

Surry Community College

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April 21, 2000

TO: Viticulture Course Participants

FROM: Marion Venable
Director of Occupational Extension and Community Service

Surry Community College has been approved for the two year Viticulture program. Courses will begin in the fall of 2000. I am enclosing the schedule of classes as they will be offered. I have been informed that there will be both day and evening classes.

As we discussed in class, the Continuing Education Division will continue to offer courses as needed for those who want specific hands-on training. When the curriculum program progresses beyond initial courses, I am sure there will be advanced courses that will be of interest to you.

I would like to hear from those of you who did not submit suggestions for future classes. Please feel free to contact me at 386-8121 extension 269 or venablem@surry.cc.nc.us.

SURRY COMMUNITY COLLEGE HIRES "EXPERT" TO LEAD VITICULTURE PROGRAM

Surry Community College President G. Frank Sells announced the hiring of Dr. Robert "Bob" McRitchie as the lead instructor to direct the development and implementation of Surry's new Viticulture Technology program. This program will offer a two-year Associate in Science degree, as well as diploma and certificate options. Surry's program is the only one offered in the North Carolina and the only two-year degree program offered in the southeastern region of the United States.

"I am ecstatic," states Sells, "to know we have someone with the credibility of Dr. Bob McRitchie coming to head up our new viticulture program. Obviously, the best way to begin any new degree program is to have a nationally recognized expert in the business to direct the program. Dr. McRitchie's academic background and tenure of more than 20 years growing grapes and making wines certainly qualifies him as an expert in the field. In addition, he has served as a consultant to some of our country's best vineyards and wineries, as well as to college programs in viticulture. Dr. McRitchie's experience will be the key to Surry Community College's success in this exciting, new adventure."

Dr. McRitchie has worked as a winemaker at Flynn Vineyards, Inc., Orchard Heights Winery, Willamette Valley Vineyards, and Sokol Blosser Winery since 1977. His responsibilities included being liaison for winery and growers; making all wine production decisions; coordinating custom winemaking; outlining production plans; establishing budgets; making multi-year financial projections; recommending marketing strategies; designing and implementing all production facility plans; representing the Oregon wine industry before various legislative committees; helping establish and implement sanitation standards for Oregon wineries; serving as a liaison with trade tastings, distributor representatives, brokers and media; writing wine descriptions and contributing to winery newsletter; assessing grape quality and purchase; coordinating construction, quality control oversight, winemaking technique; correcting problem wines; teaching wine appreciation classes; obtaining permits and licensing; and coordinating volunteer activities.

Since the early 70's, Dr. McRitchie has been heavily involved with the wine industry and vineyards. He has been responsible for production of wines that have received more than 250 awards and participated and lead many panels and workshops relating to wine making and grape growing. He has also served as judge for numerous wine competitions, including San Diego International Wine Competition. He was a member of the Oregon Trade Team for their Mexico Tour that explored the potential for wine marketing in Mexico City, Guadalajara, and Monterrey and subsequently initiated wine sales in Mexico. He was named "Oregonian of the Year" by Oregon Magazine in 1981, and is listed in *American Men of Science*. He is a professional member of the American Society for Enology and Viticulture.

Additionally, Dr. McRitchie taught at Napa College and developed the first winemaking course there, as well as teaching wine appreciation classes at Chemeketa Community College. While working in the Wine Quality Control and Research Laboratory at Franciscan Vineyards, he was responsible for the quality control in a 125,000 case winery. He was an associate professor at the University of Wisconsin at Green Bay and Texas Southern University, as well as an associate research scientist at New York University Medical Center. Interestingly, McRitchie also taught biology at Wake Forest University in the late 50's and early 60's.

Dr. McRitchie received his B.A. degree from Ohio Wesleyan University in biology and chemistry; M.A. degree from Vanderbilt University in zoology and microbiology; and Ph.D. from

Rice University in comparative physiology, invertebrate zoology, and microbiology.

For more information about SCC's Viticulture Technology program, call (336) 386-8121, extension 216 (John Collins, Vice President for Instruction) or 263 (Charles Boles, Chairman, science division) or email collinsj@surry.cc.nc.us or bolesc@surry.cc.nc.us.

