

# Virginia Wine Board Grant Report Template

## 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 the final expenditures.

## 2.0 GRANTEE INFORMATION

Project Title		<i>Virginia Vineyards Association 2025 Winter Technical Meeting Facility Support</i>			
Organization		Virginia Vineyards Association			
Proposal # (if needed)				Award # (if needed)	
Project Lead		Mailing Address		Research	◇
Name	AJ Greely	PO Box 168		Education	◇X
Title	President	Waterford, VA 20197		Marketing	◇
Email	<a href="mailto:aj@harkvineyards.com">aj@harkvineyards.com</a>			Continuing?	◇
Phone	240.426.4736			Year	_ of _

## 3.0 PROJECT OBJECTIVE, PROGRESS, AND IMPACT

### 3.1 PROPOSAL (February)

*Summarize the project objective, the intended deliverable or result, and expected impact. (1-5 sentences or bullets)*

- Provide updates to ongoing research conducted on the behalf of vineyards through educational institutes like Virginia Tech.
- Training in current and new vineyard management techniques and practices.
- Address current issues facing Virginia Vineyards by providing access to researchers and academics at the meetings.

*Summarize the project's workplan (1-5 sentences or bullets)*

- Meet over the course of the year.
- Using member and board suggestions, decide on topics and speakers.
- Create an agenda based on those topics and speakers.
- Meet for 2 days in February at The Omni Charlottesville.

*How will you know your project has been successful? What project indicators will measure progress or success? (1-5 sentences or bullets)*

- Success will be determined by a target number of attendees (300 or more) and post event survey sent to attendees, vendors and sponsors gauging their reaction to speakers and topics on a scale of 1-5 with the aim of achieving an average score of 4 or higher.

### 3.2 Mid-Year Report (December)—Research and Education Grants only

We had a very successful Summer Technical Meeting at Bluestone Vineyards in June of this year, with outstanding in field demonstrations, as well as a half day New Growers the day prior.

Attendees learned about the use of dogs for finding spotted lantern fly egg masses in vineyards, saw self driving electric tractor demos, as well as a demonstration of drone usage for spraying in vineyards. In the afternoon, talks were given by researchers and vineyard managers regarding vineyard health from the sky, tools for grapes disease assessment, H2A cooperative sharing, Pierce's disease and vineyard soil health.

Bluestone graciously provided the venue at no cost to the VVA, so costs were kept to a minimum for morning refreshments, lunch and printing.

So far there have been minimal issues and no delays. In an effort to battle rising costs, as well as to offer variety to our members, we have moved our Winter Technical Meeting to The Hotel Madison in Harrisonburg. As we had our New Grower's workshop on June 12, 2023, we will be offering a half day Grower's 201.

The 2024 Summer Technical Meeting was held on 6/13/24 at Bluestone Vineyard. The 2025 Winter Technical Meeting will be held from February 26-27, 2024 at The Hotel Madison in Harrisonburg, VA.

### 3.3 Final Report (June)

*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.*

176 Attendees and 26 Vendors gathered at the Hotel Madison for 2 days of speakers and panelists for the 2025 VVA Winter Technical Meeting Titled "Optimizing Yields and Navigating the Future." While registration and attendance were lower than anticipated, all vendor spots sold out.

Topics ranged from precision agriculture and petiole sampling to vineyard updates from Virginia Tech Researchers as well as speakers on the topic of vineyard and winery succession planning, which ties directly back to the VVA's 5 Year Strategic Plan.

While attendance was lower than anticipated, surveys from attendees were positive for the most part and referred to the change in venue, lower pricing and content. Over 92% of respondents rated the event as 4 or above on a scale of 1-5. For the 2026 WTM, the VVA plans to move back to vineyard management techniques and research as we have addressed the goal of succession planning in this meeting.

Handouts and slides for all presentations can be found here:

<https://drive.google.com/drive/folders/12TwWy0lycmEJS9dDV-1WOvcj1xEfcZeR>

<b>4.0 COMMUNICATION WITH STAKEHOLDERS</b>		
<b>4.1 PROPOSAL (February)</b>		
<p><i>Summarize how you will share project information or results. For example, will you submit for publication in a peer reviewed journal? Present at a technical conference? Conduct a training? Post on a site? Identify the specific audience/s you will inform. (1-5 sentences or bullets)</i></p> <ul style="list-style-type: none"> <li>Information will be available to attendees, vendors and sponsors via an online platform they can print out regarding information discussed and reviewed at the meeting.</li> </ul>		
<b>4.2 Mid-Year Report (December)—Research and Education Grants Only</b>		
<p>On July 2, 2024, an email was sent to membership, as well as a posting on the VVA website, announcing the dates for the 2025 Winter Technical Meeting. Link here: <a href="https://virginiavineyardsassociation.org/spring-2024-presidents-corner/">https://virginiavineyardsassociation.org/spring-2024-presidents-corner/</a></p> <p>Currently, Exhibitors and Sponsors have been invited to register and can do so here: <a href="https://virginiavineyardsassociation.org/technical-meetings/#id=144&amp;cid=1041&amp;wid=1201">https://virginiavineyardsassociation.org/technical-meetings/#id=144&amp;cid=1041&amp;wid=1201</a></p> <p>Registration for attendees will be opened in the first week of January.</p> <p>We have offered 2 scholarship positions to the Veraison Project on November 16, 2024, and are waiting on their choices.</p>		
<b>4.3 Final Report (June)</b>		
<p><i>Describe how the technical or material content of the project was or is planned to be shared with stakeholders or beneficiaries. 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 virginiawine.org site.</i></p> <p>Materials were disseminated via email prior to the meeting. 176 people attended alongside 26 vendors and sponsors. See the above link in Section 3.3</p> <p>After the event, a longer was released via email and website summarizing the event for the general public. It can be viewed here: <a href="https://virginiavineyardsassociation.org/optimizing-yields-navigating-the-future-a-recap-of-the-2025-vva-winter-technical-meeting/">https://virginiavineyardsassociation.org/optimizing-yields-navigating-the-future-a-recap-of-the-2025-vva-winter-technical-meeting/</a></p> <p>The Chardonnay Panel was recorded and is currently being edited for posting on the VVA’s YouTube Channel, but is not currently available at this time.</p>		
<b>5.0 BUDGET</b>		
<b>Budget Summary</b>	<b>Mid-Year</b> Research/Education only	<b>Final</b>

Expense Category	5.1 Requested	5.2 Awarded	5.3 Spent	5.4 Remaining	5.5 Spent	5.6 Remaining
Personnel						
Fringe Benefits						
Travel						
Equipment (Rental)						
Supplies						
Contractual						
Other	\$30,000		\$0	\$30,000	\$30,000	\$0
<b>Total</b>	\$30,000			\$30,000	\$30,000	\$0