Texas Wine & Grape 😵 Growers Association

2021

Mission

To promote the production and appreciation of premium grapes and fine wines from Texas and to represent a unified state industry with common marketing, governmental and educational goals.

Advocacy

COVID Responsiveness

- Complimentary educational session with Kimberly Frost, TWGGA legal representative, regarding SBA resources and current understanding of revised rules for direct-to-consumer sales
- Three complimentary educational sessions with Moss-Adams regarding PPP, wine industry tax considerations, Loan Forgiveness, Financing Alternatives and Business Continuity
- Frequent live streaming announcements from Patrick Whitehead, TWGGA President, regarding changes as they occurred.
- TWGGA-COVID 19 News webpage development and regular updating of trainings, videos, and messages.
- Regular member emails and social media posts about current status of TABC changes
- TWGGA supports the establishment of #SaveTexasWineries
- Multiple and ongoing key stakeholder meetings between Governor Abbott's office and Open Texas Task Force with TWGGA's Board of Directors

*All presentations, videos, and links to key services can be found at TWGGA-COVID 19 webpage. https://www.txwines.org/a-message-from-twgga-president-patrick-whitehead/



Legislative Committee

INTERIM CHARGE Evaluate the Texas wine industry and the current labeling requirements associated with the use of "Texas" as an appellation. Determine if current regulations and permitting rules are adequate to support the industry's development.

House Bill 1957 and companion SB 1402

The proposed legislation requires that:

- When using the AVA (American Viticultural Area) designation on a wine label, 85% of the grapes in that bottle must come from the AVA stated, while the remaining 15% of the grapes must come from Texas.
- When using *a County designation* on a wine label, 75% of the grapes in that bottle must come from the County stated, while the remaining 25% of the grapes must come from Texas.
- When using a vineyard designation on a wine label, 95% of the grapes in the bottle must come from the vineyard stated, while the remaining 5% of the grapes must come from Texas.

Advocacy





100% of the grapes must be Texas grapes from Texas terroir.

Legislative Committee

Interim Charge Study the potential drift effects of both air and ground pesticide application on crops and produce outside the areas of intended application, including spray drifts and runoff from plants and soil. Evaluate the impact on quality, production, and market value of the affected crops, as well as the cost of false claims of drift on producers.

30% of members at the time of distribution responded to the survey. 68% were IN FAVOR of legislation that would more strictly regulate and track herbicide usage.

No bill to date

Advocacy





Advocacy

Legislative Committee

Senate Bill 989

Committee substitute to SB 989 would require that any future executive order be specific in its designation of the type of businesses that would be impacted in any potential operational restrictions during an emergency situation.

We are not bars.





Advocacy

Texas Alcohol and Beverage Commission

- Permit Consolidation and Increase Winery Permit Fees
- Limits on Wine Festival Event Activities
- Manufacturer's Shared Premises Guidance



Jared Staples, Director of External Affairs







Education

Education & Conference Committee



Justin Scheiner

Assistant Professor and Extension Viticulture Specialist Department of Horticultural Sciences | Texas A&M University

Meredith Eaton

Owner, Winemaker Firelight Vineyards



Education

2021 Texas Wine & Grape Virtual Forum

4 days
36 speakers
4 Tracks

Tasting Room
Business, Financial and Advertising
Pesticide Training for CEUs
Winery Management
Vineyard Management



Education

2021 Online Educational Series

Business & Financial
Winery Management
Vineyard Management
Tasting Room
Staff & Leadership Training

April 27th
June 29th
August 31st
October 26th
December 28th



2021 Grape Camp

Education

- In its 36th year, Grape Camp is hosted annually by Texas Wine and Grape Growers Association (TWGGA) to provide educational and networking opportunities for growers across the state.
- Initiated in 1985 by Drs. Charles McKinney and Roy Mitchell, the impetus was to create an avenue for sharing knowledge, best practices, and expanding the quality of Texas grapes to meet the everincreasing demands of locally produced wines.
- The 'go local' and 'farm to table' movements further increased the demand for Texas-centric wines and hence, vineyard production. In 2019, the USDA reported the following for Texas which shows clear growth:
 - 14,180 tons of grapes from 5,020 bearing acres in 2019. Production was up 22% from 11,660 tons produced in 2017.
 - Bearing acres in vineyards for 2019 were up 11% from 4,541 acres from the last survey conducted in 2017.
 - The average yield of 2.8 tons per acre was up 0.2 tons from the previous survey. The total value of wine grape production in Texas for 2019 was estimated at \$22.7 million, compared with \$18.9 million in 2017.



