

(DRAFT)
NDGWA STRATEGIC PLAN
2015

Research

- **Support the NDSU grape germ plasm enhancement research**
 - **Assist with securing funding**
 - **Issue letters in support of grant requests**
 - **Educate legislators and ND Department Commissioners about the value of the industry**
 - **Promote the research through sponsoring public educational events**
 - **Provide supporting expertise and/or personnel volunteers**
- **Advocate for the establishment of an experimental enology lab at a ND institute of higher learning**
- **Support research at ND colleges and universities that improves viticultural practices**

Education

- **Host annual conference to provide education for both commercial and hobby grape growers and winemakers**
- **Host and/or provide support of seminars throughout the State that provide education for grape growers and wine makers**
- **Co-operate with NDSU and Extension Dept. to provide printed educational material.**
- **Educate ND legislators and regulators at all levels of government regarding the potential economic value of a viable grape and wine industry in the State.**
 - **Solicit sponsorship of legislation and/or policy changes that reduce the regulatory burden and barriers to the growth of the industry**

Marketing

- **Raise awareness of the Grape Growing and Winery industry in ND**
 - **Partner with ND Tourism Dept**

- **Partner with ND Ag Dept**
- **Develop a marketing plan including brochures, advertising, social media**
- **Develop ND brand**
- **Participate in a Regional Quality Assurance Program**
- **Explore opportunities for co-operative marketing with ND craft beverage producers**
- **Develop relationships with local and regional tourism entities to promote the industry**

Industry Growth

- **Support an increase in the number of Domestic Wineries to 16 by 2016 and to 25 by 2020**
- **Support an increase in the quantity of high quality cold hardy grapes and fruit grown in ND to support the requirements of the Domestic Wineries.**