

FISCAL YEAR

20
21

Boldly,
NY.

www.newyorkwines.org

NEW YORK WINE & GRAPE FOUNDATION

ANNUAL REPORT



“

The Foundation will promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication and advocacy.

”

NEW YORK WINE & GRAPE FOUNDATION

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A MESSAGE FROM OUR
EXECUTIVE DIRECTOR

SAM FILLER



Dear Friends,

We started the 2020-2021 Fiscal Year on April 1, 2020 with unprecedented uncertainty due to the disruptions caused by the COVID-19 pandemic. On top of COVID-19 business impacts, several grape growers across the state experienced frost damage in the early spring, which reduced their expected yields for the fall harvest. Early in the fiscal year, it was hard to see the “forest through the trees” as each day brought new changes and challenges. New York’s grape growers and wineries benefitted from being designated essential business. Thankfully, by the end of the 2020 calendar year, the grape and wine industry emerged stronger as the pandemic helped accelerate new business practices and greater consumer appreciation for New York’s grape and wine industry.

The financial commitment from New York State assured that NYWGF was able to support the grape and wine industry when it was most needed. We commend the state for its efforts to combat the pandemic while finding ways to keep essential businesses operating in a modified manner. Wineries radically altered their tasting room operations to ensure safe service for their customers and staff. These changes resulted in a new hospitality model that many consumers and wineries actually favored. As a result, many wineries experienced a record year for their tasting rooms in 2020 as consumers sought out safe travel destinations.

New York Wine and Grape Foundation leveraged the State's financial support to respond to pandemic related business challenges by initiating new programs to support industry members in diversifying their business models. Our new programs were coupled with a restructuring of our membership model. NYWGF membership now focuses on connecting NY wineries directly to consumers through a comprehensive promotional platform and capacity building resources to advance the industry's development. The new NYWGF membership program includes participation in virtual tastings, an online shopping tool (buynewyorkwines.com), business coaching with technical experts, and online educational webinars.

Throughout the COVID-19 pandemic, NYWGF has partnered with the business community to provide tools and resources to help wineries comply with new health and safety regulations and diversify revenue streams – at no additional cost. Without this assistance, growers and wineries would need to pay out-of-pocket for professional services to help them navigate COVID-19 related business impacts. In addition, NYWGF hosts monthly Zoom “Fireside Chats” to provide a forum for the industry to connect with NYWGF leadership, special guests, and industry colleagues across the state. These chats provide a space for the industry to share best practices and collaborate on new ideas to emerge stronger out of the pandemic.

The assurance of funding from the State Budget enabled NYWGF to maintain its applied research program as critical multi-year research projects were able to continue during the pandemic. Over the past decade, NYWGF has allocated over \$500,000 each year on wine and grape related research. This research spending has led to an additional 579 wine industry jobs; jobs that would not be there but for the research funding. The direct wages paid to these workers translates to an annual return of \$26.20 in wages for every dollar of research funding. Measuring the effect these 579 jobs have on the total output of the New York State economy, the effect grows larger, every dollar of research funding produces \$84.68 of annual output.

Post-Pandemic, NYWGF will remain focused on supporting the industry as it implements more effective and innovative business practices. We will continue to support viticulture and enology projects that advance industry best practices and solve industry threats like spotted lantern fly. The State's continued fiscal support will ensure that New York remains a grape and wine industry leader in the United States.

Cheers,



SAM FILLER
Executive Director

NEW YORK WINE & GRAPE FOUNDATION: A PRODUCTIVE PUBLIC-PRIVATE PARTNERSHIP

The New York Wine & Grape Foundation was founded in 1985 by State Statute to support industry growth through investments in promotion, research, and capacity building. Today, our public-private partnership drives the industry's growth and makes it a major state economic engine that generates more than \$6.65 billion in direct economic impact.*

The 2020-2021 State Budget allocated \$858,400 through contributions from the Governor and the State Legislature. In addition, the Foundation received \$250,000 in funding from Genesee Valley Regional Market Authority (GVRMA) for the NY Drinks NY program. The USDA provided funding for our MAP and ATP Export programs, totaling \$450,500. NYWGF also secured a \$49,995 contract with Taste NY to carry out a New York Wines in Canada Promotion with the LCBO. The availability of these state funds creates an important inducement to encourage private sector industry contributions. NYWGF received \$338,607 from industry contributions during the 2020-2021 fiscal year.

