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The latest news, views, and announcements

## Message from the President

Greetings fellow growers, winemakers, and wine lovers! We hope you all are healthy and having a good year. Here we are already half way through 2024 and quickly approaching grape harvest time. In this newsletter you'll see a report "From the Field" written by Andrew Meggitt, Director of Winemaking Operations at Lakeridge Winery and Vineyards. Seems that it's been a good season so far.

Your FWGGA Board has been meeting regularly, mostly working toward developing an enticing Annual Conference for you. Please mark your calendars; the date has been set for January 16-17, 2025. We've changed to a Thursday-Friday meeting format for a number of reasons, and we'll appreciate your feedback on that change after the conference. The Courtyard by Marriott in DeLand is giving us the same room rate as last year, and we'll be using Venue 142 just a couple blocks away for the majority of the sessions. As you'll see in the preliminary conference agenda, we have a nice slate of speakers and a nice variety of topics. This year, our friendly wine competition will be limited to amateur and academic wines only, and a fun pirate theme is planned, so start working on your outfits!]

We'll be electing FWGGA officers during the business meeting portion of the conference. Please consider joining our group in a leadership position. We welcome anyone who has an interest in promoting Florida's wine industry. Feel free to contact me or any other current board members to discuss your interest in advance of January's meeting.

Finally, I would like to announce that the Viticulture Advisory Council (VAC) has been restructured and there are some exciting opportunities on the horizon. You'll hear more about it in future newsletters and at the conference. We look forward to seeing you in January, and until then, drink local and enjoy our fabulous Florida wines!

With warm regards  
J.R. Newbold III  
Your FWGGA President

### Florida Wine and Grape Growers Association Board Members

<b>John R. Newbold, III</b> , <i>President</i>	386-698-1074 (work)
<b>Sarah Aschliman</b> , <i>Vice-President</i>	561-306-7776
<b>Mandi Enix</b> , <i>Treasurer</i>	352-394-8627 (work)
<b>Lou Kavouras</b> , <i>Secretary</i>	352-428-7269
<b>Max Elliott</b> , <i>Director of Member Services</i>	386-749-4031
<b>Liza Munion</b> , <i>Director of Education</i>	757-947-6176
<b>Sue Elliott</b> , <i>Annual Conference Coordinator</i>	386-749-4031
<b>Shannon Richter</b> , <i>Board Member</i>	813-753-9316
<b>Christian Slupe</b> , <i>Board Member</i>	352-394-8627

## CONFERENCE NOTES –

We have changed the days (Thursday and Friday) and have a great theme (PIRATES), and we have lots of new things to offer.

The Commercials will do their thing on Thursday morning and at the same time the others will be meeting at the hotel meeting room for a session with Frank Humphries. This is a change from our Boot Camp of prior years.

We have a great selection of topics and thirteen sessions this year. There should be something of interest for everyone. Three of the sessions will be virtual, too.

This year we are offering lunch on-site both days so we can keep on working. There is a full agenda. Our Thursday evening party will include the carving stations and opportunity to mingle. Much like previous years, but with a twist. Entertainment. It will be all about US.

The Wine Competition on Thursday evening is one twist...on.ly for Academics and Amateurs this year. NO commercials. A great chance to get feedback on their best offerings.

Friday evening, we are answering the call of the locals to be allowed to participate in our fun. "Florida Flight" tickets will be sold, and we will be partnering with a local business to pour a flight of our Florida wines. This is both a marketing and educational event and a small fund raiser for us as well. WE will be AMBASSADORS of Florida Wine and mingle with the hoards to answer questions and promote the wines. Plan to be there and promote our industry. DeLand has been good to us, and they want to join us.

All this said, you can see we have made a few changes and are looking forward to a fun time as well. The hotel has kept the rate from previous years, and they have always been great hosts. They will extend the rate prior and post conference so you can bring your family and make this holiday weekend into a great family vacation. There is so much to see and do in the West Volusia area and not enough time to do it all. Make your reservations early and plan to enjoy yourself.

Many of us are planning to stay over on Friday night to enjoy all that DeLand has to offer. The town really comes alive after dark and there is so much to see and do. It is a holiday weekend so come relax and party.



# Conference Agenda

## THURSDAY– January 16<sup>h</sup>

**Registration** - 8:00 am – 12:00pm in Hotel Lobby (Academics and Amateurs enter wines for competition here)

8:00 am – 10:00 am - **COMMERCIAL CORNER** – Breakfast meeting location TBA – **Sarah Aschliman and Christian Slupe**

8:00 am – 10:00 am **“Viticulture Ventures& Enology Essentials” Frank Humphries FAMU – formerly Boot Camp - Marriott meeting Room**

10:30 am – 10:45 am - **Welcome – J.R. Newbold, President of FWGGA at Venue 142**

10:45am- 11:30 am – **SESSION I –Dr. Robin Back “The Three-Tier System of Alcoholic Beverage Distribution”**

