

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		Virginia Commercial Grape Report			
Organization		Virginia Vineyards Association			
Proposal # (if needed)				Award # (if needed)	
Project Lead		Mailing Address		Research	◇X
Name	AJ Greely	PO Box 168		Education	◇
Title	President	Waterford, VA 20197		Marketing	◇
Email	aj@harkvineyards.com			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 the true scope and size of our industry, both the production and growing sides.
- Aid in the planning and planting of future crops, as well as growth in production and sales for wineries and tasting rooms.
- Provide a research source for sellers and buyers when pricing and purchasing Virginia grapes for use in production.
- The generation of the VCGR provides an opportunity for the Virginia Wine Industry to step onto the national stage and be taken seriously as a wine region worthy of attention.

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

<ul style="list-style-type: none"> ○ Obtain hard data on Virginia Vineyards for 2024 per Varietal including: Acres planted, Acres Producing, Tonnage Produced, Tonnage Lost/Dropped, Average Market Pricing through 2 statewide surveys. ○ Perform data analytics on all data received. ○ Disseminate information and analysis for use among winemakers, winery owners, vineyard managers and industry professionals both on the state and national level.
<p><i>How will you know your project has been successful? What project indicators will measure progress or success? (1-5 sentences or bullets)</i></p> <ul style="list-style-type: none"> ○ Success will be determined through the number of responses to the surveys, as well as the physical report generated by those surveys and its dissemination.
<p>3.2 Mid-Year Report (December)—Research and Education Grants only</p> <p>Part I of the VCGR Survey was sent out to growers was sent out on May 28, 2024 and Part 2 was sent out on October 18, 2024. Part 2 was sent out to both growers and wineries. This year, it was sent earlier than usual since harvests across the state wrapped up earlier, but also in an effort to give participants more time to respond.</p> <p>Response rate is down from 2023.</p> <p>Part I: 175 businesses have responded to date (2023 saw 296 reporting on for the final report) Part II: 145 business responding to date (2023 final report had 195)</p> <p>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.</p> <p>Heavy outreach to grasp those folks who have yet to respond will begin in earnest the first week in January 2025. T</p>
<p>3.3 Final Report (June)</p> <p><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></p> <p>While response rates for 2024 were lower than 2023, members of the VVA Board directly contacted vineyards and wineries that did not initially answer Parts I & II of the survey.</p> <p>Part I: 304 vineyards and growers responded Part II: 173 wine producers completed the crush report An additional 29 growers responded to direct messaging</p> <p>In an attempt to further encourage increased, and timely, response rates to the surveys, the 2024 Virginia Commercial Grape report has been released only to respondents and not broadly distributed.</p> <p>Growers and producers use the VCGR to negotiate leases for the 2025 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.</p>

4.0 COMMUNICATION WITH STAKEHOLDERS

4.1 PROPOSAL (February)

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)

- Once all data is entered and analyzed, reports are sent out via email to members of the VVA, VWA, and VWBMO as well as posted on the corresponding websites for each association. Reports are then given at annual meetings for both.

4.2 Mid-Year Report (December)—Research and Education Grants Only

Describe communication with stakeholders to date. Note dates and locations of events or publications, as available/relevant.

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 the dates 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)

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 viriniawine.org site.

The 2024 Virginia Commercial Grape Report was released to survey respondents only on March 12, 2025 and presented to the VWB on May 7, 2025. The key takeaway is that average tonnage increased across Virginia in overall-dry 2024, despite a continued decline in acreage, as increased vinifera acres did not offset decreases in hybrid and American grape acreage.

Once vineyard lease and grape purchasing negotiations come to a close at the end of July, the VCGR will be broadly released to the general public via email from the VVA, VWA and the Wine Marketing Office.

Additionally, it will be presented at the VVA Summer 2025 meeting and posted on the websites of the aforementioned associations.

Software was recently acquired that will simplify the data processing, formatting and survey structure of the Commercial Grape Report for future years.

The entire report can be viewed at this link:

https://mcusercontent.com/7ad8381ed54345758c16f3964/files/b526a68e-ed10-3f5e-d959-e586226cba2d/2024_Commercial_Grape_Report.pdf

5.0 BUDGET

Budget Summary			Mid-Year Research/Education only		Final	
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	\$33,000	\$33,000	\$0	\$33,000	\$21,548	\$11,452
Other						
Total		\$33,000		\$33,000		\$11,452