

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 Vineyards Association 2026 Winter Technical Meeting Facility Support						
Organization	Virginia Vineyards Association						
VWB Proposal #	26-16	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	aj@harkvineyards.com				Recurring?	◇	
Phone	240.426.4736				Continuing?	◇	
					Year	1 of 1	

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 2 day in person Winter Technical Meeting on topics including Pesticide Recertification for current certificate holders.

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

- Presentations by researchers, both industry and academic, increase knowledge and awareness among Virginia growers regarding a variety of topics relevant to our industry.
- Annual reporting on pest and disease pressure affecting growers better prepares our industry to combat ongoing issues.

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

- In spring and summer, plan and arrange the event including venue, location, and topics.
- In late fall, finalize topics and speakers.
- In early winter, distribute event information and begin registration.

- In February, conduct 2 day in person technical meeting.

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.)

- Execute event plan and reporting on time and within budget.
- Success will be determined by a target number of attendees (250 or more)
- A 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

After a successful Summer Technical Meeting at the AREC in Winchester in July of this year, with in research presented in vineyards as well as mechanical demonstrations and lectures under cover in the afternoon.

Researchers and other wine board grantees presented on a wide variety of topics, including exclusion netting for SLF, under vine cover crop trials in Chardonnay, and disease resistant variety trials, as well as an informative panel discussion with growers regarding late season spray strategies. The 2025 STM was timed for veraison at the request of our growers from the previous year's post event surveys.

The AREC and Virginia Tech 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 our continued effort to battle rising costs, as well as to offer variety to our members, we will once again host our Winter Technical Meeting at The Hotel Madison in Harrisonburg. We're also opening up an additional room for hosting vendors to meet the demands of our vendors. In 2025 we sold out of spaces. The additional space will be sponsored and include beverages and snacks to draw attendees into the space. This will provide additional revenue for the event, and allow us to do our ask for our grants moving forward.

The 2025 Summer Technical Meeting was held on 7/31/25 at the AREC. The 2026 Winter Technical Meeting will be held from February 25-26, 2026 at The Hotel Madison in Harrisonburg, VA. The day before, the VVA will host a half day Grower's 2.01.

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.

206 Attendees, this number includes vendors< gathered at the Hotel Madison for 2 days of speakers and panelists for the 2026 VVA Winter Technical Meeting Titled "Strategies for Meeting and Managing Contemporary Vineyard Challenges." Attendance was higher than the previous year, but still slightly lower than in previous years. Additionally, there was a sharp rise in late registration with over 25 attendees registering at the last minute. The half day Grower's 2.01 was well attended with registration for that event completely selling out.

The primary focus of the 2026 meeting was to meet the Pesticide Recertification requirements from the majority of our growers/attendees. Topics ranged from preparedness for I-9 Audits and DHS visits,

to safety during extreme heat as well as managing insect borne diseases in vineyards. This year, the VVA sponsored 2 individuals working in vineyards, and Beth Sastre provided translation services for them. Working to uplift and educate vineyard workers ties directly back to the VVA's 5 Year Strategic Plan, and the grant for the WTM provided by the Virginia Wine Board allows the VVA to continue providing programs like this scholarship, which included breakfasts, 1 lunch as well as lodging for each of the 2 recipients.

Once again, surveys from attendees were mainly positive with 55.6% of attendees rating it a 5 (highest) out of a 1-5 scoring and 37% rating it a 4, and there was continued appreciation for keeping costs down.

Because of the lack of interest and lower responses to the hybrid tasting and panel this year, we are considering dropping the tasting panels in the future. We will be staying at the Hotel Madison to keep pricing down for attendees and will be expanding into another room for vendors, with snacks, water and coffee provided there. This will allow us to bring in more exhibitors and hopefully increase the funding we receive from there.

Handouts and slides for all presentations can be found here:

<https://drive.google.com/drive/folders/1LCwMoJfjJ0OtZrk34gDzPffEro1cEjv>

Survey Results can be found here:

https://docs.google.com/document/d/12iZlnIsiEP7vvj2b0XXvfBCn_jTeUoRDILGiFVN2u2M/edit?tab=t.0

p4.0 COMMUNICATION WITH STAKEHOLDERS

4.1 PROPOSAL (February)

Identify the specific audience/s for this project. (1-2 sentences or bullets; Narrative section II.b.)

- Direct Beneficiaries: Virginia vineyards owners, growers, managers and employees
- Indirect Beneficiaries: Researchers who are required to publicly present research for grants received. Winemakers relying on Virginia grown grapes.

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.)

- 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.
- Upon the event conclusion, and update is sent via the newsletter, "The Grape Press," as well as in email communications to members.

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

In July of 2025, an email was sent to membership, as well as a posting on the VVA website, announcing the dates for the 2026 Winter Technical Meeting. Link here:

<https://virginiavineyardsassociation.org>

Currently, Exhibitors and Sponsors have been invited to register and can do so here:

<https://virginiavineyardsassociation.org/technical-meetings/#id=149&cid=1041&wid=1201>

Registration for attendees will be opened in the first week of January, 2026.

We are offering 2 scholarship positions to qualified candidates through various sources including Virginia Tech, The Veraison Project and PVCC. We are currently accepting applications and look forward to review submissions shortly.

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.

Materials were disseminated via email prior to the meeting. 206 people attended, this includes our vendors/sponsors, all of which were sold out. See the above link in Section 3.3

After the event, a longer post was released via email and website summarizing the event for the general public. It can be viewed here: <https://virginiavineyardsassociation.org/2026-winter-technical-meeting-recap/>

Thus far there have been over 125 hits to view the recap of the event.

5.0 BUDGET (AMMENDED AND APPROVED)

Budget Summary			Mid-Year Research/Education only		Final	
Expense Category	5.1 Request	5.2 Awarde d	5.3 Spent	5.4 Remainin g	5.5 Spent	5.6 Remain ing
Personnel						
Fringe Benefits						
Contractual	\$9092.50	\$9092.50	\$0.00	\$9092.50	\$9092.50	\$0.00
Travel	\$2087.27	\$2087.27	\$0.00	\$2087.27	\$2087.27	\$0.00
Supplies						
Equipment (Rental)						
Other	\$13,820.23	\$13,820.23	\$0.00	\$13,820.23	\$13,820.23	\$0.00
Total	\$25,000	\$25,000	\$0.00	\$25,000	\$25,000	