

PROPOSAL

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 Cider Educational Meetings FY 2025-2026					
Organization		Virginia Cider Association					
VWB Proposal #	26-	Proposal # (if needed)			Award # (if needed)		
Project Lead			Mailing Address			Research	◇
Name	Megan Hereford		PO Box 210			Education	x
Title	President, VCA		North Garden, VA 22959			Marketing	◇
Email	info@virginiacider.org					Recurring ?	x
Phone	571-919-5406					Continui	◇

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			Year	_ of _
3.0 PROJECT OBJECTIVE, PROGRESS, AND IMPACT				
3.1 PROPOSAL (February)				
<i>Identify the specific deliverable or result that the project will produce. (1-2 sentences or bullets; Narrative section I.b.)</i>				

VCA will hold two educational meetings this fiscal year in which to educate members on different topics such as cider production, marketing, sensory analysis, compliance, etc. and to allow for networking amongst cider producers throughout the state.
<i>Summarize the project objective the result serves, including expected impact. (1-3 sentences or bullets; Narrative section I.a and II.a.)</i> The Virginia Cider Association (VCA) was formed in 2014. Its newly updated mission (as of 2023) is to provide connections, information, and market exposure to strengthen members' business and support the Virginia Cider industry. There are very few opportunities for cider makers and owners to meet in a setting where they can discuss pertinent issues in the industry, and compare notes on production, marketing and other business issues.
<i>Summarize the project's workplan. (1-5 sentences or bullets; Narrative section III.b.)</i> • The VCA Board will identify dates for both the July 2025 and January 2026 meetings • The VCA Board will work together to identify appropriate topics for each meeting • The Board, or a hired administrator, will contact the general membership with information regarding the meetings and manage registrations for the meetings • The Board, or its hired administrator will coordinate facility rental, presenters and lunches • The VCA Treasurer will provide mid-year and final reporting to the VWB

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.)

Success will be measured by the number of attendees as well as stakeholders (cideries, orchards, etc.) represented. The goal is to have 50 attendees representing 20 stakeholder businesses at each event.

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

On June 16th we had our annual summer meeting at Albemarle Ciderworks in North Garden, VA. There were 32 registered attendees. Before the meeting, the WRE presented a sensory session. A brief business update was given before VCA meeting sponsored lunch. The main presentation was given by Gabe Cook, The Ciderologist. He presented on the UK cider market and how they have overcome the ups and downs in the beverage market through time, what types of ciders are being produced, and a general overview of the UK market. Dr. Amanda Stewart from Virginia Tech gave an update on her Southern Apple Research project. Jocelyn Kuzelka was retained to discuss the 2025 Governors Cup Gold Medal Ciders with a tasting session and discussion panel. After the meeting a bottle share happy hour was held to encourage community members to interact and discuss upcoming plans for Cider Week, Membership, and Festivals. Our next spring meeting will be held April 13th at Blue Bee Cider in Richmond, 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.

The VCA Board Held two educational meetings for Virginia Cider Stakeholders. The first meeting was in June of 2025, the second was in March of 2026. Both meetings had 36 attendees registered and both represented at least 20 stakeholder businesses. The June meeting was held in Central VA at Albemarle Ciderworks, we held the event after the WRE Cider presentation, the following topics were covered:

- Gabe Cook- The Ciderologist presented on the UK cider industry and what has been learned about cidermaking and consumer preferences and how they are changing and growing
- Amanda Stewart- Discussed her Southern Apple product and research

was presented by her students.

- Jocelyn Kuzelka- discuss and taste gold medal winning ciders from the VA Governors Cup Celebration.

The March 2026 meeting (traditionally this meeting is held in January but due to wanting to cover the 2026 Governors Cup Ciders we pushed the meeting back). The meeting was held in Richmond, VA at Blue Bee Cider. We had 4 suppliers in attendance and 36 attendees registered. The following topics were covered:

- Jess Trapini- Imbibe Solutions- Cider Lab Basics, how to set up your lab in your cidery, common tests and options for testing
- Amanda Stewart- VA Tech- Southern Apple Research Update
- Megan Hereford- Governors Cup Gold Medal Tasting

Agendas for both meetings are attached. As always both meetings provided much needed community building and socialization that is hard to accomplish in an industry that is as spread out as the VA Cider Industry is.

Suspected reasons for lower attendance than hoped is the physical distance that needs to be covered by attendees to come to meetings, timing in relation to specific cidery and stakeholder activities. We will continue to schedule meetings at what are convenient times and locations for attendees in order to attract the largest number of participants.

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.)

The audience for this project is cider makers, orchardists, and cider researchers in the Commonwealth.

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.)

Applicable presentations from this meeting will be available to all VCA members and meeting attendees through an email newsletter. When possible, presentations will be posted on the VCA website and sent to the VWB administrators to post on their public forum.

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

Meeting dates are published in our monthly newsletters that are sent mid-month to approximately 112 e-mail addresses.

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 viriniawine.org site.

Technical material was delivered in person at the meetings via slide deck and presentations. Material that can be shared was made available via email if stakeholders and beneficiaries asked for it as it was not provided in a form that could be shared via our newsletter. Due to our website being out of date and needing upgrades we are unable to share meeting material there. Material was shared with approximately 36 attendees per meeting.

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	3500	3500	850	2650	538.16	2111.84
Travel	500	500	197.40	302.60	0	302.6
Supplies	2000	2000	0	0	85.68	1914.32
Equipment (Rental)						
Other	2000	2000	408.28	1591.72	1075.17	516.55
Total	8000		1455.68	6544.32	1699.01	4845.31

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Total	8000	8000	1455.68	6544.32		



Virginia Cider Association
All Member Meeting Spring 2026
Blue Bee Cider
4811 Bethlehem Rd, Richmond, VA
April 13, 2026. 11 am-5:00 pm

- 11:00-11:30: **Check-In** for Member Meeting
- 11:30-12:00: **VCA Business Update**, board votes
- 12-12:30: **Lunch**
- 12:30-1:15: **Southern Apple Research Update** Amanda Stewart
- 1:15-1:45: **VA Wine Marketing Office** Trade Tastings, Gold Medal Cider Trail, Media Promotion
- 1:45-2:45: **Cider Lab Essentials** Jess Trapeni, Imbibe Solutions
- 2:45-3:00: **Break**
- 3:00- 4:30: **Gold Medal Cider Panel and Discussion**
- 4:30: **Bottle Share**

Join us for happy hour after the meeting at Acacia!



**Virginia Cider Association
All Member Meeting Summer 2025**

Albemarle Ciderworks
2545 Rural Ridge Ln, North Garden, VA 22959
June 23, 2025. 9:30am-5:30 pm

- 8:30am- 9:00am: **Check-In for CRE Tasting**
- 9:00am- 11:00am: **Cider Makers Research Exchange** Tasting Session with Jocelyn Kuzelka
- 11:00am-11:30: **Check-In for Member Meeting**
- 11:30pm-12:00pm: **VCA Business Update**
- 12pm-12:30pm: **Lunch**
- 12:30-2:30pm: **The Ciderologist** Gabe Cook
- 2:30pm- 3:30pm: **Southern Apple Research Update-** Amanda Stewart, Virginia Tech
- 3:30pm-3:45pm: **Break**
- 3:45pm- 5:00pm: **Gold Medal Tasting Session and Panel Discussion**
- 5:00 pm: **Bottle Share Happy Hour.** Bring a cider to share!

Join us for a Sponsor Hosted Happy Hour at 6:30pm at Café Frank in Charlottesville.
Please bring bottles of your cider for a group picture for social media and our website.