SURRY COMMUNITY COLLEGE MEMORANDUM

TO: Sue Jarvis John Collins Greg Smith Bob McRitchie
Steve Atkins Mike McHone Gil Giese Charles Boles
Judy Riggs Marion Venable

FROM: Frank Sells, President

DATE: March 12, 2002

I would like to meet with the group listed above on Tuesday afternoon, March 26, 2002, at 3:00 in the H-Building Board Room, H-213. The purpose of this meeting is to discuss our strategies for marketing all efforts on the part of the college (both continuing education and credit courses) in our Viticulture/Enology Program. In essence, I see a major part of our role (the total college) to be helping grow the wine industry in our area. Therefore, I feel it is crucial that all of us affiliated with the college are "on the same page."

When we conduct activities, events, credit classes, continuing ed classes, etc., we are Surry Community College to the public, and I think we just need a few minutes together to make sure we are all promoting this new industry with some consistent philosophy.

Some questions we might address are:

1. How do we accommodate customers (students) who desire simply to learn enough about growing grapes to become a productive farmer without having any detrimental impact on our degree program?
2. Are we doing enough self-serving classes such as wine appreciation to "wet" customer appetites (no pun intended) to this industry?
3. Do we need to be working with economic development folks, Chamber of Commerce folks, etc. on a long-range strategic plan for how this industry can or should fit into the economy of Surry and Yadkin counties?
4. What strategies do we need to develop to broaden our program beyond our region? We have gotten both national and international attention. Do we need to do more to follow that up with substance?

Please think of other questions that you feel may need to be addressed in such a meeting. In addition, you might think about some specific marketing audiences.

As always, I respect your valuable time and appreciate your willingness to use it in this way.

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2001

DRAFT
SPECIAL PROVISION



2002-DOCC-H12

North Carolina Community College System Office
Appropriations Subcommittee on Education

Requested by: Representative

1 **VITICULTURE/ENOLOGY COURSE AUTHORIZATION**

2 SECTION #.(a) Article 11 of Chapter 18B of the General Statutes is
3 amended by adding a new section to read:

4 **"§ G.S. 18B-1114.4. Viticulture/Enology course authorization.**

5 (a) Authorization. – The holder of a viticulture/enology course authorization
6 may:

7 (1) Manufacture wine from grapes grown on the school's own campus or
8 property for the purpose of providing instruction and education on the
9 making of unfortified wines.

10 (2) Possess wines manufactured during the viticulture/enology program
11 for the purpose of conducting wine-tasting seminars and classes for
12 students who are 21 years of age or older.

13 (3) Sell wines produced during the course to wholesalers or to retailers
14 upon obtaining a wine wholesaler permit under G.S. 18B-1107, except
15 that the permittee may not receive shipments of wines from other
16 producers.

17 (b) Limitation. – Authorization for a viticulture/enology course shall be granted
18 by the Commission only for a community college or college that offers a
19 viticulture/enology program as a part of its curriculum offerings for students of the
20 school. No retail sales of wine shall be made by the students, instructor, or school.
21 Wines may be manufactured only from grapes grown in a research vineyard, not to
22 exceed five acres, that is located on the school's campus or property.

23 (c) The holder of a viticulture/enology course authorization may manufacture
24 wines from grapes grown by others for a period of two years from the effective date of
25 this act. Otherwise, wine may be manufactured only as provided in subsection (b) of this
26 section.

27 (d) The holder of a viticulture/enology course authorization shall not be
28 considered a winery for the purposes of this Chapter or Chapter 105 of the General
29 Statutes."

30 SECTION #.(b) G.S. 66-58(c) is amended by adding a new subdivision to
31 read:

32 "(1a) The sale of products raised or produced incident to the operation of a
33 community college viticulture/enology program as authorized by G.S.
34 18B-1114.4."

