

Original goals and objectives

P45 would like to offer increased depth of education by sponsoring events that feature nationally renowned researchers to present their findings in the following focus areas:

1. Communicating fundamental knowledge and production principles and practices
2. Viticulture principles and practices
3. Fermentation science principles and practices for wine and cider producers.
4. New producer information for grape growers, winemakers, and cider makers.

The funding from the MCBC grant would allow P45 to:

1. Continue providing the following P45 activities in 2019
 - a. Grand Traverse Orchard and Vineyard Show, grape sessions
 - b. Spring kick-off event at Northwest Michigan Horticulture Research Station
 - c. First Friday afternoon Educational Events at participating wineries, vineyards
 - d. NWMHRS Open house
 - e. Special speaker events
2. Increase the education efforts to include up to four additional workshops/meetings per year, featuring nationally recognized industry specialists on topics of urgent or relevant interest to Michigan's growers and winemakers.
3. Pay for speaker fees, transportation and housing costs, printing materials, video recordings of speaker presentations to be posted online and participant meals at meetings/workshops.

Activities and work accomplished

The P45 board of directors meets about once per month to discuss the regional activities, issues that may arise, and plan for the next event(s). It is through these monthly meetings that a consensus is reached on actions the board deems valuable. Often these actions are carried out by individuals on their own time, or through shared emails, phone calls, etc. P45 has also taken advantage of a resource to our region and enlisted the help of Thomas Todaro of MSU Extension. Thomas was an important liaison between potential speakers and the ideas that P45 has to offer up for the improvement of regional practices and general education in both enology and viticulture.

After learning of the grant being awarded to P45, the board began earnest discussions on how to best utilize the funds to get the maximum amount of education for the widest group of area, and regional, industry members. The board concluded the way to reach the widest array and greatest number of people was to obtain high-impact speakers, new or infrequent to the area.

Our planning discussions began in January and February, and P45 sent out emails targeting several researchers from like climates. We quickly reached an agreement to sponsor Dr. Belinda

Kemp, from Brock University in Ontario, on April 26-27. Dr. Kemp presented her research findings on reducing the levels of methoxypyrazine in red wines from a cool climate. This event was advertised on the P45 member and friends listserv, and shared via MSUE newsletter. The attendance for the event was 67 people, which is above the 10 year average by 17.

It was also in April when the P45 board first heard of Dr. Richard Smart, author of “Sunlight Into Wine” and world renowned viticulturist, would be visiting the Midwest. A board member quickly reached out and secured a date from him. We worked with Thomas Todaro to coordinate a special all day seminar that included presentations on canopy management, a new technology for color extraction in red wines called ‘Accentuated Cut Edges’ or ACE, and he also held a field meeting on trunk disease in the afternoon. Thomas Todaro procured some matching funds of \$1000 each from MSUE and the Grand Traverse Fruit Council. P45 ran the event and covered the remaining expenses. This event was advertised on our email listserv, shared with MSUE, shared with the Michigan Wine Collaborative, and shared with the Traverse City Vesta/MSU program coordinator out of Northern Michigan College. The event attracted over 80 people from around the state.

The board members continued working with Todaro over the summer to begin planning for the 2020 Orchard and Vineyard show, held at the Grand Traverse Resort January 14-15. Thomas made initial contact with Drs. Bri Ewing of Washington State, and Anna Katherine Mansfield of Cornell University. Shortly after this, Todaro informed the board of his impending departure from his post. P45 board members took over the planning for the OV show and brought Drs. Ewing and Mansfield in to present research on four different topics. This event was advertised far and wide via the P45 listserv, MSUE newsletters, FruitNet and GrapeNet listservs, and the Michigan Wine Collaborative. Hard cider makers from the area, growers and producers from southwest Michigan, and several producers from the central part of the state were all noteworthy new attendees.

Budget Narrative

With a working budget of \$3100, it was determined by the board that two or three speakers would be able to be furnished within this range. Considering that much of the US wine industry is found either on the East or, primarily, West coasts, the board assumed a working estimate of about \$1000 for roundtrip travel and lodging expenses. The board believes we were diligent in trying to utilize the entire grant sum to achieve our goals, bringing three excellent presenters to the area. We also tried to leverage our funds to gain access and increased support from other entities. Todaro helped with this before he departed, gaining support from MSUE and the Grand Traverse Fruit Growers council in the form of \$1000 from each to go towards Richard Smart’s visit. Unrelated to this grant, board members also secured funding sponsors for an industry luncheon held during the 2020 NW OV show.

2019 P45 Grant Budget		
Date	Expense	Amount
4/26/2019	Flight- Belinda Kemp	\$ 418.00
Apr-19	Travel expenses and lodging- Belinda Kemp	\$ 461.74
6/14/2019	Honorarium- Richard Smart	\$ 2,700.00
6/14/2019	Lodging- Richard Smart	\$ 481.32
12/10/2019	Travel expenses- Bri Ewing	\$ 263.80
12/10/2019	Flight- Bri Ewing	\$ 498.00
12/10/2019	Lodging- Bri Ewing	\$ 241.17
6/3/2019	Payment- GTFG Council	\$ (1,000.00)
6/3/2019	Payment- MSU Extension	\$ (1,000.00)
11/11/2019	Interim Grant Payment- MCBC	\$ (879.74)
	Total amount requested	\$ 2,184.29

Conclusions

The P45 board of directors, in collaboration with MSU Extension, feels like the original goals outlined in the grant proposal were met. By bringing in new and revered speakers we were able to continue a developing trend- attracting a larger audience from a larger area. It is through higher profile events such as the P45 Spring Kickoff and the Northwest Michigan Orchard and Vineyard show that, with the help of the grant dollars working to get new speakers that excite a wider audience range, P45 is able to provide greater outreach to the industry and provide leadership as the organization for the industry to look to for increasing their knowledge and networking base.

In review, we brought new research to our area, and state, from Ontario, England, New York, and Washington. This research touched on increasing vineyard quality, from a workshop on trunk diseases to canopy management techniques, and also focused on increasing wine quality, via talks on reducing methoxypyrazines, increasing tannin concentration, increasing color extraction, and yeast fermentation dynamics. We also provided research updates on hard cider production techniques, which was an attractive topic to P45 because many wineries are now producing cider on their own label and for custom crush clients.

P45 is very grateful for the grant funding to make these interesting and new connections and experiences happen for the region and state. Going forward, we will continue to strive for an increasingly wider net to cast around the state, and to be a model organization for pushing our industry forward.

