



**WINE RESEARCH ADVISORY COMMITTEE
WASHINGTON STATE WINE COMMISSION
MINUTES
May 11, 2016
Prosser, Washington**

Attending: Joy Andersen, Dick Boushey, Brian Carter, Kevin Corliss, Rick Hamman, Julia Kock, Mike Means, Scott Williams, Wade Wolfe

Absent: Kay Simon, Bruce Watson

Guests and Staff: Melissa Hansen (WSWC)

Call to Order

The meeting was called to order at 11:04 a.m.

Organizational Structure

Chair Rick Hamman stated the meeting purpose was to review the proposed organizational structure one last time before the Washington State Wine Commission Board approves the proposal at its May 13 meeting. Organizational structure is needed to develop procedure for Committee activities and recruitment of new members and to bring transparency to Committee activities.

A few minor tweaks were made to the organizational structure draft, originally developed at the March 2, 2016 meeting: moving the 2/3 committee approval for new members to the Appointment of Members section and clarifying the process that applications will be received by WRAC and nominations submitted to WSWC for Board approval.

The edited paragraph will read as follows:

Appointment of Members

WRAC seeks broad geographic representation for its membership.

In filling vacancies, the WSWC will partner with all concerned industry groups to disseminate application information. Candidates should submit applications to the WRAC Chair for review by WRAC. Before forwarding a nomination to the WSWC for appointment, two-thirds of the WRAC must agree on the nomination.

Research Priority Survey Results

Results of the research priority survey were reviewed. The survey received 138 responses. The response rate is undetermined because links to the survey were sent to various stakeholder groups for further distribution and the total number is unknown. Responses came from throughout the state and represented nearly all AVAs and all sizes of operations. Key findings include:



- 2.9 weighted average of respondents are aware of V & E research in WA (1-5 scale). **40%** very aware; **11%** not or not very aware.
- **62%** aware that WSWC has research program, **38%** unaware.
- **75%** unaware of industry supported cutworm research that saves \$15 million annually.
- Current research priorities are on target (ranking of subject categories ranged from 3.8 to 4.5, with site selection receiving the lowest ranking at 3.3).
- Respondents prefer to access research through seminars, trade press, newsletters (in order of preference)
- Trade press read for research articles (in order of ranking): Wine Business Monthly, Wines & Vines, Good Fruit Grower, ASEV/AJVE

A news release with the survey results will be sent to the trade press before May 31, 2016.

The survey could be an annual activity and will be reviewed for next year. At a minimum, the survey will be taken every three years.

Research Priorities

Suggested research topics and breakthrough technology ideas from the survey were reviewed. Melissa will categorize the comments into: 1) Research already done; 2) Education topic (Extension related); 3) Potential research topic.

The Committee reviewed the current priority list and added Winery Waste as a category (Dealing with biomass from harvest). Sour shrivel was changed to berry shrivel. Impact of climate extreme was added. Nutrient management was changed to include impact on fermentation. Asterisks were removed as they implied that research topics were more important and would be funded.

Each committee member is tasked with rating the current research priorities from 1 to 10 (ten being the most important) on a spreadsheet provided by Melissa in preparation of the next WRAC meeting, date to be determined.

The Committee will then attempt to narrow down the research priority list and add new ones from the survey, if warranted.

Other Business

Jim Harbertson, WSU enologist, called in to share a proposal idea with WRAC regarding modeling phenolic analysis. With new equipment at the Wine Science Center, Harbertson could create a database for the Washington wine industry, housed in the Cloud, that would allow individual wineries the ability to input their wine chemistry numbers and see how they compare to industry averages. It would also be a way for wineries to have access to their historical data for comparison to new vintages. He sees this as a tool for winemakers to manage tannins in the winery.

For small wineries, they would be able to see where their tannin numbers correlate with other wineries. Protein precipitate analysis could also be part of the data.

When wineries hire a wine consultant, industry data like this is often reviewed. Winery privacy would be an important part of the database.



If the Committee is interested in having Jim pursue the concept, he would include it in his next RFP.

Chair Hamman appointed Kay Simon, who is Jim's committee lead, to gather additional feedback from wineries to explore the value to industry of such a program. Both Brian Carter and Bruce Watson were encouraged to participate with Kay. Questions to ask winemakers include:

- How many are currently collecting such data?
- What are they doing with the data?
- Would more collect such data if there was a way to store and use it?

Hansen will use Doodle to poll the Committee for a meeting date in late June.

There being no further business, Hamman adjourned the meeting at 1:14 p.m.