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*Enhancing Minnesota's
social, economic, civic,
and technological capacity*

Surry Community College
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July 21, 2004

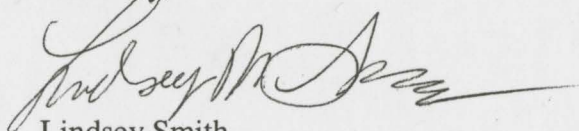
Dear Gill:

Hello from Minnesota! On behalf of the University of Minnesota Extension Service, I want to thank you so much for taking time to share your story about the Yadkin Valley wine industry with me. The wealth of information you provided about your part in the development of the wine industry contributed significantly to the authenticity and 'real-life' perspective of the case study we wrote.

I have enclosed a copy of the completed case study, which will be used in trainings with community leaders in rural communities in Minnesota. I have made every effort to accurately represent the stories I gathered, and to convey the enthusiasm and excitement about the industry that you all expressed. I hope you enjoy reading it as much I enjoyed researching it.

Thank you again for your participation in our project. Good luck with the vineyards and wineries!

Sincerely,



Lindsey Smith
Community Vitality Capacity Area
University of Minnesota Extension Service
Phone (612) 624-8666
Lsmith@hhh.umn.edu

A Case Study

Using Assets to Build a Community's Future

Yadkin Valley, North Carolina

Background

The Yadkin Valley region of North Carolina treasures its rural quality of life. The Valley is home to several communities described by residents as "the most perfect small towns in America." In the late 1990s, the Yadkin Valley region faced considerable pressures on its economy. The textile mills that had formed the industrial backbone of the region were moving out of the area. In the town of Mt. Airy alone (pop 8,700), 2 million square feet of manufacturing facilities stood empty. Since 1994, Surry County had lost one-third of their textile manufacturing jobs. In addition, tobacco growers were losing growing contracts and resulting revenue as the federal government began to change its policies on tobacco purchasing.

This is the story of how local residents are working to revitalize the economy so that the rural way of life they hope to preserve and promote can flourish.

The Yadkin Valley

Geography:

The counties of Surry, Wilkes, Yadkin and parts of Stokes, Davies and Davison in North Carolina

Largest City in the Region:

Mt. Airy, Pop.8,700

Population of entire region:

177,473+

County unemployment rate, 2002:

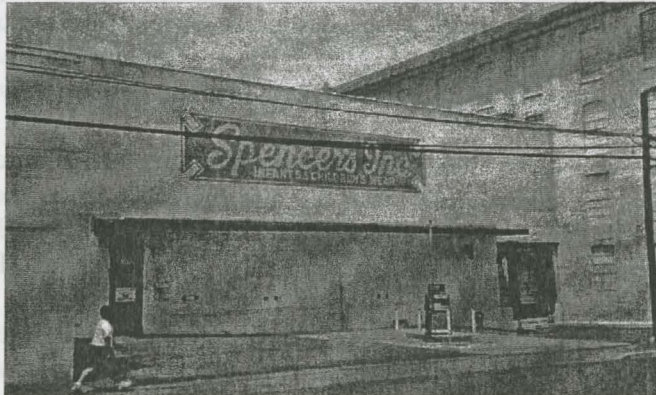
Surry @ 8.8%; Yadkin @ 5.8%; Wilkes @ 5.9%

County median household income, 1999: (NC = \$39,184)

Surry: \$33,046; Yadkin: \$36,660; Wilkes: \$34,258

Poverty Rate: (NC = 12.3%)

Surry: 12.4%; Yadkin: 10%; Wilkes: 11.9%



Spencer's was one textile factory that laid off workers in the '90's. Because of changes in manufacturing and the tobacco industry, jobs were leaving the Yadkin Valley.

The First Winery Awakens Hope in the Region

In the late 1990's, two brothers from The Shelton family returned to their Yadkin Valley roots to live in Mt. Airy after making their fortune on the East Coast. The Shelton's saw anew the beautiful land and lifestyle of the region where they had grown up. They established the largest and one of the first modern estate vineyards in the Yadkin Valley. The brothers decided to invest in the viticulture industry¹ for a variety of reasons. Grapes grow well in this part of North Carolina, and the brothers felt a large estate winery would flourish. Wine-making, although virtually non-existent in the 20th century in this region, had been well-established prior to Prohibition. At the turn of the century, 25 wineries had operated in North Carolina, making it one of the most productive wine states in the U.S.

