit for Virginia Wine Industry:

The growing cider industry benefits from the information provided at these meetings, as well as the networking and discussions that happen before, during and after the meeting. We continually get feedback that these meetings foster relationships within the industry that lead to collaboration and knowledge sharing throughout the year.

Publications and Activities Associated with Project:

There were no direct publications associated with this project but the strategic plan, of which both of these meetings supported, is included in another grant proposal from this same cycle.

Future Work:

There is no future work for this grant.

Final Budget and Justification:

Item Type	Original Awarded Amount	Final Amount Spent
Personnel	[\$0.00]	[\$0.00]
Fringe	[\$0.00]	[\$0.00]
Travel	500	129.87
Supplies & Materials	2000	[\$0.00]
Contractual	3300	1080
Other	1700	1057
Total	\$0.00	\$0.00

This grant project came in under budget. The primary focus of the two meetings during this grant cycle was the strategic plan (which was funded through a different grant). This took the place of paid speakers at both meetings. We were operating without an administrator for the summer meeting, which negated the need for travel and contractual (admin) expenses for that meeting. One of the meeting locations did not bill for their space rental or the food they provided, which cut the budget for that line item, as well. While the overall budget came in under, what we had budgeted for food was exceeded in the Winter meeting, showing a need to adjust for the increase cost in food for the future.

References: [List all references.]