



Connecticut Farm Wine Development Council (CFWDC)

Minutes for March 21, 2014

Council Members

Steven Reviczky	steven.reviczky@ct.gov	CT Dept of Agriculture	P
Jamie Jones	jamie@jonesfamilyfarms.com	Jones Family Farm & Winery	P
Gary Crump	garyvin27@sbcglobal.net	Priam Vineyards	A
Bill Hopkins	wlhopkins@chartern.net	Hopkins Vineyards	P
George Motel	gmotel@bozzuto.com	Sunset Meadow Vineyard	P
Gregory Weidemann	gregory.weidemann@uconn.edu	Dean, UConn Coll. of Ag	P
Dr. Frank Ferrandino	frank.ferrandino@po.state.ct.us	CT Ag Experiment Station	P
Cameron Faustman	cameron.faustman@uconn.edu	Director, Storrs Experiment Station	P
Dick Auger	dick@taylorbrookewinery.com	Taylor Brooke Winery	A
Steven Vollweiler	svollweiler@yahoo.com	Sharpe Hill Vineyard	P

Farm Winery Attendees

Chris Granger	Land of Nod Winery
Rick Granger	Land of Nod Winery
Bob Chipkin	Cassidy Hill Vineyard
Jim Frey	Walker Road Vineyard
Blaze Faillaci	Dalice Elizabeth Winery
John Wilcox	Dalice Elizabeth Winery
Mary Lee Wilcox	Dalice Elizabeth Winery
Judy Ferraro	CT Valley Winery
Jim Jerram	Jerram Winery
Catherine Jerram	Jerram Winery
George Motel Jr.	Sunset Meadow Vineyard
Joe Gouveia	Gouveia Vineyard

Department of Agriculture Attendees

Jaime Smith	jaime.smith@ct.gov	DoAg
-------------	--	------

Guests

None.

1. Call to order

- 1.1 The meeting was called to order at 10:02am by Chairman Steven Reviczky.

2. Meeting Minutes Approval, December 12, 2013 and February 14, 2014

- 2.1 A motion was made by Mr. Jamie Jones, seconded by Mr. Bill Hopkins to approve the December 12, 2013 minutes as submitted. There was no discussion and the motion passed unanimously.
- 2.2 A motion was made by Mr. George Motel, seconded by Dr. Frank Ferrandino to approve the February 14, 2014 minutes as submitted. There was no discussion and the motion passed unanimously.

3. Treasurer's Report

3.1 Chairman Reviczky reported a balance of \$115,290.80 available.

4. Chairman's Report

- 4.1 Correspondence from many wineries was received in the last few weeks. It seems the general consensus is that farming is hard. Chairman Reviczky noted that those sentiments extended beyond the vineyard and winery sector of agriculture.
- 4.2 The Environment Committee is meeting later today.

OLD BUSINESS

5. Public Comment Period Regarding Old Business (10 minutes)

- 5.1 Rick Granger, Land of Nod: 51% designation program seems like a skewed approach which favors large wineries. Unclear why there's a designation program just for the wine industry.
- 5.2 Joe Gouveia, Gouveia Vineyards: New designation program puts small vineyards at a disadvantage. In support of more production but not the way to go about it.
- 5.3 Chris Granger, Land of Nod: 51% of CT Grown product should be grown on the farm itself. Becomes a program about who you know not about growing grapes. Living five minutes from MA border, bought fruit in MA. Would have bought fruit from CT, but wasn't aware of the program at the time.
- 5.4 George Motel Jr, Sunset Meadow Vineyard: It takes more work to grow the fruit than to buy it and vineyards should be rewarded for work that's done. There are tough growing conditions for everyone.
- 5.5 Bob Chipkin, Cassidy Hill Vineyards: Large wineries shouldn't be rewarded. Why does state have to endorse certain wineries? State should not promote just large wineries.
- 5.6 Jim Frey, Walker Road Vineyard: Logo will hurt Passport program. Makes difference among wineries and it's not going to achieve what we think it will. There are other ways to encourage additional acres. Logo would hurt franchise; the industry should be competing on basis of quality.

6. State Farm Winery Meeting, February 24th

- 6.1 Mrs. Jaime Smith reviewed the meeting on the 24th and reported that while some conversation was somewhat contentious, overall it was a positive meeting and people enjoyed networking. Making it an annual meeting has yet to be determined.

7. 2014 Passport Program Status

- 7.1 There was extensive discussion at the 2/24 meeting and follow up correspondence afterward encouraging use of one of the grand prize trips be reserved for those who obtain all 33 stamps. The general response was that it would be a good idea to try. Mr. Motel questioned if the Council would be willing to reimburse the cost of the ticket to the CT Wine Festival. Mrs. Smith mentioned that had happened in the past and would confirm CVWA had in fact received payment for the 2013 tickets.
- 7.2 A motion was made by Mr. Steven Vollweiler, seconded by Mr. Jones to reserve one of the grand prize trips for a drawing for passports with all 33 stamps and the second grand prize for passports with 16-32 stamps. The discussion was that if there are two prizes why not try it this year to see what the response is. The motion passed unanimously.
- 7.3 The Newbury Inn contacted the agency about being a new prize option for 2014. Information about the Inn and pictures were passed around to the board members. There were some concerns and Mrs. Smith will look into it.
- 7.4 It was suggested at the 2/24 meeting and follow up afterward was received with suggestions on how to collect passports with less than 16 stamps. Given the administrative burden of handling over 60,000 passports, no action under the current system will be implemented for 2014. It will be brought to the subcommittee for

additional discussion. An electronic version of the passport would make collecting that information more manageable.

