

FOR IMMEDIATE RELEASE

Survey finds high awareness for wine research in Washington State
Input from Washington's wine industry will guide research priorities.

SEATTLE (May 19, 2016) – The majority of wine grape growers and winemakers in Washington State are aware of the Washington State Wine Commission's targeted research program and agree with its current priorities, according to an industry survey administered by the commission. The survey findings will help ensure future research priorities are in line with industry needs and concerns.

Current research categories include fermentation management, aroma and flavor compounds in wine, impact of viticultural practices on fruit and wine quality, grapevine viruses, other diseases and pests, and site selection and site management. Respondents ranked the six categories between 3.3 and 4.5 on a five-point scale.

The survey results will help the Wine Research Advisory Committee, a subcommittee of the Washington State Wine Commission, identify pressing needs within the industry for research. The committee will analyze more than 100 research topics suggested by survey respondents during their annual review.

Survey backers were surprised at the relatively high number of respondents—62-percent—that are aware of the targeted research program, especially since the first-ever program was launched just last fall.

“The survey shows that the program is gaining traction and off to a strong start,” said Steve Warner, president of the Washington State Wine Commission, adding that the program's immediate goal is to raise awareness of the strategic importance and value of viticulture and enology research to the industry through communications.

Other key findings from the survey administered this spring are that 40-percent of the 138 respondents are ‘very aware’ of viticulture and enology research conducted in the state. Research is primarily conducted by Washington State University scientists. Only 11-percent indicated that they are ‘not’ or ‘not very’ aware of such research.

However, when asked about awareness of industry supported cutworm research that saves growers more than \$15 million annually from reduced pesticide costs and improved production, 75-percent said they are unaware of the game-changing research by WSU.

“Surveys are good bench-marking tools to show strengths and weaknesses,” Warner said. “While we're pleased that a majority of the survey respondents are aware of the industry's new research program, nearly a third of those taking the survey haven't yet gotten the research message.”

Respondents indicated that they prefer to learn firsthand about research through seminars, conventions, and field days, followed by reading about research in trade publications and electronic newsletters. Such findings fit well with the research program's emphasis on communications and outreach that has resulted in a bevy of research stories published in trade magazines and electronic newsletters that can be found on the [Washington State Wine website](#). Additionally, the inaugural WAVE—Washington Advancements in Viticulture and Enology—is



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scheduled for July 14, 2016. Registration for the research seminar targeting growers and vintners will open on May 27.

The survey included responses from nearly every grape growing region in Washington and represented all sizes of winery and vineyard producers, from vineyards less than ten acres and wineries smaller than 3,000 cases to vineyards with more than 100 acres and wineries producing more than 100,000 cases annually.

About WA State Wine

Washington State Wine represents every licensed winery and wine grape grower in Washington State. Guided by an appointed board, the mission of the WSW is to raise positive awareness and demand for Washington State wine through marketing and education while supporting viticulture and enology research to drive industry growth. Funded almost entirely by the industry through assessments based on grape and wine sales, the WSW is a state government agency, established by the legislature in 1987. To learn more, visit www.washingtonwine.org.

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