



The Wine Press



A Fresh Approach

WINE HIGHWAY REDefined

We are delighted to share some exciting news about the upcoming Georgia Wine Highway in 2024. This year, we're rolling out significant changes, thanks to valuable insights from our Advisory Committee. These modifications aim to make the Georgia Wine Highway even more beneficial and flexible for all our members, whether you're a newly established winery or a seasoned one.

Introducing the New Georgia Wine Highway 2024

Our team has been hard at work, and we're thrilled to introduce the revamped Georgia Wine Highway program for 2024. We believe these changes will provide better

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opportunities for all of our members.

Your Participation, Your Choice

In 2024, we're putting you in the driver's seat, allowing you to choose how you participate in the Georgia Wine Highway. You'll have two primary categories to select from:

1. Length of Time:

- One Month
- Six Months
- Ten Months

2. Your Offering:

- Free Tasting: Offer a complimentary tasting experience to passport holders.
- Percentage Off: Specify your discount percentage and the details (e.g., 10% off a case or visit price).
- BOGO (Buy One, Get One): Specify your choice (e.g., BOGO glass of wine, BOGO slushy, etc.).

Additionally, you can decide whether you'd like to sell passports at your winery or opt out of selling them. **Should you choose to sell, no money will need to change hands, we will have QR codes available to payments.**

We anticipate 100 percent participation this year as you choose how to engage with this marketing tool.

Please note that tasting reimbursements will no longer be available as you are able to choose your level of participation. This also eliminates the need for billing and reporting outside of an incentive program (see the survey for more details).

Your contribution to this marketing tool will be a valuable investment in its success and in turn your own. We're excited to announce that we are partnering with some outstanding sponsors and marketing partners to ensure that the Georgia Wine Highway 2024 is our most successful and visible marketing tool to date.

You're the Driver

The survey we're sharing is not about gathering data but simply to announce these exciting changes and ask how you'd like to participate.

Please take a moment to indicate your preferences by completing the survey linked below:

https://docs.google.com/forms/d/e/1FAIpQLScDitvJ4SsleDahFJTqaG1G96xXFjF3zEDxJwKrKxt_0jpZcA/viewform?usp=sf_link

Thank you for your ongoing support and involvement. We look forward to working collaboratively to make the Georgia Wine Highway 2024 a resounding success.

Cheers to a promising year ahead!

A note about leftover glasses: please use them as promotional giveaways or in any way you'd like. We are discontinuing for now.

The future of a growing partnership in Georgia winemaking

THE UNIVERSITY OF GEORGIA AND GEORGIA WINE PRODUCERS

With grapes grown in all regions of our state, Georgia wines are taking the area by storm.

As we look to the next steps for grapes and wine here in Georgia, it's exciting to think about where Georgia wine and grape growers and the University of Georgia (UGA) will be able to go together. One critical piece of our path forward is consistent, targeted research efforts that support the Georgia wine and grape industries. In the College of Agricultural and Environmental Sciences (CAES) at UGA, our goal is to leverage our world-class research and outreach to make Georgia a leader in wine and grape production.

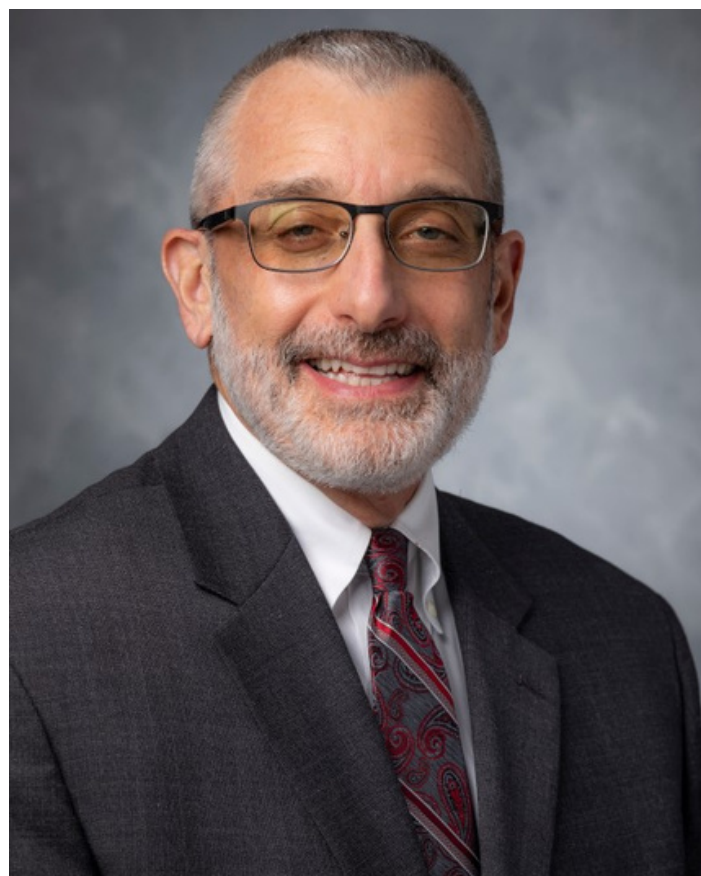
Like we do with other agricultural commodities, industry support for grape research enables CAES to continue our work in new and emerging disease and insect control, weed control, fertility, rootstock testing, mechanization and other priorities identified by our winegrowing industry partners. Our recent projects have included mycotoxin assessments, resistance development of powdery and downy mildew pathogens, nematode surveys, and reviews of Pierce's disease resistant hybrids. And with the state's leading Extension experts bringing this research to producers in the field, the future for Georgia wine is bright.