Since its inception in 1985, NYWGF and the industry have benefited from the State of New York's support to conduct basic programs of promotion and research. The private sector contributes similar amounts to match the State funding. The sections that follow summarize the programs, with additional detail in the Appendices.

*Read the full 2019 Economic Impact Report at newyorkwines.org.

2020-2021 Fiscal Year

Total Spent on Promotion	\$1,194,095
Total Spent on Research	\$538,826



**Boldly,
cultivating.**

NEW YORK WINES IN THE PRESS

This was an exciting year for New York wines in the press. From stories featuring the [Finger Lakes](#) and [Long Island](#) as world class growing regions, to spotlights on a growing [sustainability effort](#) - the accolades keep rolling in for the wineries and the growers in our community. We are happy to spotlight a few key moments from our year below.

- [Hermann J. Wiemer Vineyard named to Wine & Spirits Magazine Top 100 Wineries of 2020](#)
- [Highlighting the innovation and quality of New York wines, Good Day Philadelphia featured three producers offering canned wine.](#)
- [Hosmer Winery Featured in Wine & Spirits Top 100](#)
- [Forge Cellars Ranks on Wine Spectator's Top 100](#)
- [Wine & Spirits Magazine awards 93, 92, & 91 Points, Best Buy, and Top 100 Values of the Year to Lamoreaux Landing Wine Cellars Estate-Grown Rieslings](#)
- [VinePair Why the Wines of the Future Will Be Made From Hybrid Grapes](#)



International Press

In addition to the array of impressive accolades and high scores from prestigious domestic publications, New York wines saw a spotlight shining on them abroad as well. Wine writers and reviewers from the United Kingdom, Germany, France, Norway, Canada, and Japan sung the praises of New York's cool climate wines.

Author Charles Curtis, MW, featured New York State as the [regional profile](#) in the October edition of "Decanter" magazine. The magazine, published in about 90 countries monthly, highlighted ten New York producers. Mr. Curtis noted that New York Wine "has now found its own identity," and that the "new-found confidence demonstrates a maturing wine industry."

Trade focused, UK based "The Buyer" magazine featured a comprehensive series of articles on [New York wines and winemakers](#) noting that "(New York) winemakers, up until very recently, have been particularly shy compared to their counterparts on the West Coast. That's all about to change as New York State becomes one of the most coveted regions in the US for aspiring winemakers to make wine."

COVID-19 SUPPORT TO INDUSTRY & FIRESIDE CHATS

In June 2020, to stay connected virtually while mandated to stay apart physically, NYWGF launched a series of “Fireside Chats” with our Executive Director, Board President and many special guests from all over the country. Meant to be informal conversation with friends and colleagues statewide, the chats served as a safe space to share insights from COVID-19 adaptations, brainstorm on solutions to challenges facing us in the vineyards, cellars, or fiscal offices, and more. NYWGF also took advantage of our time together to share updates on significant changes here, such as a completely restructured membership model and the launch of a global messaging project. The community came together, shared ideas, and provided feedback on what they needed to survive and thrive.



As Sam Filler, Executive Director, noted, “the long-term success of our industry depends on fostering this connective tissue between the Foundation and the industry, and among industry members from all our growing regions. We must stay true to Foundation Founder Jim Trezise’s clarion call of, “Diversity is our strength. Unity is our power!”

GLOBAL MESSAGING PROJECT

The new Boldly, NY. brand, launched in 2019, served to reflect our industry’s growth, NYWGF’s approach, and our emerging status among other leading wine regions.

