



North Dakota's Grape and Wine Industry

VISION FOR THE FUTURE

Information in this document was created at the August 25, 2011 Strategic Planning meeting in Bismarck. Meeting participants included:

Rod Ballinger, North Dakota Grape and Wine Program Committee chairman; Doug Goehring, North Dakota agriculture commissioner; Dean Ihla, North Dakota Department of Commerce tourism development manager; Duane Hauck, NDSU Extension Service director; Paul Anderson, North Dakota Grape Growers Association president; Tim Faller, North Dakota Agricultural Experiment Station assistant director; Rodney Howe, SBARE president, North Dakota Grape and Wine Program Committee member; Greg Krieger, North Dakota Grape and Wine Program Committee member; North Dakota Grape Growers Association secretary; Ron Smith, NDSU Extension Service professor/horticulturist; John Schneider, North Dakota Department of Commerce APUC executive director; Jeff Peterson, North Dakota Grape and Wine Program Committee member, Pointe of View Winery owner; Harlene Hatterman-Valenti, NDSU Plant Sciences Department associate professor/high-value crops researcher; Jacob Belanger, North Dakota Grape and Wine Program Committee member; Mike Beltz, SBARE member; Tom Kalb, NDSU Extension Service horticulture specialist; Rodney Hogen, Red Trail Vineyard owner; Susan Hogen, Red Trail Vineyard owner; Paul Langseth, SBARE member; Dane Braun, North Dakota Agriculture Department policy adviser; Erik Sand, Fox Lake Vineyard owner; Alan Verbitsky, North Dakota Grape Growers Association member, North Dakota Grape and Wine Program Committee member; Steve Sagaser, NDSU Extension Service Grand Forks County agent/agriculture and natural resources and horticulture; Allan Fuller, Vintners Cellar owner; Glenn Muske, NDSU Extension Service rural and agribusiness enterprise development specialist; Marie Hvidsten, NDSU Extension Service rural leadership specialist, meeting facilitator

EXECUTIVE SUMMARY Strategic Vision and Direction Plan

CURRENT STATUS

Grape growing has occurred in North Dakota for years, but only in the last 20 years has it started to become a commercial industry. In 2006, the number of growers was increasing, and they saw a need for sharing information. The North Dakota Grape Growers Association (NDGGA) was established with the mission “to carry out the education, promotion and extension of the art and science of viticulture in North Dakota and surrounding areas, including all agricultural, horticultural and related purposes.”

North Dakota has 40 vineyards and nine licensed wineries. Since its beginning, the NDGGA has maintained 80 to 100 members annually.

In 2009, the North Dakota Legislature established the North Dakota Grape and Wine Program Committee (NDGWPC) to oversee the disposition of \$250,000 in funding for grape and wine research, promotion, education and marketing. Funds are being dispersed to North Dakota State University for cultivar research and to NDGGA for educational programs. Discussions are ongoing with the North Dakota Department of Agriculture and North Dakota Department of Commerce about the promotion and marketing for the industry.

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GOALS

Education

- Create a high public awareness of the industry.
- Conduct training on grape growing to ensure growers receive accurate and consistent information on growing cultivars in North Dakota conditions.
- Develop an educational program through the NDSU Extension Service to assist growers throughout the state in establishing vineyards.
- By 2012, have a grape-growing educational program established and available through the NDSU Extension Service.

Research

- Develop a true cold-hardy grape and wine initiative.
- Adapt the best current grape-growing and winemaking methods consistent with our local conditions.
- Conduct more research on the evaluation of germplasm that is cold-hardy in all areas of North Dakota.
- Establish an enology (the science of wine) program at NDSU to ensure high-quality wine is produced.
- Have NDSU Research Extension Centers continue to test grape germplasm and production methods.
- By 2017, have two distinct, improved cultivars that have excellent cold-hardy traits.
- Implement a long-term program once sustainable funding is available.

Marketing

- Increase the number of wineries to 25 by 2026.
- By 2017, increase the number of commercial vineyards of one acre or more to 50.
- Locate wineries throughout the state within an hour drive of a city.
- Promote local wineries providing a revitalizing impact for small communities.
- Establish a quality-based standards program for North Dakota grapes and wines.
- Target 20 percent of wine sold in North Dakota to be grown and produced locally.
- Develop a strong brand and signature product or grapes for North Dakota.
- By 2017, increase membership in the NDGGA to 200 members.
- Promote the awareness of NDSU's and private growers' success in grape and wine production.
- Develop three wine trails that will promote awareness of the industry and create value through agritourism in collaboration with the North Dakota Department of Commerce and the North Dakota Department of Agriculture.
- Explore having a paid position within the NDSU Extension Service to serve as executive director for the NDGGA and North Dakota wine industry.

Public Policy

- Streamline North Dakota laws, including direct-to-retail, that allow North Dakota wineries to thrive.
- Have a North Dakota viticulture industry that is recognized for high-quality grapes being grown by experienced, knowledgeable growers.

Funding

- As the industry develops, a funding mechanism based on grape production or processed products may be implemented to augment the state funding.
- A relationship with the State Board of Agricultural Research and Education (SBARE) should be developed in hope SBARE will place a request on its priority list for state funding to allow the North Dakota Agricultural Experiment Station to expand its grape research.
- Work closely with the North Dakota Department of Agriculture and North Dakota Department of Commerce to secure funding for the promotion and marketing of the wine industry.
- A sustainable funding source needs to be established by the end of the 2013 legislative session.
- The legislatively designated North Dakota Grape and Wine Program Committee should continue to provide advisory support for research, promotion, education and marketing activities for the grape and wine industry.