

**2011 Final Report
Michigan Grape and Wine Industry Council**

Project title:

Enology Education Partnership

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1. Original goals and objectives.

The need to provide enology education and technical assistance has been acknowledged by both the Michigan wine industry and Michigan State University (MSU) as an essential step in the growth of our wine industry, and is a key outreach and education priority of the Michigan Grape & Wine Industry Council (MGWIC). A coordinated effort between the MGWIC and MSU began in 2008 to provide enology education and outreach to Michigan's wine industry. This proposal seeks funding for year 4 of this work.

Paul Jenkins, The MSU Small Fruit Education Coordinator, had specific responsibility for the following objectives:

1. Continue to communicate with Michigan winemakers to gather information on the need for technical information and workshops.
2. Continue to communicate with MSUE wine grape staff to gather information on current educational programs.
3. Work with the Council to plan and organize educational events; at least 3 events prior to 3/1/2012.

4. Assist Council staff with logistics of the Michigan Wine and Spirits Competition, August 2011.
5. Attend regional professional events for networking and to gather ideas for programs suitable for Michigan's needs.
6. With assistance from MSUE and Council, maintain a database of wine grape growers and winemakers in Michigan.
7. Regularly meet with the Research and Education Committee of the Council to gain their input on projects.

2. Results and conclusions.

Objective 1. Continue to communicate with Michigan winemakers to gather information on the need for technical information and workshops. Paul Jenkins continued to meet with winemakers in 2011 to determine the industry's need for technical information. He also requested input via feedback forms from attendees at his workshops.

Objective 2. Continue to communicate with MSUE wine grape staff to gather information on current educational programs. Paul Jenkins continued to work and collaborate with MSUE staff in 2011 to coordinate with current educational programs offered by MSU.

Objective 3. Work with the Council to plan and organize educational events; at least 3 events prior to 3/1/2012. Eight enology educational events were held during 2011. This report does not include activities on viticulture program efforts that run parallel to the enology efforts, but provide additional value to the industry. See detailed information below under Communications, Activities, Accomplishments, and Impacts.

Objective 4. Assist Council staff with logistics of the Michigan Wine and Spirits Competition, August 2011. Paul and one undergraduate assistant helped the MGWIC staff with the logistics of the 2011 competition.

Objective 5. Attend regional professional events for networking and to gather ideas for programs suitable for Michigan's needs. Paul Jenkins attended the American Society of Enology and Viticulture-Eastern Section meeting in July 2011 and is coordinating this annual meeting for Traverse City in July 2012.

Objective 6. With assistance from MSUE and Council, maintain a database of wine grape growers and winemakers in Michigan. This objective has been completed. Paul communicates regularly with the Michigan grape and wine industry via the Michigan Grape and Wine Newsletter. This newsletter has also improved communications between other MSU specialists and the industry as well.

Objective 7. Regularly meet with the Research and Education Committee of the Council to gain their input on projects. This objective has been completed. Paul maintains regular communication with the MGWIC.

3. Project period.

Original project period: January 1, 2011 to December 31, 2011.

4. Work accomplished during the period, including methods.

Eight educational events were held during 2011. See detailed information below under Communications, Activities, Accomplishments, and Impacts.

5. Communications Activities, Accomplishments, and Impacts.

Description of eight enology education events for the Michigan wine industry in 2011 (venue; location; date; speakers; presentation titles):

1. Northwest Michigan Winegrape Kickoff meeting; Traverse City, MI; April 1, 2011.

Speakers/presentations:

Dr. Brent Ross, Michigan State University; 'Survey for Michigan wine industry'.

Dr. Dan McCole, Michigan State University; 'Partnerships in tourism business: Implications for the Michigan wine industry'.

Mark Chien, Penn State University; 'The harvest dance: Winemakers and grape growers'.

Panel discussion on winery-grower relations.

2. MSU Experimental Wine Evaluation, East Lansing, MI; June 1, 2011.

Speakers/presentations:

Chaad Thomas, US Wine Imports, Ann Arbor; 'An importer's perspective on new wine varietals for Michigan'.

Steve Scheffel, Goodrich's of East Lansing; 'A retailer's perspective on wine varietals for Michigan'.

Paul Jenkins and Paolo Sabbatini, 'Pour, taste and talk: Pairing with commercial examples of new varietals'.

3. Short Course on Aromatic White Wine Production, East Lansing, MI; June 2, 2011.

Speakers/presentations:

Katie Cook; University of Minnesota; 'The components of terroir'.

Dr. Anna Katharine Mansfield, Cornell University; 'Sensory characteristics in white wine'.

Katie Cook, University of Minnesota; 'Skin contact in aromatic whites'.

Dr. Anna Katharine Mansfield, Cornell University; 'Acid management'.

Katie Cook, University of Minnesota; 'Yeast selection for white wine production'.

Dr. Anna Katharine Mansfield, Cornell University; 'Sensory evaluation in the winery'.

4, 5 and 6. Pre-harvest Workshop on Wine and Must Analysis with Dr. Barry Gump, Jackson, Paw Paw and Traverse City, MI; September 26, 27 and 29, 2011 (day-long workshop in each location).

Presentation topics (all presentations by Dr. Barry Gump, Florida International):

Soluble solids in juices by hydrometry and refractometry

Soluble solids in fruit - Sugar per berry - by refractometry

Reducing sugars, Rs, in finished wine by Clinitest

pH measurements on juices and wines

Titrateable acidity titration with sodium hydroxide - phenolphthalein and pH meter endpoints

YAN measurement and testing

Formol nitrogen (nutrition assessment) in juices and/or wines

Ethanol by Ebulliometry

Malolactic fermentation followed by paper chromatography

Sulfur dioxide by the Aeration-Oxidation technique

7. Enology Session on Fruit Wine Production, Great Lakes Expo, Grand Rapids, MI; December 7, 2011.

Speakers/presentations:

Dennis Dunham, Oliver Winery; 'Fruit still wine production'.

Lee Lutes, Black Star Farms; 'Specialty fruit wine production'.

Nancie Corum-Oxley, St Julian Wine Company; 'Fruit brandy production'.

8. Enology Session, Michigan Grape and Wine Conference, Grand Rapids, MI; February 23, 2012.

Speakers/presentations:

Angelo Pavan, Cave Spring Winery; 'Maintaining Riesling quality from vintage to vintage'.

Dr. Andy Reynolds, Brock University; 'Effect of terroir on Riesling sensory characteristics'.

Angelo Pavan, Cave Spring Winery; 'Wine styles for Riesling and what works best in cool climate regions'.

Dr. Peter Salamone, Laffort USA; 'Aroma expression and preservation in white wines'.

Communication Activities:

Paul has produced the Michigan Grape and Wine Newsletter since 2010. This newsletter gets published biweekly from April-October, and provides the industry with timely, research-based information.

6. Funding Partnerships.

Matching funds for salary and fringe provided by Project GREEN.