THE REGIONAL WINE INDUSTRY, THE PRESENT AND A LOOK TO THE FUTURE

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MAY 10, 2022
AN ECONOMIC ENGINE FOR THE AREA BEYOND THE WINE SOLD

- Late 1970’s unemployment – Adams and Ashtabula Counties – Growth Partnership
- Now – 32 wineries in the GRV with a dozen more south toward the river
- Full, part time and seasonal jobs – well over 500
- B and B’s report – nearly 85% of visitors are wine related
- $1.3 million in musicians
- Nearly 40 transportation services
- Lodge: significant portion of their business – shuttle services – Immersion Tours
  - 35% Cleveland, 35% Youngstown-Pittsburgh – significant Columbus draw
- More lodging – in downtowns – second story VRBO, Air B n B
- Need downtown shops – street traffic
- Need more fine dining: increasing demand
- Local grocery numbers
- GRV was the initial ‘inspiration’
- Significant spread to Conneaut, to Trumbull, Mahoning and Columbiana
WINERIES THEMSELVES

- 10,000-20,000 visitors per week from March through the end of the year
- Majority of vinifera in the state in the GRV
- Cold climate grapes in areas south and away from the Lake
- ‘Social distancing on 50 acres’ during Covid
  - Exceptional summer and fall
- Quality of life and image enhancement
- Wine trails: Tannenbauum, Chocolate and Wine N Bloom with the Association
- Wine events with the GRV group: Ice wine, Turkey Trot and Cask series
- Mini Trails: Lake/Rte Eleven
- Part of the BINGO scholarship project
- National medals: primarily vinifera focus
  - Napa Valley Wine School request – San Francisco competition results
WHAT NEW, COMING AND NEEDED

- Collaboration with Spire on a couple of events
- More winery clusters beyond the GRV and Conneaut Creek
- Virtual wine tastings – local and across the country with ex-pats and Vinoshipper
- For national street cred: License to Steal in Syracuse, perhaps St. Louis, Texas/Arkansas and Denver
- More ‘Geneva Lodge’ model transportation services: hoteliers and livery services
- More helping hands for ‘newbees’ to the business: financials and education
  - Voinovich tax credit – new HB 95 first time farmers – video series – OSU extension programs
- Looking at some options for glass recycling
- Outside investment: Laurentia
SOME REAL POSITIVES

- The ‘Authenticity’ of this region – we grow the grapes that go into the bottle
- KSUA – Lauren Fiala
- Kingsville Research Center
- Vintage Ohio as the model
- Supply line snags and high gas prices [in sort of a perverse way]
- Gold medals wineries outside the GRV and Lake Erie regions
- Outside investment who understand the importance of community
- Transportation services
- Adjacency to population centers
- New hotels and B and B commitments
- Grand Valley Initiative
- Tourism support
- Success during the Covid – working on keeping the new faces
- Younger audiences
- Breweries and distilleries
- Expanding Farmers’ Market opportunities
- Ever increasing wine quality and recognition – regular invites to national conferences
- Seats on most national association boards
POSSIBLE RED FLAGS ON THE HORIZON

- Fragility of the Grand River Valley
  - Farmland preservation – houses, water lines and sewers
- Aging winemakers and estate planning for coming generations
- Need more grapes in the ground: Vine-grants? Appropriate varieties outside the Lake Erie and GRV regions
- Cost and labor concerns to establish and maintain vineyards
- Concerns about saturation
- Climate change [perhaps some positives]
- Z Generation and seltzers and the RTD
- Transportation services – over consumption
- Finding ways to keep all those new Covid faces
- Keeping a strong presence in Columbus and DC
- Maintaining the sense of community as we grow
BOTTOM LINE .... FROM 13 WINERIES TO 375 WITH MANY OF THE MOST SUCCESSFUL IN THE REGION IN WHICH WE FIND OURSELVES

Thank You!