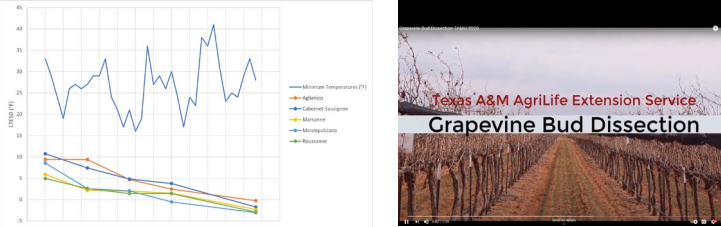


Partners for Progress – February 2021 Progress Update

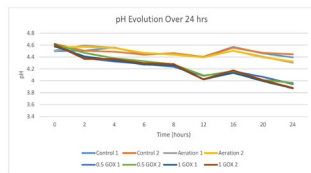
Grapevine Bud Cold Hardiness

The grapevine bud hardiness project was started in 2019 by a request from the Texas High Plains wine industry. Jointly funded by AgriLife Extension and the High Plains Winegrowers. Winter injury is a challenge in Texas and this project is crucial as it will help minimize losses through the selection of the best-adapted grapevine varieties and provide growers with real-time information regarding hardiness. Information is shared weekly with growers.



Research on Acidity and Wine Quality

Enology and Viticulture research seek to find new, practical and efficient ways to improve pH in grapes and wine: managing red wine acidity and pH using an enzymatic approach (glucose oxidase), a viticulture study to identify factors that directly influence individual acids and pH in grapes, and impact of cropload on grape and wine quality in Tempranillo including consumer preference. A new grant-funded project titled “Addressing the Challenge of High Grape/Wine pH Through Improved Vineyard Management Practices” was started and will continue through 2021.



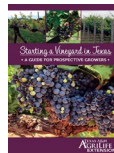
Business & Marketing Studies

A series of studies focused on consumer attitudes towards Texas wine were initiated. Specific areas of emphasis:

- Importance of sustainability in consumer purchases
- Risk mitigation and familiarity with Texas varietals
- Labeling information

New Information Resources for the Wine Industry

Starting a Vineyard in Texas is a guide for new and prospective grape growers that discusses the steps of planning and starting a vineyard. This grant-funded publication is offered for free through the Texas A&M AgriLife Extension Viticulture & Enology website and hard copies are available for no charge through the Texas A&M AgriLife Bookstore.



Factsheets and guides were created to provide targeted, practical information on a range of grape growing and winemaking topics. Three enology and three viticulture factsheets/guides were produced on a range of topics.



Educational Programming and Technical Support

Texas A&M AgriLife Extension Viticulture & Enology has a track record of delivering timely educational programming and technical support. After February 2020, most educational programs were transitioned to an online format. Technical support was offered both virtually and in-person throughout the year to address questions and needs of industry members. Other virtual content including Facebook Live and educational videos was delivered as a supplement to programming, and video development is ongoing.

Texas A&M AgriLife Extension Service Grape/Wine Team

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Dave Appel	Brianna Hoge	Justin Scheiner
Andrea Botezatu	Jim Kamas	Larry Stein
Michael Cook	Jacy Lewis	
Pierre Helwi	Sheila McBride	

Figure 1. A total of 16 online programs were delivered on topics ranging from winery laboratory techniques to the CARES Act.



Figure 2. To supplement online educational programs, Texas A&M AgriLife Extension produced a series of videos on grape growing and winemaking that are available through Facebook, Youtube, and Texas A&M Viticulture & Enology website (winegrapes.tamu.edu).

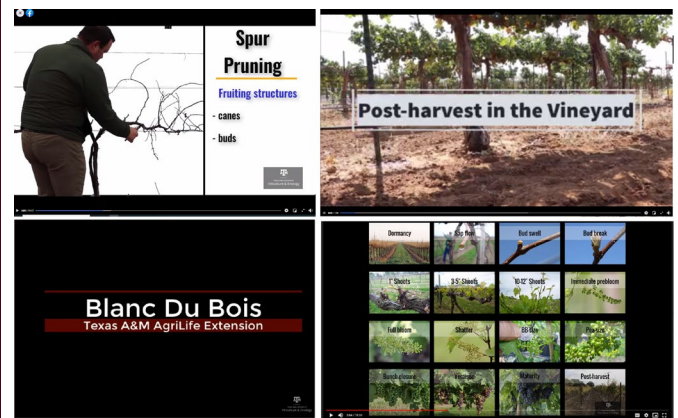


Figure 3. Texas A&M AgriLife Extension Viticulture & Enology hosts a webinar series featuring diverse winemaking topics delivered by a wide range of experts across the U.S. and abroad. Recordings of the webinars, Enology How To videos, and Dr. B Talks Texas Wine videos are posted on the Texas A&M Enology YouTube page. Dr. B talks Texas Wine is a series created to inform the public about the wine qualities conferred by the grape varieties grown in Texas.

