



## INSIDE

## Message from the President

### Wine Down

2024 FWGGA Conference  
Agenda and Registration

### University Events

Florida A&M Grape  
Festival and University of  
Florida Grape Field Day

### Wine Enthusiast Magazine

"We're Very Proud of What  
We Do": Florida's Growing  
Wine Scene

Greetings fellow growers, winemakers, and wine lovers! My, how 2023 is flying by!! Most of our crops are in from the fields and the wine making process is well underway. Yields in central Florida held true to historic norms, while most north central and north-west Florida vineyards experienced lower than average yields. The general consensus is that several dramatic freeze events took an unusually heavy toll on fruit production. Moving into the Fall of the year, we are attending to post-harvest practices that will prepare us for what we hope will be a robust 2024 growing season.

As we enter the 3<sup>rd</sup> quarter of 2023, your FWGGA leadership is hard at work preparing for the 2024 Annual Conference set for January 12-13 in Deland. The Annual Conference is really the best place to meet experienced growers, winemakers and business owners who are happy to share their experiences. I look forward to seeing you all in January! Until then, Drink Local and enjoy our fabulous Florida wines!!

With warm regards,  
J. R. Newbold  
Your FWGGA President



## Florida Wine and Grape Growers Association

### Board Members

John R. Newbold, III, <i>President</i>	386-698-1074 (work)
Sarah Aschliman, <i>Vice-President</i>	561-306-7776
Mandi Enix, <i>Treasurer</i>	352-394-8627 (work)
Lou Kavouras, <i>Secretary</i>	352-428-7269
Max Elliott, <i>Director of Member Services</i>	386-749-4031
Liza Munion, <i>Director of Education</i>	757-947-6176
Sue Elliott, <i>Annual Conference Coordinator</i>	386-749-4031
Shannon Richter, <i>Board Member</i>	813-753-9316
Christian Slupe, <i>Board Member</i>	352-394-8627

## FWGGA - RECENT FLORIDA GRAPE ACTIVITIES

---

### FAMU Grape Harvest Festival

-By Shannon Richter

On August 26, 2023 Florida A&M University's Center for Viticulture and Small Fruit Research hosted the 21<sup>st</sup> edition of their annual Grape Harvest Festival which showcased their vineyards with trailer rides, cheese, grape, and wine samplings, grape stomping, live entertainment, and a fun vineyard run and walk-a-thon. The event hosted more than 60 community exhibitors and vendors held at the FAMU Center for Viticulture and Small Fruit Research in Tallahassee, FL.



### Freeze-Dried Muscadines

-Ali Sarkhosh, Fariborz Habib, and Steven A. Sargent UF

Recent research has demonstrated the muscadine grape's significant contribution of beneficial phytochemicals to the typical American diet; and thereafter, the demand for muscadine grapes considerably increased. Many consumers now consider muscadine grapes a favorable, healthy food due to their unique blend of bio active compounds and antioxidant properties. It's thick peels and seeds, though, have prevented wider consumption. The University of Florida's Institute of Food and Agricultural Sciences (IFAS) Extension researched freeze-drying Muscadines as a potential value-added product that makes the grape much easier to eat and may diversify the food processing industry. While freeze-drying can be costly, it does produce a superior quality dried product than traditional drying methods and maintains the health-promoting compounds making this a convenient and nutritious snack.

Read the full publication at

<https://edis.ifas.ufl.edu/publication/HS1468>

### 2023 UF Annual Grape Field Day

-By Shannon Richter

On May 18, 2023, The UF/IFAS Extension hosted their fifth annual Grape Field Day in Citra, Florida at their UF Plant Science Research and Education Unit. The event showcased XylPhi-PD (Bactericides) for management of Pierce's disease in grapevines. Dr. Kevin Athearn discussed Issues for Florida vineyards and wineries in the topics of Regulations, Markets, and agritourism. Fresh from Florida's Division of Marketing and Development promoted multiple programs to benefit Florida growers. Additional presentations featured Florida A&M University's Grape Breeding Program and Hyldemoer Farm's Elderberry / Elderflower (*Sambucus* sp.) cultivation and grant research. For more information, visit

<https://hos.ifas.ufl.edu/grape/resources/>

# FWGGA 2024 ANNUAL CONFERENCE • JAN 12-13, 2024



VENUE: DeLand, Florida. HOTEL: Courtyard by Marriott DeLand, 308 N. Woodland Blvd. DeLand, FL 32720 • phone (386) 943-9500

ROOM RATE: \$160.00 plus tax (Ask for the FWGGA rate)

☒ Please **CHECK boxes** choices and complete all information on Page 2.

