

**Bordeaux – An Old World Terroir
with Lessons for New Jersey**

Overview – Leading authorities from Bordeaux and the US will examine those components of terroir which matter most in quality grape and wine production as well as the value of technology in controlling the winegrowing process. Specifically those components of terroir that contribute most to the greatness of Bordeaux wine will be emphasized in an effort to optimize viticulture in New Jersey

Target Audience – Commercial grape growers, Wine Producers, Wine Educators, Enophiles, 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 27 March 2010**

- 9:30-9:55 – Registration**
9:55-10:00 – Welcome
Dr. Daniel Ward
- 10:00-10:30 – Optimizing New Jersey Viticulture for Quality Wine Production**
Dr. Lawrence Coia
- 10:30-11:15 – Keynote Lecture: Terroirs of Bordeaux**
Dr. Kees van Leeuwen
- 11:15-12:00 – Similarities and Differences in the Regional Climate and Soil Characteristics of New Jersey and Bordeaux**
Dr. Denyse Lemaire
- 12:00-1:00 – Lunch – Buffet lunch with NJ wines made from Bordeaux varieties.**
- 1:00-1:45 – Climate Component of Terroir – Structure and Suitability for Sustainable Wine Production**
Dr. Gregory Jones
- 1:45- 2:30 – Crafting Bordeaux Style Wines in New Jersey**
Dr. Catherine Peyrot desGachons
- 2:30-2:45 – Break**
- 2:45-3:15 – Panel Discussion**
- 3:15-4:00 –Tasting of Selected NJ Wines from Bordeaux Varieties**
- 4:00-4:45 – Examination of Soil Profile of Rutgers Vineyard**
- 4:45-5:00 – Closing Remarks**

Registration Information

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

Fee for current OCPVA members ..\$25

Fee per Person for Others.....\$75
(Includes a membership in OCPVA)

Register Now! Attendance limited to first 80 registrants.

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

Biosketches –

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.

Dr. Catherine Peyrot desGachons is an enologist and wine consultant who has worked at wineries in Bordeaux, Burgundy, Oregon, New Zealand, and Chile as well as New Jersey and Pennsylvania. She obtained her Ph.D. from the University of Bordeaux where she did award winning research on the aromas of Sauvignon Blanc. She lives and works in Philadelphia, PA where she is a researcher on taste and smell.

Dr. Gregory Jones is Professor and Research Climatologist at Southern Oregon University who specializes in the study of how climate variability affects natural and agricultural ecosystems. He holds a Ph.D. from the University of Virginia and conducts applied research for the grape and wine industry in Oregon and the East. He is the author of numerous book chapters and articles on wine economics, grape vine phenology, site assessment methods and climatological assessments for viticulture.

Dr. Cornelius (Kees) van Leeuwen obtained his Ph.D. in viticulture from the University of Bordeaux. He is Professor at the University of Bordeaux and viticulture and technical consultant to the celebrated Château Cheval Blanc in Saint-Emilion. He has conducted research and published extensively on grape vines and terroir. He has educated a wide and varied audience of wine industry professionals in France and internationally.

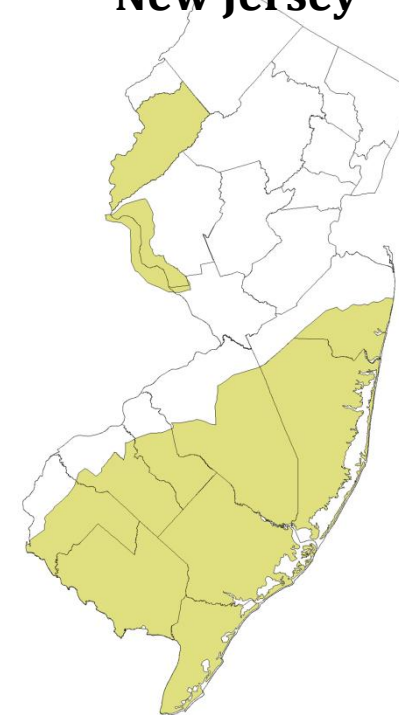
Dr. Denyse Lemaire, born and raised in France, received her Ph.D. from the Free University of Brussels, Belgium. She is a Professor at Rowan University where she teaches Geology, Geomorphology, Climatology, and Remote Sensing. Her passion for wine and terroir has oriented her recent research. She is president of the wine specialty group of the American Association of Geographers.

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.

Outer Coastal Plain Vineyard Association

Sponsors a
Wine Growing Symposium:

Bordeaux – An Old World Terroir with Lessons for New Jersey



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9:30 am – 5:00 pm

RUTGERS
New Jersey Agricultural
Experiment Station

At:
Rutgers Ag. Res. & Ext. Ctr.
121 Northville Rd
Bridgeton, NJ 08302