The brothers believed that supporting a regional wine industry would benefit them. With a regional economy that supported their business, it could prosper. In order to increase regional interest and expertise in wine-making and grape-growing, the brothers endowed an associate's degree program in viticulture and enology² at the local community college.

The Viticulture and Enology Programs Attract Hundreds

The viticulture and enology program attracted a variety of local residents whose interest in the wine industry was stimulated by the opening of the new estate. Some displaced workers who had been laid off by the textile mills used their re-training funds to enroll in the program. Some students were farmers who saw tobacco revenue drying up. Others were adult children of farmers who had inherited land in the region but didn't want to or couldn't continue the family farm as it existed. Some of the students had begun vineyards and some were only considering it.

There was an interesting parallel between the tobacco industry and the grape-growing business that reinforced the interest of these farmers. Tobacco and grapes are both crops that can be profitable in plots of land just three to five acres large. By switching to grapes and wine-making, existing small family plots could be maintained, in tact, for the next generation.

Still other students were interested in other aspects of the industry. Local entrepreneurs were interested in the potential for growth in a high value-added industry that would attract a variety of investments in the region.

And so, the community college courses became a meeting place for this broad cross-section of hopeful Yadkin Valley residents. Since 2001, over 300 adults have graduated from the program, bringing new talent and knowledge to the region.

¹ **vi-ti-cul-ture**: Pronunciation: 'vi-t&-"k&l-ch&r, : the cultivation or culture of grapes especially for wine making

² **enol-o-gy**: Pronunciation: E-'nā-l&-jE: a science that deals with wine and wine making

The Cooperative Spirit Amongst Growers Forms into a Legal Cooperative

During one of the community college courses, a group of individuals began to discuss how they would market the product from their vineyards. The concept of “a cooperative” was suggested. A cooperative could decrease the region’s dependence on big wineries that were not a guaranteed market. By the end of the class, a penciled sketch of the structure of a Cooperative had been scrawled on notebook paper, and class members were interested in pursuing the possibility future.

The county Extension agent who had been working with individual grape-growers agreed to host a meeting at the local Pizza Hut to share information about grape growing, and to gauge interest in a collaborative marketing project for small-scale growers. They hoped for 20-30 people. More than 70 showed up. The interest in the industry was clearly there—the next question was where to go with it.

Some of the region’s core growers, and other interested individuals, formed a steering committee to conduct a feasibility study. The group felt strongly that the wine industry could make a significant difference in the region’s economy, both by attracting new residents and visitors to the community, and by promoting the ‘Yadkin Valley’ brand. They wanted to attract people who would be willing to be part of the rural way of life they hoped to preserve and promote. The wine industry, they felt, “would attract people interested in grooming the land”. By taking control of the branding of their region’s wine, they hoped to take control of the future of the Valley – its lifestyle and quality of life.

The steering committee visited the wine industry in Oregon, where wine and grape-growing had been a growth industry for years. Upon their return, they worked with the Extension agent to identify the appropriate structure for a wine cooperative to provide a market for their grapes. They held another series of meetings at the community college to outline their ideas. Anyone in the region was welcome to participate. One of the core steering committee members recalled the first meeting, “Hardly anyone showed up, and we thought, oh my, is this really going to work?” But the second meeting had a turn-out of over fifty growers and community members from six counties, including areas as far as two hundred miles away. It looked like the cooperative could become a reality.

The Cooperative Creates A Vision

Growers had diverse reasons for signing on to the Cooperative. Installing a vineyard is an expensive proposition. Without a cooperative, small growers would have to depend on marketing their harvest to large wineries. Large wineries only buy until their own vineyards are up to full production, and so large wineries were not a guaranteed market. Most small growers couldn’t afford to build a winery to process their grapes right away – especially after investing in their land. Yet, that seemed the best way to guarantee a market for the grapes being grown.

“We wanted our cooperative to be the backbone of the wine industry in this region...We had to guarantee a price for the grapes being grown that was equal to or higher than any winery in the state.”