Texas Wines. Texas Bold.



Texas Wines, Texas Bold is a new marketing campaign for the Texas wine industry. Aimed to increase consumer awareness and consumption of Texas wine, the campaign takes all the 'big and bold' truths, myths, and urban legends about Texas and weaves them into Texas wine narratives. Fun, quirky, and tongue in cheek videos shine like the Texas Star – Deep in the Heart of Texas.











Winery/Vineyard Partners

- Ab Astris Winery
- Becker Vineyards
- Blue Ostrich Vineyard & Winery
- Fall Creek Vineyards
- Grape Creek Vineyards
- Lahey Vineyards
- Llano Estacado Winery
- Lost Draw Cellars
- Lost Oak Winery
- Messina Hof Estate Winery
- Pedernales Cellars
- Tumbleweed Vineyards

Association Partners

- Grapevine Texas USA
- TWGGA
- Visit Fredericksburg
- Visit Lubbock

100% Texas Wine

- \$20 \$25 per label
- Once \$1,000 in fees have been collected, the 100% Texas Grown web page will be created and launched.
- Once an additional \$2,000 of fees have been collected, limited paid, social media and online promotions will begin.



Strategic Planning

- 1. Mission Statement: a description of the association's purpose, or why it exists.
- 2. Goals: a description of conditions to be achieved or a statement of the final outcome desired.
- 3. Strategies: a description of the methods for achieving one or more goals. Each strategy should include a measurable outcome, specific timeframes for implementation and the amount of resource allocation.
- 4. Policy Recommendations: a written description of the goals and strategies should be presented to the Board of Directors upon completion of the process.

Next Steps

Vision Statement to be presented to the Board of Directors at the November Board Meeting.

2021 Events

June 11th Board Meeting

October 6th and 7th Lone Star International Wine Competition

November 7th Board Meeting

November 8th and 9th Grape Camp

2022 Events

Feb 17th-19th Annual Conference and Trade Show, Denton, Texas



Thank You.

Sabrina Houser Amaya

Director of Communications and Membership

Kyle Frazier

Lobbyist

Committee Chairs

Meredith Eaton - Education
Glena Yates - Strategy
Roxanne Myers - Legislative
Patrick Whitehead - Marketing

Position	Nominee	Term Expires	Region
Past President	Patrick Whitehead	12/31/2021	Region 2
President	Roxanne Myers	12/31/2021	Region 2
President - Elect	Glena Yates	12/31/2021	Region 5
Treasurer	Julie Herbort	12/31/2023	Region 5
Secretary	Karen Bonarrigo	12/31/2023	Region 3
Director at Large	Bob Landon	12/31/2023	Region 2
Director at Large	Tiffany Haak	12/31/2021	Region 3
Director at Large	Andy Timmons	12/31/2021	Region 1
Region 1 (2 year term)			
Winery Director	Bill Day	12/31/2021	Region 1
Vineyard Director	Kirk Williams	12/31/2021	Region 1
Region 2 (2 year term)			
Winery Director	John Matthews	12/31/2023	Region 2
Vineyard Director	Meredith Eaton	12/31/2023	Region 2
Region 3 (2 year term)			
Winery Director	Ryan Levy	12/31/2021	Region 3
Vineyard Director	James Kasparek	12/31/2021	Region 3
Region 4 (2 year term)			
Winery Director	Kalyn Hodges	12/31/2023	Region 4
Vineyard Director	Dustin Walker	12/31/2023	Region 4
Region 5 (2 year term)			
Winery Director	Jason Englert	12/31/2021	Region 5
Vineyard Director	Bret Perrenoud	12/31/2021	Region 5