



# ARS Grape and Wine Industry Workshop

## Quality and Health

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# Definition of Quality

The combination of sensory attributes that is pleasing to the potential consumer of grapes or grape products including those produced for wine, for table grapes, for juice, or for raisins.

Every consumer has a particular set of attributes that for he or she make up what is considered good quality

“There is no market for poor quality grape products”.  
Consumers expect high quality at a low to moderate price.

Our focus will be on the critically defined grape quality attributes that lead to enhanced grape quality regardless of the intended market.

# Understanding & Improving Quality



- Understand the components of grape/grape products and linkages to sensory
- Deliver grape and grape products to specification

# Understanding & Improving Quality

- Understand the components of grape/grape products and linkages to sensory
  - identify analytical/sensory techniques components impacting sensory
  - develop tools/protocols to monitor grape development/ripening
  - develop/implement a national sensory competency program
  - create national center or certification program analytical proficiency
  - Road-shows for tech transfer



# Understanding & Improving Quality

- Deliver grape and grape products to specification
  - prepare national register of grape cultivars and clones and a National Grapestock system to preserve genetic resources
  - develop/implement methods to characterize grape vineyard variation and impact on supply uniformity
  - characterize environmental variables affecting grape composition
  - characterize impact of biotic/abiotic factors on sensory quality attributes



# Health and Nutrition

**Identify and promote the health and nutritional benefits of grapes and grape products.**

- **Improve consumer understanding.**
- **Identify, monitor and support scientific research.**
- **Determine negative and positive nutritional components.**