CAES is committed to Georgia wine. With the support of the Georgia Winegrowers Association, that commitment can produce the kind of results that will enable Georgia grow to grow, thrive, and transform the winegrowing industry nationwide.

Nick T. Place, PhD

Dean and Director

College of Agricultural and Environmental Sciences





Growing Expertise

COUNTY AGENTS AND THE VALUE OF SPECIALIZED CROP SUPPORT

Given the breadth and specialization of agriculture it has always been a challenge for a local County Extension agent to have expertise with all the possible commodities or topic areas. Really that is the founding justification for an Extension specialist. Extension specialists are available as a technical resource for county agents via emails, phone calls and site visits. Extension specialists also provide county agents with classroom and hands-on training.

In my personal career, I previously served as a beef cattle-forage specialist for all agents. However, I received more phone calls and emails from agents trained in horticulture and plant sciences than those with animal science degrees. That said, there were

many good agents in large cattle counties that did not have an animal science degree or experience. What they did have was a drive to assist cattlemen in their county and through the course of serving those needs and getting answers to their production questions, those agents became cattle experts and an extremely valuable resource to their cattle producers.

I would offer that few county agents start their careers familiar with viticulture. Justification for them to grow that knowledge and ability would be the presence of vineyards in their county and growers seeking assistance. As county agents develop their proactive

programming plan for a year, it's goal is to address county and community needs related to agricultural and natural resources. It is important vineyard owners and managers convey their needs. There are a lot of places growers can go for information, consultants, ag companies and the internet to name a few. The local county agent is connected to all the faculty in the College of Agricultural and



Environmental Sciences. Plant Pathology, Soil Science, Entomology, Horticulture and Ag Economics are all important ingredients in viticulture. Our colleagues in the Warnell School of Forestry and the College of Family and Consumer Sciences also assist in wildlife damage management and value-added products

Additionally, all County Agriculture Agents in Georgia have a commercial pesticide license and are experts in the safe use and disposal of pesticides. Their educational programs can also provide pesticide license recertification credits.

In closing, we have several agents who have become involved and knowledgeable in grape production as the result of inquiries from their county vineyards. If you have not met your agriculture agent, please give them a call or invite to your vineyard.

Mark A. McCann, PhD.
Assistant Dean of Extension
Agriculture and Natural Resources Program
Leader

The response for "Telling Your Story" was great. We will begin adding these to our newsletters and release them in other ways. Thank you for those of you who took time to submit, these submissions will be released in the order they were received. Please find the second installment next.

That was the moment it clicked for me that winemaking was what I wanted to pursue

DOMINIC MANTEI

Dominic Mantei

WINE MAKING ADVENTURER

Find Dominic's 2023 article by Elizabeth Smith here for a great read. Below is a little about the writer:

Dr. Elizabeth Smith is a former college professor and wine club manager turned award-winning wine writer and wine and writing competition judge. Her day job is wine and winemaker copywriter at Naked Wines USA (us.nakedwines.com). Elizabeth is a member of Les Dames d'Escoffier International Sacramento and Sonoma Chapters, the Circle of Wine Writers and the Food, Wine, and Travel Writers Association. Connect with Elizabeth at easmith.net/contact.

<https://easmith.net/livingthetastylife/dominic-mantei-winemaking-adventurer>



Reach out to your BOD

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