



# Grape Juice Industry Update

Tom Davenport  
National Grape Cooperative

October 2010



NATIONAL  
G R A P E  
& W I N E  
I N I T I A T I V E

# 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**



NATIONAL  
G R A P E  
& W I N E  
I N I T I A T I V E

# Production Efficiency

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



NATIONAL  
G R A P E  
& W I N E  
I N I T I A T I V E

# Germplasm

- **Varietal Improvement**
  - **Yield enhancement**
  - **Health & Nutrition**
  - **Enhanced Flavor & Color**



NATIONAL  
G R A P E  
& W I N E  
I N I T I A T I V E

# Pests and Diseases

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



NATIONAL  
G R A P E  
& W I N E  
INITIATIVE

# Environment

- **Farmland Protection & Preservation**
- **Climate Change Impacts**



NATIONAL  
G R A P E  
& W I N E  
I N I T I A T I V E

# Sustainability

- **Developing & Implementing Sustainable Production Systems**
  - Economically Sound
  - Environmentally Sound
  - Socially Responsible



NATIONAL  
G R A P E  
& W I N E  
I N I T I A T I V E

# Post-Harvest and Processing

- **Evaluation of Previous Years Results**
  - **Vineyard Description**
  - **Vineyard Diagnosis**
  - **Vineyard Prescription**



NATIONAL  
G R A P E  
& W I N E  
INITIATIVE

# Social Issues

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