

## April 9<sup>th</sup> New Jersey Winegrape Growing Symposium To Feature Experts in Viticulture and Wine Economics

A one-day symposium on “Successful Wine Growing in the Garden State: Selected Site, Variety and Economic Considerations,” will be held Saturday, April 9 at the Snyder Research Farm in Pittstown, New Jersey.

The symposium will continue the theme of increasing competitiveness and enhancing sustainability of viticulture in New Jersey which began with last year’s symposium held in Centerton, NJ. That symposium focused on Bordeaux terroir as a benchmark for New Jersey and featured Dr. Kees van Leeuwen, of the University of Bordeaux and Ch.Cheval Blanc. This year the keynote lecturers for the morning session will be Dr. Marco Stefanini, a leading viticulture researcher at the Foundation Edmund Mach of the Istituto Agrario di San Michele All’Adige in Italy, and Dr. Silvia Vezzulli, also a researcher at the Foundation and specialist in grape genetics and genomics. They will discuss the successful wine grape varieties of the Trentino-Alto Adige region and their potential for New Jersey. Following the discussion will be a wine tasting of grape varieties from that Northern Italian region which shares climatic characteristics with some regions of New Jersey. Later a buffet lunch including New Jersey wines made from with Northern Italian and other cold-hardy vinifera varieties will be served.

The first detailed GIS-based maps of climate and soils relevant to viticulture in the Garden State will also be unveiled at the morning session. Dr. Daniel Ward, Rutgers University Extension’s specialist in pomology, who developed the maps along with Dr. Marilyn Hughes, will discuss their important findings essential for quality winegrowing. Dr. Lawrence Coia, president of the Outer Coastal Plain Vineyard Association will open the morning session with a presentation on “Optimizing New Jersey Viticulture for Quality Wine Production.”

The afternoon session will address economic drivers of an emerging wine market like New Jersey. Two of the world’s leading experts in wine economics will lead off the

session with presentations - Dr. Orley Ashenfelter, who holds a chaired professorship in Economics at Princeton University, is President of the American Association of Wine Economists and is a pioneer in the field of wine economics, and Dr. Karl Storchmann, a clinical professor of economics at NYU and co-founder of the American Association of Wine Economists. Both are editors of the Journal of Wine Economics. Peter Leitner, owner of Mount Salem Vineyards of Pittstown New Jersey and a former investment banker will provide a businessman's assessment of the NJ wine market. Following this will be a roundtable discussion during which the audience will be given opportunity to join the discussion of economic factors important to New Jersey wine growers. The final session of the day will be an examination of soil profile led by Dr. Ward.

The symposium is being sponsored by the Outer Coastal Plain Vineyard Association, in collaboration with Rutgers/ New Jersey Agricultural Extension System with support from the Garden State Wine Growers Association and a grant from the federal and state departments of agriculture.

Fee for the symposium including all seminars, roundtable discussion, wine tasting and buffet lunch will be \$40 for current OCPVA members and \$90 for non-members including membership in the Association. For questions or further information, interested persons can go to [www.OuterCoastalPlain.com](http://www.OuterCoastalPlain.com) or send an email to [dward@aesop.rutgers.edu](mailto:dward@aesop.rutgers.edu).