

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 final expenditures.

2.0 GRANTEE INFORMATION

Project Title	<i>Cost of Production Review</i>				
Organization	Nelson County				
VWB Proposal #	26-33	Proposal # (if needed)		Award # (if needed)	
Project Lead		Mailing Address		Research	X
Name	Matthew Brown	PO Box 636		Education	◊
Title	Consultant	8519 Thomas Nelson Highway		Marketing	◊
Email	hello@mwjbrown.com	Lovingston, Virginia 22949		Recurring?	◊
Phone	(434) 760-7446			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.) A review of the cost of production of wine in Virginia along with recommendations for increasing yield, widening margins, and supporting quality.

Summarize the project objective the result serves, including expected impact. (1-3 sentences or bullets; Narrative section I.a and II.a.) This will serve to support profitable winegrowing and winemaking in Virginia by identifying areas of inefficiency and creating transparency regarding best practices.

Summarize the project's workplan. (1-5 sentences or bullets; Narrative section III.b.) Develop rubric for data collection regarding production cost in vineyard and winery. Collect benchmark data from comparable regions. Compare and contrast unique Virginia circumstances. Develop report sharing findings and recommendations.

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.) Engage with 6 wineries directly to collect in-depth cost information. Collect baseline data via confidential online survey from 60 (approximately 20% of total) wineries. Collect comparative data from 1 comparative

region. Develop Virginia specific production cost benchmarks for most widely available wine styles and diverse production amounts and business models. Engage with full industry via online presentation of findings, with recording and report distributed widely.

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

The project is progressing on schedule, with substantial groundwork completed in planning, research design, and early data-gathering activities. A draft data-collection rubric has been developed and refined in consultation with Virginia producers and aligned with cost categories identified in comparable studies. Preliminary outreach has begun to participating wineries, and several have already confirmed willingness to provide in-depth cost data through both survey and interview formats. Background research and comparative regional benchmarking have also been initiated, ensuring that Virginia-specific analysis will be grounded in broader industry best practices. No major obstacles have been encountered, and remaining tasks—primarily full survey deployment and winery data collection—are on track for completion within the planned timeline.

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. The project achieved its objective and completed all elements of the workplan. Three core deliverables were produced and published: (1) the Cost of Production Calculator, a confidential online benchmarking survey collecting vineyard and winery cost data from Virginia producers; (2) the Cost of Production Resource Guide, an interactive cost optimization guide with three embedded decision-support tools (a By-the-Glass Price Calculator, a Channel Margin Modeler, and a Potential Annual Savings Estimator); and (3) From Vineyard to Market, a benchmark report comparing Virginia Cabernet Franc and Chardonnay production costs against Finger Lakes benchmarks, with economic impact modeling by winery size. All three resources are publicly available at <https://virginiawinecoalition.org/cogs-guide/>.

Against the proposal indicators: 6 wineries were engaged directly to collect in-depth cost information, supplemented by data from more than 60 additional wineries to complete benchmark viticulture and winemaking statistics; the confidential online cost survey was deployed statewide and remains open as an ongoing data-collection tool; the Finger Lakes served as the comparative region, drawing on Cornell Cooperative Extension cost and yield studies; and Virginia-specific production cost benchmarks were developed for the state's two most widely produced vinifera varieties (Cabernet Franc and Chardonnay) across multiple production scales and sales-channel strategies. Industry-wide online presentations were held on June 22 and June 30 in conjunction with Protea Financial and the Virginia Wine Coalition, and additional presentations hosted with the Central Virginia SBDC will continue past the grant period to sustain the project's impact.

The central finding of the review is that vineyard yield, rather than winery-side input costs, is the primary controllable driver of Virginia's cost of goods sold. Closing the yield gap relative to Finger Lakes benchmarks improves both per-bottle margins and competitiveness in distributed sales channels. The realized and expected impact includes a shared, Virginia-specific framework for managerial cost decisions; a growing anonymous benchmark dataset that will improve with continued participation; and practical pricing and margin tools producers can apply immediately. The resources are designed as living documents intended to evolve with industry feedback.

Industry reception has been strongly positive: more than 60 wineries voluntarily contributed benchmark data, the June presentations drew engaged audiences, and partner demand has led the Central Virginia SBDC to continue hosting presentations beyond the grant period. The report and accompanying materials are careful to acknowledge that the levers for improving yield and margin vary widely with vintage conditions, site characteristics, and individual business models; the findings are presented not as prescriptions but as evidence intended to prompt consideration of new perspectives and modern production approaches. Producers have responded well to this framing, with engagement strongest once it is clear the benchmarks are a starting point for site-specific decision-making rather than a generalized standard.

Notably, the Cost of Production Calculator application was developed outside the grant budget as an in-kind contribution by the project team. This addition converts what was proposed as a one-time cost study into a permanent, self-sustaining benchmarking program — meaningfully extending the return on the Board's investment.

4.0 COMMUNICATION WITH STAKEHOLDERS

4.1 PROPOSAL (February)

Identify the specific audience/s for this project. (1-2 sentences or bullets; Narrative section II.b.)
All Virginia grape growers and winemakers.

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.) Results will be shared via a written report and an online presentation.

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

Stakeholder communication to date has focused on project awareness, engagement, and preparation for data collection. Initial project notifications and participation requests were shared directly with targeted wineries beginning in the fall, resulting in confirmed commitments from several producers for interviews and survey participation. Informal briefings have also been provided to partner organizations within the Virginia Wine Coalition to ensure alignment and to encourage industry-wide collaboration. Early communications have reached an estimated 80–90 industry members through email outreach and one-to-one discussions. Broader communications, including formal presentations and the written report, remain scheduled for later in the project cycle.

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, 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 virginiawine.org site.

Project results were shared with the full Virginia industry through a dedicated resource page, a written report, interactive tools, direct email outreach, and an online presentation:

1. Cost of Production resource page (virginiawinecoalition.org/cogs-guide/) — launched June 2026 — website — central public access point for all project deliverables — audience: all Virginia grape growers and winemakers.
2. From Vineyard to Market: Cost of Production Benchmark Report — published June 2026 — written report — presents Virginia vs. Finger Lakes cost benchmarks and economic impact analysis

3. Cost of Production Resource Guide — published June 2026 — online interactive guide — cost optimization and pricing decision support across sales channels

4. Cost of Production Calculator — launched June 2026 — online survey tool — confidential collection of vineyard and winery cost data for statewide benchmarking — audience: all Virginia wineries.

5. Resource launch announcement — sent June 2026 — email — announced the live resource page and webinar — reach: 125+ industry members.

6. Wine pricing and tools webinar with the Central Virginia SBDC — *beyond scope of grant period* July 22, 2026 — online presentation (recorded) — training on tool usage and wine pricing across sales channels

All materials are available at <https://virginiawinecoalition.org/cogs-guide/> for inclusion on the virginiawine.org site.

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	\$17,000	\$17,945	\$8,500	\$9,445	\$9,455	\$0
Travel	\$945					\$0
Supplies						
Equipment (Rental)						
Other						
Total	\$17,945	\$17,945	\$8,500	\$9,445	\$9,445	\$0