**FULL 2023 Conference Fees** (does not include membership dues or Boot Camp):

FULL CONFERENCE	Early Bird Until Nov 30 2023	Dec 1, 2023 – Jan 4, 2024
• <b>2024 FWGGA Member</b>	\$110.00 <input type="checkbox"/>	\$125.00 <input type="checkbox"/>
• <b>Guest of Member (spouse/partner)</b>	\$90.00 <input type="checkbox"/>	\$100.00 <input type="checkbox"/>
• <b>Non-FWGGA Member</b>	\$100.00 <input type="checkbox"/>	\$110.00 <input type="checkbox"/>
• <b>Current Student (with ID)</b>	\$40.00 <input type="checkbox"/>	\$40.00 <input type="checkbox"/>

**LATE BIRD NOTICE:**  
A \$50 late fee will be added to any registration after Jan 4, 2024

**BOOT CAMP** ☐  
**1/12/24**  
\$20 per person – included all materials (30 participants only)

**ALA CARTE**

**FRIDAY CONFERENCE ONLY \*(Dinner included)**

• **Anyone** \$80 ☐  
\*As for grub, we've got a hearty spread with all the fixins of Western-inspired cuisine to get your belly as full as a cattle rancher

**FRIDAY DINNER ONLY** \$35 ☐

**SATURDAY CONFERENCE ONLY**

• **Anyone** \$65 ☐

**Saddle up, partners**, because this year on Friday night, we're wrangling up some wild fun at our Cowboy-Themed Wine Party, and y'all are invited to join in on the rootin' tootin' celebration! We look forward to networking with new friends and seeing old friends. Dust off those cowboy boots and don your finest Stetson hats, because we're transforming our venue into a slice of the Wild West!

**Bring your best wines** for the wine competition and Don't miss out on a rootin', tootin', wine-sippin', boot-stompin' good time.

## FWGGA 2024 ANNUAL CONFERENCE • JAN 12-13, 2024

### REGISTRATION:

**SEND TO:** FWGGA, PO BOX 23, Pierson, FL 33180 Checks Payable to FWGGA

NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY/STATE/ZIPCODE \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Names of guests: \_\_\_\_\_

TOTAL AMOUNT paid \_\_\_\_\_ by: Check \_\_\_\_\_ Cash \_\_\_\_\_

Pay Online at: [www.fgga.org/shop/](http://www.fgga.org/shop/)

or scan this with your phone for a direct link.



**ATTENTION! WITH EVERY  
FULL CONFERENCE  
REGISTRATION, YOU GET A  
DRINK LOCAL SHIRT!**

Please indicate how many full registrations you have and put the preferred unisex shirt size here. If you wish to order additional shirts to support the FWGGA, please see the prices below and add them on for your whole staff at the wineries or your other wine drinking friends!



**FULL CONFERENCE ATTENDING SHIRTS: TOTAL # \_\_\_\_\_ quantity**

\_\_\_\_\_ S \_\_\_\_\_ M \_\_\_\_\_ L \_\_\_\_\_ XL \_\_\_\_\_ 2XL \_\_\_\_\_ 3XL

**Additional Shirts for Purchase: TOTAL # \_\_\_\_\_ quantity TOTAL \$ \_\_\_\_\_**

\_\_\_\_\_ S (\$15) \_\_\_\_\_ M (\$15) \_\_\_\_\_ L (\$15) \_\_\_\_\_ XL (\$15) \_\_\_\_\_ 2XL (\$16) \_\_\_\_\_ 3XL (\$18)



---

## 'We're Very Proud of What We Do': Florida's Growing Wine Scene

-By Carrie Honaker, May 2023 Wine Enthusiast

A state known for humidity, uneven rainfall and infertile soil, wine production in Florida would seem like a farce. But grapes have been grown, crushed, and turned into wine in the Sunshine State since 1564, long before states like California. Now, after years of failed attempts to grow European varieties, producers embrace native Muscadine grapes and other fruits to craft bottles that tell the centuries-old story of Florida's wines.

In 2012, the state legislature passed the Florida Viticulture Policy Act and created the Florida Farm Winery Program. To be a certified Florida Farm Winery, 60% of the wine produced must be made from agricultural products grown in Florida. The language opened the door for wineries to produce wine from any number of native foods, like Key limes, mangoes, and avocados. But Muscadine remains king of Florida wines.