8. A Designated CT Grown Farm Winery

- 8.1 In response to the public comment period, Chairman Reviczky explained how program was established.
- 8.2 Mr. Jones mentioned the idea of the program has been discussed for some time and that it's unlikely the statute will go back to 51%. Others grape regions are built around vineyards and they recognize growers. In CT there's been growth in wineries, not so much in vineyards. If there are more grapes, there are more people, and more jobs.
- 8.3 Mr. Vollweiler stated that he is against program. He would be required to plant another 10 acres before he could use the logo while a vineyard with only one or two acres planted could get the logo.
- 8.4 Mr. Hopkins noted that it's the council's responsibility to support agriculture to encourage growing. When the law changed to 25%, sales went down for two years afterward. You can't be winery until you have a vineyard.
- 8.5 Mr. Motel agreed with Mr. Hopkins. There's an integrity issue and it's all in what you want to produce.
- 8.7 Chairman Reviczky reminded the council that they receive \$47,500 to promote the industry and should be promoting farming and agriculture.
- 8.8 There was discussion on the logo which would highlight the wineries in the program. It was reaffirmed the CT Grown logo would be most appropriate.
- 8.9 Sustainable growing practices are included as a requirement for the program yet nothing is currently specified. It was determined that working with Extension agents and researching what other states are doing with regard to vineyard sustainable growing practices would be a way to define that requirement.
- 8.10 Mr. Jones made a motion, seconded by Dean Weidemann to amend the previously approved program removing the sustainable growing requirements and feature the CT Grown logo only as pertains to the 51% for 2014. There was no discussion. There were seven yays and one nay by Mr. Vollweiler. The motion carried.

NEW BUSINESS

9. Public Comment Period Regarding New Business (10 minutes)

- 9.1 Jim Frey, Walker Road Vineyards: Unclear how appointments were being made, based on the council's statute it appears the Commissioner should be making them. He also wanted clarification on what constitutes a quorum. The practice of only the council members talking during the meeting is new and is unclear on how to proceed in the future.
- 9.2 Bob Chipkin, Cassidy Hill Vineyard: Appreciates extended public comment period, though it would be valuable at the end of new business.
- 9.3 Rick Granger, Land of Nod: The ability to come to meetings is difficult. Meetings by webcast or podcast would be preferred to get into 21st Century.
- 9.4 Joe Gouveia, Gouveia Vineyards: Wineries are becoming wedding houses. The industry is not seeing eye to eye, more communication is needed between CVWA & council. Overall, disappointed.

10. Big E

- 10.1 Chairman Reviczky responded to the public's comments, noting the appointment process is explained through the Connecticut Farm Wine Development Council statute. The meeting was turned over to Mrs. Smith to chair the remainder of the meeting prior to leaving for the Environment Committee meeting.
- 10.2 It was suggested by Acting Chairman Smith that a Big E subcommittee be formed given the positive outcome of the Passport subcommittee. A motion was made by Mr. Jones, seconded by Mr. Motel to form a Big E subcommittee to discuss logistics of the 2014 Big E Wine Booth. The discussion following noted that while absent from the meeting Dick Auger and Gary Crump would be likely council member participants to the subcommittee. Keith Bishop from Bishop's Orchards, not a council member and also absent, has expressed significant interest in the Big E and would likely be willing to participate. Blaze Faillaci from Dalice Elizabeth was

recommended as a non-council member willing to participate. There was no further discussion and the motion passed unanimously. Mrs. Smith will follow up with Chairman Reviczky to work out the final subcommittee roster.

11. 2014 Appointments

11.1 Prior to Chairman Reviczky leaving this was discussed. The agency will be following up with council members in the near future regarding their current/future participation.

12. Featured Farm Winery

12.1 Acting Chairman Smith invited any winery interested in doing a short presentation about their operation to contact her prior to the next meeting. The invitation is open to council and non-council members.

13. Specialty Crop Block Grant

13.1 Acting Chairman Smith informed the council that the 2014 Specialty Crop Block Grant RFP was open and available to the industry if there was interest in submitting a project. The max award is \$75,000 and no match is required.

14. Northern Grapes Project Letter of Support

14.1 The agency had been contacted about submitting a letter of support to the Northern Grapes Project. The project and ongoing activities are available to all farm wineries in Connecticut.

14.2 A motion was made by Mr. Jones, seconded by Mr. Motel to write a letter of support from the council to the Northern Grapes Project. There was no discussion and the motion passed unanimously.

15. Connecticut Conference on Tourism

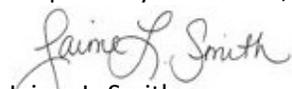
15.1 Acting Chairman Smith informed the council that the state's tourism conference was on April 24th and recommended exhibiting as a vendor like in 2013. A motion was made by Mr. Jones, seconded by Mr. Hopkins to exhibit at the 2014 Connecticut Conference on Tourism. There was no discussion and the motion passed unanimously.

16. Other Business

16.1 There was no other business to discuss.

The meeting was adjourned at 11:43am. The next meeting is June 12, 2014

Respectfully Submitted,



Jaime L. Smith
Acting Secretary