Local farmers estimate that the value of the grape can increase five times when processed into wine. A cooperative winery would provide a value-added market for the small growers. The founders of the cooperative also visualized it as an incubator that could assist small growers in establishing their vineyard and eventually their own label.

The core group of growers and others involved from the beginning had an even larger vision of what the cooperative could mean to the region. "We wanted our cooperative to be the backbone of the wine industry in this region," one individual noted. In order to do this, "we had to guarantee a price for the grapes being grown that was equal to or higher than any winery in the state." This seemed an unattainable goal at first, given that the cooperative was made up of individuals who were already in debt for their vineyards and had no capital.

Economic Start-Up Capital and Talent Comes from the Growers

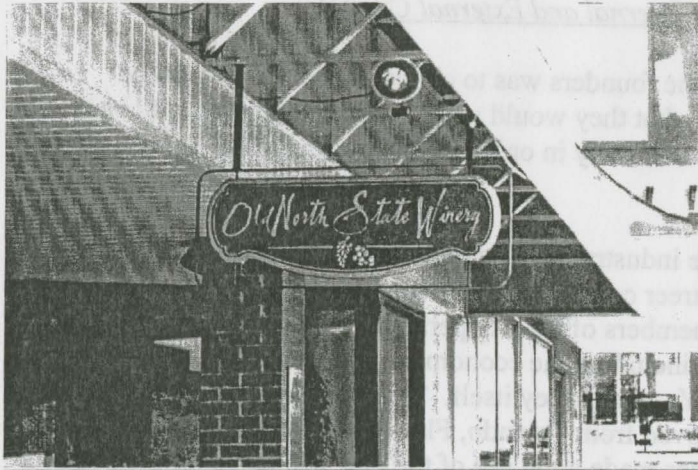
The group had by-laws drawn up by a lawyer connected to one of their businesses. On November 1st, 2001, an offering was put out. To make incorporation possible, they needed twenty growers to buy in. They got 26.

The Old North State Winegrowers Cooperative was formed. Members were required to invest \$250, as well as \$1 per vine. Growers had an average of 2,100 vines in their vineyards.

The by-laws called for a 5-7 member Board of Directors. Eleven people were nominated for the open positions. One of the leaders of the group suggested that the by-laws be amended to allow eleven directors. "After all," he said, "if that many people wanted to work on this, why limit the talent?"

The Board put that talent to work immediately. The chair of the board was a local restaurateur and entrepreneur, who used his network to bring other entrepreneurs on board and finance the operation. "Build a winery with no money?" he said, "It was a challenge I was happy to take on." The first priority for the Cooperative was raising capital to buy the grapes from the 2002 harvest and have them crushed into wine. With the community college as their fiscal agent, they applied for and received some money from a private foundation to cover that immediate expense.

In late 2002 they established their own non-profit, the Old North State Winegrowers Foundation. The Foundation was created to promote the wine industry in the region through education and outreach; it also serves as an independent fiscal agent for grant monies. The establishment of the Foundation increased the Cooperative's visibility and connections to the community. The Foundation's board, established independently of the cooperative's board, was required to have a majority of directors from the region, rather than from the cooperative's membership.



***The Old North State Winery:
A collaborative creates a
market for local product.***

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A Historic and Vacant Main Street Building Becomes Home to Winemaking

The next priority was the actual set-up of the wine production facility. After considering locations throughout the region, the Cooperative settled on a 22,000 square foot historic department store building in Mt. Airy. One of the Cooperative members, a local contractor, provided the building evaluation. The Cooperative worked with the Downtown Mt. Airy Association to purchase the property, which had been vacant for years.

The building was assessed at \$300,000. Because the Downtown Association was the actual purchaser, the owner sold it for \$170,000 and took the remainder as a charitable write-off. A local bank with connections to the Cooperative's vice president helped the Cooperative finance the purchase from the Downtown Association by extending a loan to cover interest payments as well as the initial purchase cost of the building. Eight board members, all prominent in the community and willing to invest in its future, guaranteed the loan.

