



The latest news, views, and announcements

Message from the President

Message from the FWGGA President:

Greeting fellow FWGGA members,

We've had an action-packed summer season here in the Florida grape and wine industry! An interesting growing season, led up to an early harvest, followed by back-to-back hurricanes. "Let me up, I've had enough!!". Thankfully I have no reports of catastrophic storm damage from our membership. Growers and wine makers are a resilient and optimistic bunch. We will forge ahead and make the best of 2024.

Since the hurricanes, I've had the opportunity to speak with growers and winemakers from the panhandle to south-central Florida. Growers, almost universally, reported increased yields over 2023 (most being at or above industry averages). Two themes were repeated by winery owners across the State; lackluster to declining wine sales, through the first three quarters of the year, and an increased difficulty in finding / retaining good winery employees. 2024 has brought fewer visitors to wineries and those who did visit, spent less. Sluggish sales and inflated input costs are pinching profits and forcing winery operators to be creative with staffing and promotions. These issues are not unique to the Florida Wine industry, across the country, Wine, Beer and Liquor sales are seeing a slump.

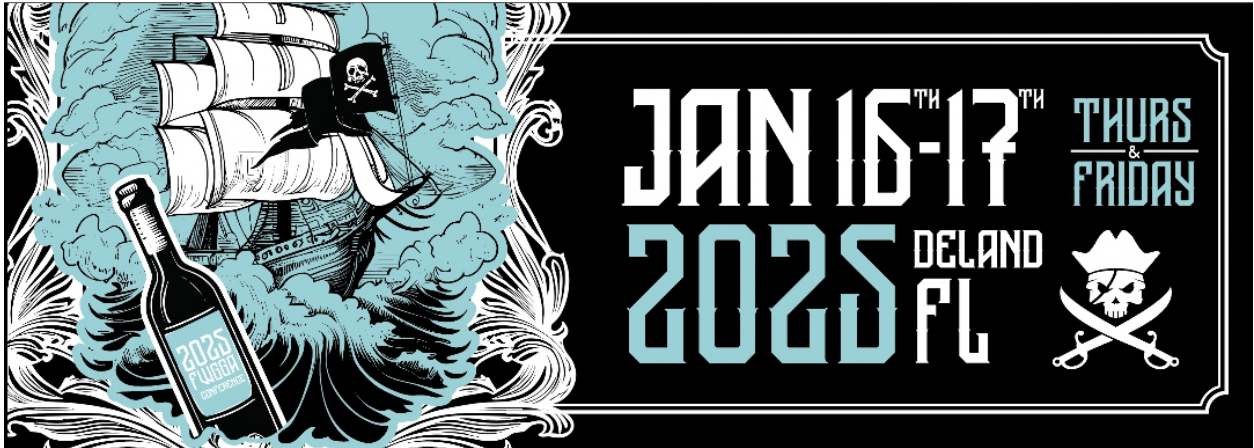
It's certainly not all doom and gloom. Several new Florida wineries, both large and small, have opened in the past two years with winery operators being optimistic for 2025. There is exciting research in Florida's university system, yielding promising early results on several PD resistant California bred bunch grapes for wine production. The future for Florida's wine industry is bright.

I'm looking forward to seeing you all in January at the annual conference. We'll have the opportunity to catch up with old friends, welcome new folks to the industry and of course share some of Florida's best wine.

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

Florida Wine and Grape Growers Association Board Members

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



Ahoy, Mateys!

Avast ye landlubbers and grape aficionados alike! Prepare to set sail on a swashbuckling adventure at the Florida Wine and Grape Growers Association Annual Meeting! We be summonin' all ye buccaneers and winemakers to gather 'round on Jan 16-17, in Deland, Florida, as we chart a course for the future of Florida's wine industry.

Join us as we plunder the depths of knowledge, sharing tales of vineyard conquests and hoisting the Jolly Roger in celebration of our bountiful harvests. From grape to grog, we'll be delving into the finest wines and secrets of the trade, with workshops, tastings, and presentations fit for even the saltiest sea dog.

So mark ye calendars and prepare to weigh anchor for this grand event! Be sure to don your finest pirate attire, as we'll be awarding prizes for the best-dressed swashbucklers among us. Savvy?

Arrr! Ye won't want to miss this treasure trove of knowledge and camaraderie. Hoist the mainsail and set course for the Florida Wine and Grape Growers Association Annual Meeting. Yo ho ho and a bottle of WINE await!