11:30 am – 12:45pm – **LUNCH** (provided) and **SESSION II GOLDEN TICKET** Presentations

12:45 pm – 1:45 pm – **SESSION III Scott Laboratories - Fruit Wine & Muscadine – Best Fermentation Practices – VIRTUAL**

1:45 pm – 2:00 pm - **BREAK**

2:00 pm – 3:00 pm - **SESSION IV FDAC/VAC NEWS**

3:00 pm –3:45 pm - **SESSION V Clint and Alicia Johnson - Feelgood Farms – “Why & How: Starting a Vineyard and/or Wine Business”**

3:45 pm – 4:30 pm– **SESSION VI – Dr. Robin Back and Dr. Asli Tasci UCF – “An Overview of Academic Research on Winery Hospitality and Tourism in Florida”**

4:30 pm 5:15 pm **FWGGA Business Meeting**

Election of Officers, Announcements, Recognize past Presidents and Board

5:15 pm – 6:00 pm - **BREAK**

6:00 pm – 9:00 pm – **Meet and Greet and Wine at Venue 142** (meal included)

Food stations and party. **PIRATE theme celebration.** Pirate dress a re.

9:00 pm - ?? – **Enjoy downtown DeLand on your own**

**Visit The Alley and other great night spots.**

## FRIDAY – January 17<sup>th</sup>

7:30 am–8:30 am–**BREAKFAST**(on your own)

7:30 am- 8:00 am – Registration in Hotel Lobby (after that at The Venue )

8:30 am – 9:30 am – **SESSION VII - Andrew Meggitt, LRV**

**“Sound Wine Production, avoiding faults and essential analysis”**

9:30 am– 10:30 am– **SESSION VIII Todd Steiner -. Elevating wine quality through enhanced enology extension efforts**

10:30 am – 10:45 am– **BREAK**

10:45 am – 11:45am - **SESSION IX – University Presentations FAMU UF**

11:45 am –12:45 pm - **LUNCH** (provided) and– **SESSION X GOLDEN TICKET** presentations –

12:45 pm – 1:00pm **BREAK**

1:00 pm–2:00 pm **SESSION XI Todd Steiner Ohio State University– “Temperature control for quality wine production”**

2:00 pm–3:30 pm - **SESSION XII-Fritz Westover– “Grapevine Pruning techniques: Best Methods and Common Mistakes (VIRTUAL)**

3:30 pm – 3:45 pm – **BREAK**

3:45 pm 4:45 pm – **SESSION XIII presented by The TTB “-Formula & Coda submission” VIRTUAL**

4:45 pm – 5:00 pm –**PRESIDENT’S NOTES and CLOSING COMMENTS**

5:30 pm – 9:00 pm **-A special Wine Tasting “Florida Flight” open to the public** by tickets spotlighting our Florida wines, etc. With local brewery or restaurant

**Stay over and enjoy the many interesting sights and venues in West Volusia**

# 2025 Viticulture Ventures & Enology Essentials Workshop

By Allen Frank Humphries

**Are you passionate about grape growing and winemaking?** Whether you're looking to get started or already an experienced hobbyist, our upcoming Viticulture Ventures & Enology Essentials workshop is designed just for you! Join us for this workshop which will be held on the first day of the 2025 FWGGA Annual Conference, **Thursday January 16<sup>th</sup>, from 8:00 am – 10:00 am at Venue 142** and will be led by Research Enologist, Frank Humphries of Florida A&M University. It will be in a presentation format that will include hands-on opportunities to interact with, and discuss the techniques, equipment, and supplies needed for a successful vintage. The workshop will be split into two parts 1-hr each:

**Part 1; “Viticulture Ventures”** will take place from **8:00 am- 9:00 am** and will cover everything you need to know about setting up and taking care of your Florida vineyard including: marketing considerations, the basics of vineyard design and establishment, cultivar selection, fertilization, pruning, and managing pests and diseases.

**Part 2; “Enology Essentials”** will take place from **9:00 am- 10:00 am** and will cover the basics of winemaking and chemical analysis including: harvesting, processing, fermentation, additives, stabilization, analysis, preservation, blending, and bottling.

Elevate your Viticulture and Enology knowledge with this 2-hr. workshop that is sure to provide you with new ways to immediately improve upon your winemaking and grape growing processes. For questions or suggestions feel free to contact Frank via email at [allen.humphries@famu.edu](mailto:allen.humphries@famu.edu).

**Pre-register at [fgga.org](http://fgga.org) to secure your spot.** We look forward to seeing you there!



FLORIDA A&M UNIVERSITY  
**VITICULTURE**  
**SMALL FRUIT RESEARCH**  
COLLEGE OF AGRICULTURE AND FOOD SCIENCES



# From the Field

## LRW Vineyard Update June 2024.

It is now June and we are seeing the results of a great Spring and early summer. Weather was amenable to conducive to great flowering and fruit set, not just in Central FI but across the state. No late spring frost this year.

As I understand the positive fruit set has lead to very solid crop numbers state wide, this is great news after a tough growing season in 2023.