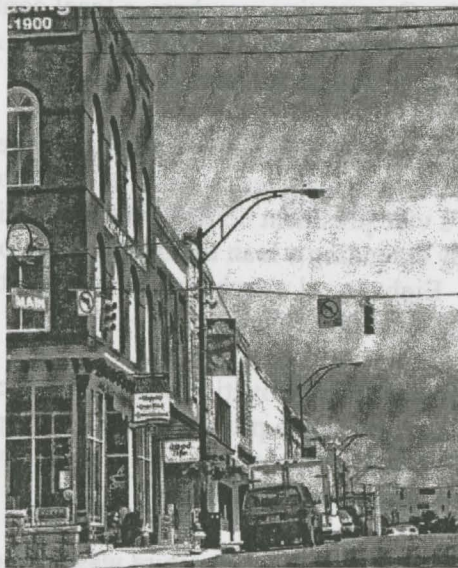
Other money, both loaned and granted, helped finance the renovation and purchase equipment for the winery. During a cash flow crunch in mid-2003, some private investors stepped in with loans at the below-market interest rate of 5%. Around the same time, the growers were asked for their first and to date only capital investment of \$7500 per vineyard.

As the immediate capital needs were dealt with and the physical structure was secured, the Cooperative also needed a business and marketing plan. Again the members were called upon to help. An accountant who was also a grower wrote the initial business plan, which won fifth place in a statewide competition for small businesses. The marketing plan currently being implemented by the Cooperative was designed by students in the Executive MBA program at Wake Forest University. The Cooperative's vice president used connections to the University to develop the project. The result was a professional marketing plan designed for a fraction of what it would have cost an independent firm to create it.

The Industry Develops with the Help of Both Internal and External Capital

Early on, one of the commitments made by the founders was to connect their work with the community. They knew, from the beginning, that they would need to market their ideas to each other and to the rest of the residents of the community in order for the businesses to thrive. They found this challenging, but exciting.

Now, the Yadkin Valley and the young wine industry have begun to attract new residents from outside the region. New retirees and mid-career couples have purchased land and installed vineyards in the area, and several are also members of the Cooperative. The region appeals to these new residents for a variety of reasons, including the economic opportunities of the Cooperative but also the rural nature of the Yadkin Valley itself. "There's a creative environment," said Karen, a grower who moved from Orlando, Florida four years ago; "It hasn't been spoiled by chains." The Cooperative has made good use of the new residents. In the recent board elections, Karen was elected to the board and heads the marketing committee. She is charged with implementing the marketing plan for the winery. She is enthusiastic about promoting the cooperative's wines regionally and locally, and visualizes the winery as a community meeting place, where "something is always going on" eventually.



Downtown in Mount Airy

"There's a creative environment," said Karen, a grower who moved from Orlando, Florida four years ago; "It hasn't been spoiled by chains."

Public Policies and Processes Help the Valley Help Itself

The development of the Cooperative has stimulated a variety of other activities to support the wine industry in the Yadkin Valley. The region recently received designation as an American Viticultural Area. This will allow all the wineries in the region to brand their wine with the "Yadkin Valley" designation. North Carolina's Department of Transportation recently approved highway signs for wineries along the roads that run through the region.

The counties in the region have also made changes in their laws to accommodate the industry. Formerly dry counties now allow wineries to sell wine on their property.

The town of Elkin (pop. 4,100), located in the heart of the Yadkin Valley, has gone even further in its support of the industry. It hosts an annual Yadkin Valley Wine Festival in May. Its first year, the Festival had a crowd of 4,000. In 2004, the turn-out was over 12,000. The town's board of commissioners has made the festival possible by passing regulations that allow wine pours in the city limits. Wines at the Festival must be made from Yadkin Valley grapes, underlining the Yadkin Valley 'brand'. The Festival is designed for the whole family, Elkin's town manager notes, "in keeping with our region's roots, of small towns, rural farms, and deeply held values".



The Elkin Festival

The festival is designed for the whole family, Elkin's town manager notes, "in keeping with our region's roots of small towns, rural farms, and deeply held values".

Vineyards and Wineries Take Root in the Region

There are now more than 400 acres of vineyards in the region and eight independent wineries. Another small cooperative of four different vineyards has opened in the northern part of the Valley. The industry is gaining momentum from within.

