Industry Metrics

- **100,000 Acres**

- **Major Production Areas** – N.Y., Pa., Ohio, Mich., Wash.

- **Farm Gate Value** - $125 Million

- **Demand Stable with Focus for the Future on Health & Nutrition**
Production Efficiency

- Focus on Yield/Acre
  - Water availability & cost
- Cost Reduction
Germplasm

• Varietal Improvement
  ▫ Yield enhancement
  ▫ Health & Nutrition
  ▫ Enhanced Flavor & Color
Pests and Diseases

- Grape Berry Moth
- Powdery Mildew
- Weed Management
- Invasive Species – MALB
Environment

- Farmland Protection & Preservation
- Climate Change Impacts
Sustainability

• Developing & Implementing Sustainable Production Systems
  • Economically Sound
  • Environmentally Sound
  • Socially Responsible
Post-Harvest and Processing

- Evaluation of Previous Years Results
  - Vineyard Description
  - Vineyard Diagnosis
  - Vineyard Prescription
Social Issues

- Competition for Valuable Land Resources
- Ability to Remain Competitive in Global Economy
  - Over-regulation
  - Inadequate Funding of Technology Development & Implementation