We're excited to offer the 2025 *Florida Wine and Grape Growers Association* Limited Edition



Shirt as a special fundraiser during our upcoming January conference! This exclusive, pirate-themed shirt is available for just \$20 and promises to be the best t-shirt you've ever worn. Not only is it a fun and memorable keepsake, but every purchase helps support our association's mission and ongoing projects. Thank you for showing your support and helping us grow—grab yours and join the adventure!



AGENDA

Thursday, January 16, 2025 - Conference Day 1

COURTYARD BY MARRIOTT – DOWNTOWN DELAND, FL.

Registration - 8:00 am – 12:00 pm in Hotel Lobby (drop wines for Thursday & Friday night here)

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

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 1142

10:45- 11:30 – 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 labs Fruit Wine & Muscadine – Best Fermentation Practices – VIRTUAL

1:45 pm – 2:00 pm - BREAK

2:00 pm – 3:00 pm - Session IV - FDAC/VAC

3:00 pm –3:45 - Session V - Clint Johnson – The Ins & Outs of Developing a New Vineyard Site/Winery, Are you ready to take the plunge?

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, GET READY

6:00 pm – 9:00 pm – Pirate Themed Dinner and Entertainment – Don't be late! At Venue 142

Prepare for an unforgettable evening with a pirate-themed dinner! Don't forget to dress like a pirate, as there will be surprise entertainment you won't want to miss!

After 9pm - Enjoy downtown DeLand on your own!

Friday, January 17, 2025 - Conference Day 2

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

7:30 am- 8:00 am – Registration in Hotel Lobby (after that at Venue 42)

8:30 am – 9:30 am – Session VII - Andrew Meggitt 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 – 11:45 am - Session IX – University Presentations FAMU and UF

11:45 am –12:45 pm - LUNCH provided and Session X - Golden Tickets presentations – 20 minute each

12:45 pm – 1:00 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

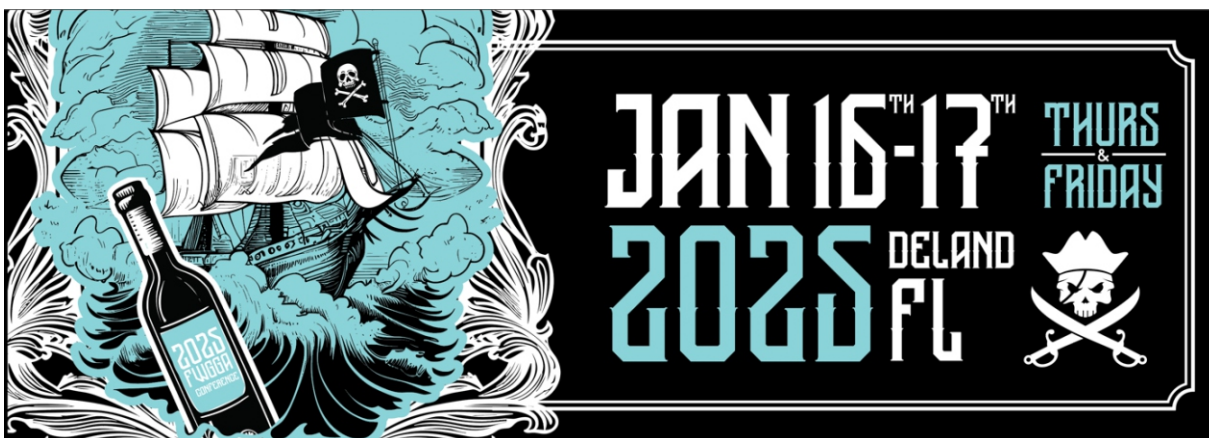
3:45 pm 4:45 pm - Session XIII - TTB -Formula & Coda submission - VIRTUAL

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

6:00 pm - A special wine tasting to celebrate the commercial wines of FWGGA.
followed by dinner at local restaurants and a night n the town.

Stay over and enjoy the sights in West Volusia

FWGGA 2025 ANNUAL CONFERENCE • JAN 16-17, 2025



VENUE: DeLand, Florida. **HOTEL:** Courtyard by Marriott DeLand, 308 N. Woodland Blvd. DeLand, FL 32720 • phone (386) 943-9500 **ROOM RATE:** \$160.00 plus tax (Ask for the FWGGA rate)

Please **CHECK boxes** choices and complete all information on Page 2.