If there's one thing Florida does understand, it's entertainment. Wineries offer free tastings and tours along with wine-stomping events and even art classes. Research regarding the creation of a Florida wine trail found it wasn't viable because Florida's producers tend to be small and geographically distant. They recommended that wineries organize around recreational activities, restaurants and lodging to create "Florida experiences." Several Florida wineries embrace entertainment, history, tourism, and showcasing the flavor of the region.

Muscadine grapes are often dismissed as unsophisticated and unbalanced. But these wines have gained an audience from the rose craze and a craft boom that spawned small-batch vineyards.

"We're very proud of what we do," says George Cowie - winemaker at Chautauqua vineyards and winery. "We think it showcases who we are. We practice value-added agriculture that is sustainable and honors native grapes."

For Allen Cooley, Winemaker at Summer Crush Winery, it's the individuality of each winery. "You get a vibe for the family, the people that create the wine and the area it exists in," he says. "Wine appreciation is no longer considered an elite club. I would venture to say you could find a wine for everybody. And for some, it is a Muscadine wine."

*This is an extract from the full article, which can be found at <https://www.wineenthusiast.com/culture/wine-if-florida-make-wine/>*

## Are Muscadine Grapes the Next Big Superfood?

-By Bob McGinn

**A recent article in the Sarasota Magazine highlights new research that shows that muscadine grapes can improve your skin and fight inflammation.**

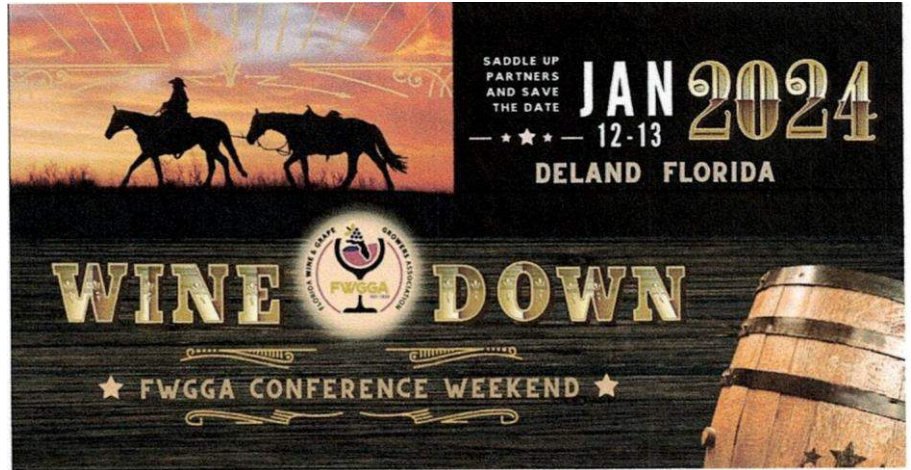
In his article, Author Bob McGinn detailed the purported health benefits of our beloved grape, the Muscadine. Citing Dr. Lindsey Christman at the University of Florida's research which indicates that the grape is found to be high in polyphenols, ellagic acid and an antioxidant called resveratrol. McGinn states that the Muscadine "can help improve one's skin, reduce inflammation, increase well-being in breast cancer patients and reduce the cell proliferation of prostate cancer." See the full article at [www.SarasotaMagazine.com](http://www.SarasotaMagazine.com)

Photo courtesy of NC Department of Agriculture and Consumer Services [International Marketing](#)



Director who was promoting muscadine grapes at Fruit Logistica in Hong Kong. The grapes shown above were selling for \$55 in China.

**ANNOUNCING**



The 2024 FWGGA Annual conference will be held again in Downtown Deland January 12-13, 2024. The conference will feature guest speakers from several out of state universities plus a keynote ZOOM session by Fritz Westover of the Virtual Viticulture Academy on Friday afternoon. There will be sessions covering topics relevant to our commercial vineyard and winery members, University partners and hobbyist growers and winemakers. A fun wine tasting competition will be held on Friday evening.

**Yellowstone** is the theme for this year's conference with Western dress the attire for the evening. A Registration form and agenda is attached. Early Bird discount rates are offered again for current **2024** members so send your membership in early to qualify. Additional information can be found at **FGGA.org** or by contacting [admin@fgga.org](mailto:admin@fgga.org)