There are challenges ahead. The Cooperative is already destined to outgrow its current winery facility when all the member growers' vineyards are at full production. Finding the balance between promoting the wine within the region and outside the region is on everyone's mind. But the prospects are good for the individuals willing to take the risks associated with a high-input, labor intensive product.

The Cooperative's winemaker has planted a vineyard and brought his family from Oregon to settle in the Yadkin Valley. He feels that the industry has great potential. "Yadkin Valley can support a variety of small, ultra premium wineries," he says, "where growers and winemakers are producing a very high quality product". The key, most people in Yadkin Valley seem to feel, is to be ready to respond innovatively to the challenges that confront any new, community-led economic initiative.

For the Instructor:

Possible Key Questions:

What economic opportunities could grow from the grape-growing and wine industry?

(Actual examples ...some revealed in the case study; some not.)

- Increasing the commodity of the grape-growing industry from \$6,000 an acre to \$30,000 an acre.
- People got involved in a variety of outgrowths of the industry, including label-making, making and bottling for each other, consultants to the industry, cellar master, a farm supply store that specialized in grape-growing products.

What assets did this case study recognize about the Yadkin Valley, and how did the new industry link to those assets?

- Representation from all sectors of community
- Creative financing, support from local banks
- Knowing and building upon the story of the community,
- Commitment to place and preservation / creation of a sense of place, quality of life
- Promoting a 'brand'—Yadkin Valley
- The coop and the marketing plan from Wake Forest
- Taking advantage of assets from inside and out (skills from within first, then beginning to use skills and resources from outside community)
- Leadership without ego but with an eye on the benefit of the community for actions
- Leaders who organized according to the strengths of the people involved

What were obstacles to their success? How were they overcome?

- Getting the community on board... The Cooperative understood that they had to "market the idea" in their own community.
- Getting the brand known outside the Valley. The Festival and the marketing plan created ties outside the community.
- The coop winery will outgrow production in 2 years when all growers are up to full production
- Someone had to create the political will to compromise the laws of a traditionally dry county.
- Finding financial assets available in the community, the community recouped the cost of the start-up.
- Getting sales up within the projections. (Solution?)

Project Cost / Source of Funds

Golden LEAF Foundation (Coop start-up funds)
USDA Rural Business Enterprise Grant (RBEG)
Surrey Bank and Trust (loan)
Appalachian Regional Commission

Key Ideas for Community Development

1) Mapping assets

The installation of the initial large winery awakened the region to the possibility that the historic wine industry might be a positive economic development activity in the Yadkin Valley. A core group of community members visualized building a cooperative for small growers by drawing upon traditional land use patterns, local entrepreneurship, and existing resources (Extension, the Community College program).

2) Building Relationships

Within the cooperative, drawing upon strengths of the various members; outside the cooperative, with financing institutions, city government, local non-profits, local property-owners.

3) Mobilizing for Economic Development and Information Sharing

Creating the links among growers, wineries, financiers and legal advisors, town and region, tourism and regional markets, etc.

4) Convening the community to develop a vision and a plan

The steering committee, the initial open meetings, the creation of the regional cooperative

5) Leveraging outside resources to support locally driven development

Funds accessed for cooperative start-up, outside advisors (the woman in CA who helped design the profit-sharing for the cooperative).

See background statistics about the wine industry in North Carolina on the following page:

North Carolina Grape & Wine Statistics Current as of Summer 2004

STATISTICS (for year 2003)

Avg. Yield/acre 2.95 tons
Grape Production 2,800 tons
Avg. Price/ton \$1,180
Grape value at farm gate \$3.3 Million
Wine value estimated at \$30 Million
Number of Wineries 34
Gallons wine produced 538,000 gallons (Yadkin Valley for 2003 produced 125,000)
Bearing acres 950
Non-bearing acres estimated at 250
Number of Vineyards 300
U.S. Rank: 12th for wine production; 12th for grape production & acreage

STATISTICS (for year 2002)

Avg. Yield/acre 2.7 tons
Grape Production 2,300 tons
Avg. Price/ton \$1,280
Grape value at farm gate \$2.9 Million
Wine value estimated at \$30 Million
Number of Wineries 25
Number of Wine Producers 1
Gallons wine produced 600,000 gallons
Bearing acres 850
Non-bearing acres estimated at 250
Number of Vineyards 250 (Compare to 2003!)
U.S. Rank: 12th for wine production; 14th for grape production & acreage

North Carolina now has 31 wineries and 3 wine producers in 20 counties. 10 new wineries are expected to open by September 2005!