Muscadine has an innate ability to thrive in a challenging growing environment. While we have had a dry start to the summer, irrigation has enabled us to maintain canopies and fruit, supplementing the weather. I have always found it a conundrum as a winemaker/grower to think forward. Each season we are really growing for next year as well. Playing the balancing act of pushing fruit but maintaining the vine integrity for the years to come.

Our fruit is at half size currently and considering the flowering period was spread out, the fruit seems to be even in development.

I walk the vineyards behind the winery daily and there is a brooding potential in this growing season for the wines to come.

Good luck and happy growing.



Andrew G Meggitt  
Director of Winemaking Operations  
Lakeridge Winery and Vineyards  
San Sebastian Winery  
352.394.8627 ext. 202



# FAMU 2024 Grape Harvest Festival: An Educational and Fun Destination for the Community at Large

By Allen Frank Humphries, and Violeta Tsoлова

The end of summer is a time for harvest. The celebration of grape harvest is a long-standing tradition in human history that connects people with one of the most precious treasures of the land: the sweet, juicy, precious clusters of grape and great outdoors.

Returning for its 22<sup>nd</sup> year, we will once again open the beautiful grounds of the 50-acres research vineyards to showcase the outcomes of our grape and wine research, during the 2024 Grape Harvest Festival on Saturday, September 14, 2024, hosted by FAMU/Center for Viticulture & Small Fruit Research at 6361 Mahan Drive, Tallahassee, FL 32308.

We are not just another festival: we are a destination for the community to learn about the wine and grape industry in the state of Florida, newest research achievements, and the great entrepreneurship opportunities. Our goal is to continue growing the festival as a family and community-oriented educational and fun-filled venue for the community, grape enthusiasts, and wine connoisseurs throughout Florida and southeastern region.

Approximately 2,000 attendees are expected at this year's festival to enjoy vineyard trailer rides, grape and wine sampling, winemaking workshops, grape stomping contest, water slides, grape throwing competitions, hula hoop contests, live entertainment, vineyard run and walk-a-thon, grape picking, health fairs, and more than 60 exhibitors and vendors from the community.

The FAMU GHF continues to be a premier event in the region aimed at educating the community, generating interest in growing grapes, consuming grape products, and promoting healthy living and the Florida grape and wine industry through all the family-fun activities offered. We thank the Viticulture Advisory Council (VAC) and other sponsors for their support so we can continue to have a lasting positive impact on the community and Florida viticulture industry. To register or find more information, visit the GHF website at: [my.famu.edu/event/ghf24](https://my.famu.edu/event/ghf24). If you have any questions or suggestions, please feel free to contact us via email: [allen.humphries@famu.edu](mailto:allen.humphries@famu.edu) or [violeta.tsolova@famu.edu](mailto:violeta.tsolova@famu.edu).



## University of Central Florida News

Since attending their first Florida Wine and Grape Growers Association annual conference in 2018, Dr. Robin Back and Dr. Asli Tasci from the University of Central Florida's Rosen College of Hospitality Management have been researching Florida's wines. Their publications in highly ranked academic journals have included such topics as Florida's wine consumer typologies, factors explaining residents' perceptions of wineries and wine tourism in Florida, and U.S. residents' perceptions of wine tourism destinations from the best know wine regions, such as California, to lesser known wine regions, such as Florida. Following an anonymous reviewer's outrage that the authors should dare to suggest that any bias against Florida wines may be due to wine snobbery, Back and Tasci published a study in which they defined and developed a measurement scale for wine snobbery as an empirical concept!

UCF's Rosen College has a robust beverage program, with eight different beverage-related courses, including "Exploring Wines of the World." In this class students taste wines from around the world and pair them with food, including wines from their home state of Florida's Lakeridge and San Sebastian wineries. The college has also offered tastings of Florida wines for external groups, many of whom have never tasted Florida wine before, including international delegates attending a prestigious hospitality conference. "People often have a bias against Florida wine... until they try them" says Back, "then, more often than not, they like them or even love them." Back goes on to explain that it's all about educating people about Florida's Muscadine grapes, and how they're almost a different fruit from the varieties of grapes of the *Vitis Vinifera* species that are usually used in wine making. "Once consumers understand this, they think about our Floridian wines differently rather than trying to compare them with other wines." The UCF Rosen College is grateful to Lakeridge Winery for it's support, including wine donations for educational events (and even for a tasting hosted for Florida State Senators in Tallahassee), and arranging tours and talks for student groups.

### **Robin M. Back, Ph.D.**

Assistant Dean for Academic Policy  
Rosen College of Hospitality Management

Associate Professor  
College of Undergraduate Studies

NOTE: The conference is on a Thursday/Friday this year!

Mark yer calendars, matesys! Our swashbucklin' pirate-themed conference be comin' soon, promising adventure and fun for all!



2025  
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JAN 16-17  
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SAVE THE DATES



**FWGGA**

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Pierson, Florida 32180