

Successful Wine Growing in the Garden State - Selected Site, Variety and Economic Considerations

Overview – Leading experts will present:

1. The first detailed GIS-based maps of the climate and soils relevant to viticulture in New Jersey.
2. In-depth information on grape varieties of the Trentino- Alto Adige region of Northern Italy, a region which shares many climatic characteristics with New Jersey.
3. Key economic factors and considerations important both for the individual winegrower and for an emerging winegrowing region like New Jersey.

Target Audience – Commercial grape growers, Wine Producers, Wine Educators, and anyone considering grape growing in New Jersey or similar grape growing regions in the East.

Sponsorship – The Outer Coastal Plain Vineyard Association in collaboration with Rutgers/NJAES and with support from the Garden State Wine Growers Association and a grant from USDA/NJDA – *Increasing Competiveness and Enhancing Sustainability of Viticulture in New Jersey.*

Schedule

Saturday April 9, 2011

8:30-8:55 – Registration

8:55-9:00 – Welcome

Dr. Daniel Ward

9:00-9:15 – Optimizing New Jersey Viticulture for Quality Wine Production - PartII

Dr. Lawrence Coia

9:15-10:00 – The Viticulture Map of New Jersey

Dr. Daniel Ward

10:00–10:15 – Questions & Discussion

10:15-10:30 - Break

10:30–11:15 - Keynote Lecture:

Successful Wine Grape Varieties of the Trentino- Alto Adige and Their Potential for New Jersey

Dr. Marco Stefanini & Dr. Silvia Vezzulli

11:15–11:30 – Questions & Discussion

11:30–12:00 - Wine tasting of Grape Varieties of Trentino-Alto Adige

12:00–1:00 - Lunch - Buffet lunch with NJ wines made from Northern Italian and other cold-hardy vinifera varieties

1:00-2:00 – Economics Session

Economic Drivers of an Emerging Wine Market like New Jersey

Mr. Peter Leitner

Dr. Orley Ashenfelter

Dr. Karl Storchmann

2:00-2:15 – Break

2:15-3:15 – Roundtable Discussion

3:30–3:45 –Examination of Soil Profile

Dr. Daniel Ward

3:45-4:00 – Closing Remarks

Registration Information: The cost of registration includes all seminars, roundtable discussion, wine tasting, and buffet lunch (featuring NJ wines).

Fee for current OCPVA members..\$40

Fee per Person for Others.....\$90
(Includes a membership in OCPVA)

Register Now! Attendance is very limited.

To register please fill out and return to:

**Attn: OCPVA
Rutgers Ag. Res. & Ext. Ctr.
121 Northville Rd
Bridgeton, NJ 08302**

Name _____

Business Name _____

Address _____

City, State, Zip_____

Phone Number _____

Email _____

Number of persons attending _____

Make Checks Payable to: Outer Coastal Plain Vineyard Association

For Questions or Further Information go to www.OuterCoastalPlain.com or email: dward@aesop.rutgers.edu

Biosketches –

Dr. Orley Ashenfelter is the Joseph Douglas Green 1895 Professor of Economics at Princeton University, where he received a PhD in Economics and is director of the Industrial Relations Section. He is president of the American Association of Wine Economists, and president of the American Economic Association. While his research spans labor economics, econometrics, and law and economics, he is a pioneer in the field of wine economics.

Dr. Lawrence Coia is president and co-founder of the Outer Coastal Plain Vineyard association. He is co-principal investigator for the USDA/NJDA - sponsored specialty crop block grant, *Increasing Competitiveness and Enhancing Sustainability for Grape Growing in New Jersey*. He is owner of Coia Vineyards in Vineland, New Jersey.

Mr. Peter Leitner. Peter Leitner founded Mount Salem Vineyards, Pittstown, in 2005 and bonded it in 2010. He is a recovering investment banker, and until recently was the corporate development officer – leading acquisitions and alliances – for a \$2 Billion division of ACS in Washington, D.C. Peter is published on the topics of strategy and corporate finance, and is a Certified Management Accountant. He is a graduate of Lehigh University and Ithaca College.

Dr. Marco Stefanini is a leading viticulture researcher at the Foundation Edmund Mach, Istituto Agrario di San Michele All'Adige. He has authored over 120 scientific articles, is a member of the American Society for Enology and Viticulture, and has taught courses in viticulture and ampelography, and lectured on viticulture issues internationally.

Dr. Karl Storchmann is a Clinical Professor of Economics at New York University. He holds a PhD in Economics from the University Of Bochum, Germany. His research focuses on microeconomic topics related to the wine market. He is a co-founder and vice president of the American Association of Wine Economists (AAWE) and is also the managing editor of AAWE's academic publication, the Journal of Wine Economics.

Dr. Silvia Vezzulli is a researcher at the Foundation Edmund Mach, Istituto Agrario di San Michele All'Adige. Her Interests include grape genetics and genomics

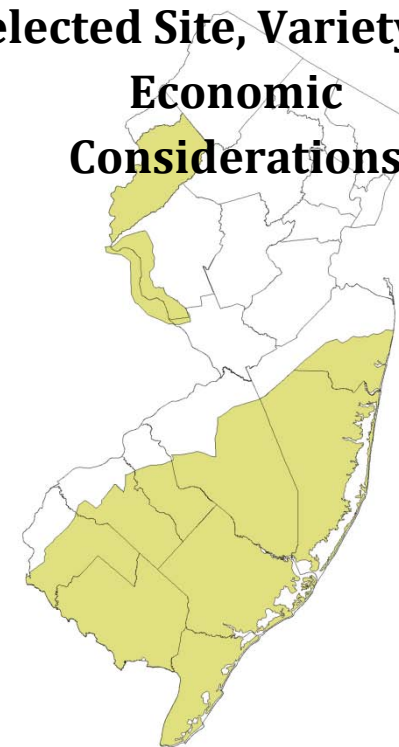
Dr. Daniel Ward is a Rutgers University Extension Specialist in Pomology. His responsibilities include horticulture of tree fruit and small fruit, including wine grapes, throughout the state of New Jersey. He is also co-principal investigator for the USDA/NJDA -sponsored specialty crop block grant. He and **Dr. Marilyn Hughes** have completed the first GIS-based viticulture maps of New Jersey

Outer Coastal Plain Vineyard Association

Sponsors a
Wine Growing Symposium:

Successful Wine Growing in the Garden State - Selected Site, Variety and

Economic Considerations



Saturday 9 April 2011
8:30 am – 4:30 pm

RUTGERS
New Jersey Agricultural
Experiment Station

At:
Rutgers Snyder Research
and Extension Farm
140 Locust Grove Road
Pittstown, NJ 08867