Vineyards and wineries create jobs and attract tourist dollars to rural communities, while generating revenue for the state. They offer an opportunity for farm diversification and farmland preservation.

There are 300 individually owned grape vineyards across the state covering 1,200 acres (of which 400 acres are in Yadkin Valley).

In 2002, state-produced grapes were valued at \$3.3 Million and the value of state-produced wine was estimated at \$30 Million.

Based on data generated in other states, the Grape Council estimates that the economic impact of vineyards and wineries in North Carolina is \$79 Million with 855

jobs created. In Virginia, for every \$1 spent at winery, there is \$4.35 generated in statewide economic activity. In North Carolina, every 100 tourists to a community generates 134 jobs.

Vineyards in 2003 produced an average of 2.95 tons per acre, valued at \$1,180 per ton. That's an average gross income of \$3,481 per acre! The average price per ton is among the highest in the country.

North Carolina ranks 12th for wine production and 12th for grape production among the United States.

The Yadkin Valley is North Carolina's first federally-recognized American Viticultural Area (AVA). Located in northwestern North Carolina, it includes all of Surry, Wilkes, and Yadkin counties and portions of Stokes, Davie, Davidson and Forsyth counties. There are currently seven wineries, three tasting rooms, and more than 400 acres devoted to vineyards in the Yadkin Valley.

Wine is a value-added agricultural product that can be part of a healthy diet when consumed responsibly and in moderation.

Scuppernong, a native muscadine grape and the first grape cultivated in the United States, is the official fruit of the state of North Carolina.

North Carolina's first commercial vineyard, Medoc Vineyard, was founded in 1835 in Halifax County.

At the turn of the century, 25 wineries operated in NC, making it one of the most productive wine states in the U.S. The industry closed with the onset of Prohibition. NC is home to the Biltmore Estate Wine Company, which receives more than one million visitors annually and is the most visited winery in the United States.

North Carolina's mother vine, a 400-year old Scuppernong vine measuring half an acre at one time, is a legacy of Sir Walter Raleigh's Colony on Roanoke Island. Colonists first discovered the vine in the 16th century and introduced it elsewhere, making it our nation's first cultivated grape.

NC has 40 commercial muscadine grape vineyards in 26 counties (this is the sweet wine).

In 1991, NC had 68 commercial vineyards, and in 1998 there were 128. In 2003, that figure exceeds 300.

Muscadine grapes, often called scuppernongs, are native to Eastern North Carolina. They have seeds and thick skins and taste delicious fresh from the vine. Scuppernong is a bronze variety of muscadine grapes and was the first muscadine grape discovered and cultivated in America.

Bunch grapes grow in clusters in Western North Carolina. These include varieties like Chardonnay and Cabernet Sauvignon. Both bunch grapes and muscadine grapes are "pressed" to make wine, juice and jelly.

Breeding work at NC State University developed better commercial varieties of muscadines during the 20th century. Popular bronze muscadines are Carlos, Magnolia, and sterling; some dark muscadines are Noble, Nesbitt, and Black Fry. The best muscadine grapes for wine making are Carlos (bronze) and Noble (dark) because they are extremely juicy.

Grapes are picked in September and October in N.C. Wine is ready to drink between 3 months and 2 years after grape harvest, depending on wine style.

A grape variety is the name of the grape. For example: Chardonnay, Merlot, Cabernet Sauvignon. A "varietal" wine is one that contains at least 75% of that grape variety. One ton of grapes will produce about 100 gallons of wine. One acre of grapes will produce an average of four tons. One acre of grapes will produce on average 400 gallons of wine or 2,000 bottles.

In 2000, 22% of the 2,300 tons of grapes grown in NC were sold as fresh table grapes. The remainder was used for wine production.