FULL 2025 Conference Fees (does not include membership dues):

	Early Bird Until Nov 30 2024	Dec 1, 2024 – Jan 4, 2025	LATE BIRD NOTICE: A \$50 late fee will be added to any registration after Jan 4, 2025
<input type="checkbox"/> 2025 FWGGA Member	\$110.00	\$125.00	
<input type="checkbox"/> Guest of Member (spouse/partner)	\$90.00	\$100.00	
<input type="checkbox"/> Non-FWGGA Member	\$110.00	\$125.00	
<input type="checkbox"/> Current Student (with ID)	\$40.00	\$40.00	
			FWGGA 2025 SHIRT \$20 per person – (this is a limited 2025 shirt, please see on 2 nd page)

THURSDAY CONFERENCE ONLY

• **Anyone** *(Dinner included) **\$80**
*Join us for a delightful pirate-themed dinner,
where a feast fit for a captain awaits you!

THURSDAY DINNER ONLY **\$35**

FRIDAY CONFERENCE ONLY

• **Anyone** **\$65**

Ahoy, mateys! Welcome aboard our pirate-themed dinner event, where a night of adventure awaits! Join us for a delectable feast and captivating entertainment that's sure to surprise and delight. But beware! To fully immerse yourself in the fun, you must come dressed in your finest pirate attire—so dig out those eye patches, tricorne hats, and boots!

Prepare for an evening of treasure, laughter, and unexpected thrills. Set sail with us for an unforgettable night on the high seas! Yarr!

FWGGA 2025 ANNUAL CONFERENCE • JAN 16-17, 2025

REGISTRATION:

SEND TO: FWGGA, PO BOX 23, Pierson, FL 33180 Checks Payable to FWGGA

NAME _____

MAILING ADDRESS _____

CITY/STATE/ZIPCODE _____

PHONE NUMBER _____

EMAIL ADDRESS: _____

Names of guests: _____

TOTAL AMOUNT paid _____ by: Check _____ Cash _____

Pay Online at: www.fgga.org/shop/

or scan this with your phone for a direct link.



FWGGA FUNDRAISER

If you wish to order shirts to support the FWGGA, please see the prices below and add them on for your whole staff at the wineries or your other wine drinking friends!

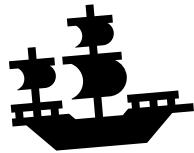
They are \$20 each and the design is the 2025 Drink Local Pirate Conference theme.



SHIRTS for purchase: TOTAL # _____ quantity \$ _____ total price

_____ S(\$20) _____ M(\$20) _____ L(\$20) _____ XL(\$20) _____ 2XL(\$20) _____ 3XL(\$20)

CONFERENCE



NOTES –

As you will note, 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 so there should be something of interest for everyone. Three of the sessions will be virtual, too. Thursday evening will be all about **US**. Bring your Pirate duds and don't be late...you won't want to miss a minute of the entertainment. And Friday night, put on your wine ambassador hats and promote our Florida wines.

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.

* * * * *

Calling All Swashbuckling Florida Wine Makers!



Arrr Matey, the upcoming 2025 annual FWGGA conference will forgo the normal wine competition and feature a networking wine social instead. We are calling on hobbyist and academic winemakers to bring two bottles of their favorite homemade wine(s) for our networking event on Thursday on Jan 16, 2025. This is a great opportunity to showcase your wine making talents and collect some feedback from your fellow FWGGA members. To submit your wine, send an email to Sarah and Shannon before January 9, 2025.

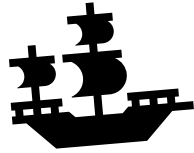
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FRIDAY EVENING

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New Disease Resilient Grapes Present Economic Potential for Florida's Wine Industry

The University of Florida/IFAS Plant Science Research and Education Center in Citra, FL has been researching several varieties of disease resilient grapes developed by the University of California, Davis to identify their growth potential in the state of Florida. According to the center, the harvest of "one particular grape variety is already showing promising signs of resistance to Pierce's Disease." The success of the vitis vinifera grape could expand Florida's wine industry by enabling the production of more traditional European-style wines in the state. This exciting breakthrough may offer significant economic potential for the state through the advancement of Florida's viticulture and agritourism activities. For additional information, see: <https://blogs.ifas.ufl.edu/news/2024/08/28/disease-resistant-wine-grapes-could-be-boon-for-floridas-viticulture/>



**Don't forget to
order your shirts!**



SAVE THE DATES

JAN 16TH-17TH
2025 DELAND
FL



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

NOTE:

The conference is on a Thursday/Friday this year!