

Rocks to Wine Program

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Rocks to Wine: Connecting Urban Education and Research with the Texas Wine Industry



Situation

- Insufficient numbers of trained and diverse professionals in agricultural fields.
- Urban science students have little exposure to careers outside of medicine.
- Students need more experiential learning and exposure to real life science applications.
- TX grape growers and wine makers need more students in workforce pipeline.
- TX needs basic research on the impact of geology on wine quality.

Activities

- Morano and Johnson teach new *Rocks to Wine* course.
- Students engaged in year-long research project significant to growing industry.
- Students participate in 3 wk. internship at Extension Center or vineyard/ winery.
- Students build and present marketing plan for a TX winery.
- Students and faculty design program website and post research findings, internship experience and marketing plan.

Morano and Johnson teach new *Rocks to Wine* course

BIOL/GEOL 3390

Topics Covered:

Physical geology	Plant biology (matrix potentials & nutrients)	Vineyard plan
Geology of Texas	Photosynthesis	Winemaking
Formation of soils	Grapevine flowers & fruits	Ethics
Physical & chemical properties of soils	Plant pathology	
Geology of terroir	Varieties & ampelography	
Biological properties of soil	Clones & rootstocks	
	Canopy microclimates	

Morano and Johnson teach new *Rocks to Wine* course


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Guest Speakers:

Fritz Westover – Grapevine nutrition & Vineyard management

Jim Kamas – Diseases of grapevines

Raymond Haak – Industrial wine production



Students participate in 3 wk. internship at extension center or vineyard/ winery

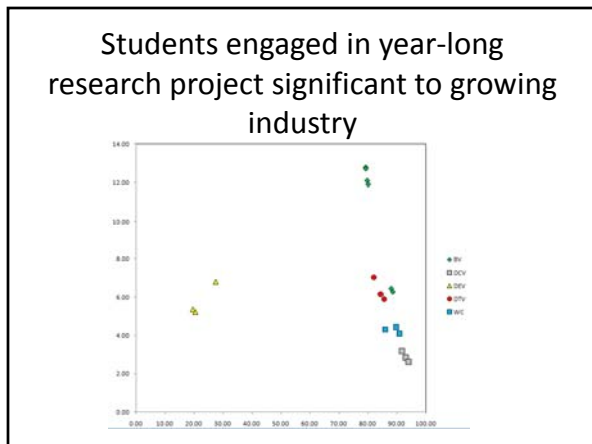
Haak Vineyards & Winery
 Driftwood Estate Winery
 AgLife EXTENSION
 Extension Education in Harris County

Students participate in 3 wk. internship at extension center or vineyard/ winery

Students engaged in year-long research project significant to growing industry

Students engaged in year-long research project significant to growing industry

	2002	2003	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
BNV	79.29	12.79	79.29	0.45	12.79	3.00	0.02	0.74	0.00	0.25	2.06	0.02				
BNV med	79.26	12.72	79.26	0.45	12.72	3.00	0.02	0.74	0.48	0.26	2.41	0.02				
BNV	88.07	6.41	88.07	0.26	6.41	1.02	0.03	0.23	0.19	0.30	3.12	0.03				
BNV med	88.01	6.28	88.01	0.26	6.28	1.14	0.03	0.20	0.17	0.26	2.92	0.02				
BNV	79.83	12.11	79.83	0.11	12.11	3.02	0.03	0.68	0.42	0.26	2.63	0.03				
BNV med	88.15	11.92	88.15	0.49	11.92	3.49	0.03	0.67	0.41	0.24	2.67	0.03				
DCV1	93.08	2.85	93.08	0.28	2.85	2.02	0.03	0.14	0.42	0.17	0.76	0.24				
DCV2	91.76	3.19	91.76	0.47	3.19	2.64	0.05	0.15	0.26	0.26	0.99	0.14				
DCV2 med	94.02	2.62	94.02	0.26	2.62	1.68	0.03	0.14	0.21	0.19	0.73	0.09				
DCV3	27.43	6.91	27.43	0.26	6.91	2.37	0.06	1.42	0.30	0.14	0.79	0.06				
DCV3	19.49	5.98	19.49	0.28	5.98	1.96	0.05	1.41	0.14	0.16	0.69	0.06				
DCV3	26.38	5.22	26.38	0.25	5.22	1.96	0.05	1.29	0.61	0.16	0.74	0.10				
DFV1	84.32	6.14	84.32	0.02	6.14	4.94	0.09	0.26	0.25	0.42	2.64	0.16				
DFV2	81.97	7.62	81.97	0.02	7.62	5.92	0.16	0.29	0.37	0.46	2.62	0.17				
DFV3	85.93	5.91	85.93	0.68	5.91	4.32	0.09	0.29	0.32	0.44	2.22	0.16				
WCK1	90.90	4.09	90.90	0.48	4.09	1.48	0.04	0.16	0.26	0.29	2.26	0.05				
WCK2	85.97	4.31	85.97	0.43	4.31	6.51	0.05	0.13	0.22	0.16	2.02	0.19				
WCK3	89.75	4.44	89.75	0.48	4.44	2.12	0.05	0.15	0.21	0.27	2.69	0.08				



Students build and present marketing plan for a TX winery (Fall 2011)

MKT4390 Texas Wine Marketing Course Products

- SWOT Analysis Report
- Creative Designs & Tactics Report
- Building Brand Image Report
- Marketing Plan

Two Wineries Selected for 2011

- Saddlehorn Winery (new)
- Lone Oak Winery (established)

Dr. Madeline Johnson
 Prof. Management, Marketing, & Business Administration

Students and faculty design program website and post research findings, internship experience, marketing plan



<http://hunstem.uhd.edu/R2W/>

Outputs (X 3 years)

- Scientific publications/ presentations, geology on fruit and wine quality.
- Program web page which links research, internship experiences and all relevant collaborators and agencies.
- Two TX wineries per year get free marketing plan.
- Faculty expand connections to extension and industry professionals for future projects.
- Students continue in M.S., Ph.D. in food or agricultural sciences or pursue careers in these fields.

Timeline (1+year)

Time	Fall 2010	Spring 2011	Summer 2011	Fall 2011	Spring 2012
Students contacted	cohort 1			cohort 2	
Recruit as Wine course		cohort 1			cohort 2
Research conducted		cohort 1			cohort 2
Internship			cohort 1		
Marketing course				cohort 1	
Students present					cohort 1
Start and add to webpage	cohort 1			cohort 2	

What We Need

1. Volunteers to host a “free” student for a three week summer internship at your vineyard and/or winery (and help us find them a place to stay)

What We Need

2. Would you like to be considered for a free marketing plan for your vineyard/winery?
(Look for the Survey Monkey next summer!)

What We Need

3. Would you be interested in having your vineyard in a wine/geology comparison study?

IF YOU ANSWERED YES.....(to any)

- Please send me an email:

moranol@uhd.edu (morano and L)

Started Facebook page:

Search UH-Downtown Rocks to Wine