In Summer 2020, [NYWGF partnered with an integrated marketing firm](#) to lead an ambitious project intended to build upon that recent rebrand and expand the presence of New York wines globally. The multi-faceted project identified our most important audiences, captured the unique stories that span our diverse wine growing regions, and will serve as the basis for a relaunch of New York Wines to trade and consumers through a 2-year integrated marketing campaign. “Our efforts will ultimately bolster brand recognition for New York wines on a global stage,” said Sam Filler, Executive Director of NYWGF.

MEMBERSHIP 2020-2021

In August of 2020, the New York Wine & Grape Foundation launched a [new membership model](#) for wineries & growers. This new model is designed to help wineries and growers operate their businesses more efficiently, diversify their business models, build industry intelligence, and scale up to meet the demands of the online marketplace that was coming even before the onset of the COVID-19 pandemic.

The new tiered membership structure features programs and services dedicated to telling the amazing story of New York's wineries and growers, and to improving their ability to succeed in a new business reality. With this new structure, dues are no longer based on production, but rather the level of programs and services provided. [Tier 1 benefits](#) are \$300 and consist of basic business support services. [Tier 2 benefits](#) at \$600 include basic business support services as well as capacity building and educational services. Examples include [enhanced webinars](#) on topics like DTC strategies, website development, digital metrics, and website building as well as access to one-on-one coaching with experts in areas like marketing and sales.

We worked closely with the participants of our NY Drinks NY program to test [Tier 3 membership benefits](#). This BETA program included access to a multi-channel marketing campaign, hosted [virtual wine tastings](#) featuring recognized Brand Ambassadors



"With the New York Wine & Grape Foundation I see an ally that reflects our industry in all the best ways. And by that I don't only mean representing us locally. Rather, I mean that the Foundation shares the same passion, hard work, and energy in their work that all of us put into pushing our own wines forward"

Kelby James Russell
Winemaker, Red Newt Cellars

known for championing New York wines, and listing on the New York Wines [Vinoshipper page](#).

With this new membership model, on the advice of our auditor, all winery and grower memberships are now up for renewal on March 31st. Those who joined or renewed from August 2020 through March 31st 2021 paid prorated membership dues based on the tier they elected to participate in.

For [Business Associate members](#) we provided additional opportunities to engage with wineries through our [sponsorship, advertising, and educational programs](#). We continued our work with Business Associate member Mengel, Metzger, Barr & Co., LLP, to provide a members-only Help Desk to help members tackle the complex issues of alcohol regulations and excise taxes, tax credits, tax preparation, grant applications, business planning, and more. Our Business Associate Partner American National Insurance provided sponsorship support as the Keynote Speaker sponsor and Business Program at B.E.V. NY.

Webinars & Virtual Workshops

The Foundation was pleased provide [over 35 online events and webinars](#) for our members this year. Presented by staff and in partnership with our Business Partners, DTC Wine Workshops, and the WISE Academy, the topics represented interests that were important to wineries and growers, directed by their input, and focused on best practices in business development, legal compliance, marketing and more. Over 600 winery staff and grower members registered to attend these workshops and seminars.

Popular topics included:

- [Developing and Managing Winery Loyalty Programs](#)
- [How to Create an Unforgettable Wine Brand](#)
- [Year-End Inventory & Impact on Your Winery's Profitability](#)
- [Best Practices for Winery Websites](#)
- [Budget Best Practices in a Struggling Economy](#)
- [Top Five Consumer Engagement Strategies for 2020](#)
- [Financial Strategies for Wineries & Vineyards After the Impact of COVID-19](#)

Boldly, dedicated.



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B.E.V. NY

Despite the pandemic, wine and grape producers, managers, researchers, and industry professionals had direct access to expertise spanning many different business, enology, and viticulture topics at the B.E.V. NY [Business. Enology. Viticulture.] conference held from March 3-5. The conference welcomed over 420 attendees from all over the country to its virtual sessions.

[Business session highlights](#) included how to leverage technology to accelerate sales, business model adaptation in a COVID-19 impacted environment, virtual event coordination, marketing misunderstood wines, and the importance of wine label design in marketing and sales.

Enological expertise at the event focused on topics such as optimal and productive grape harvesting, new thoughts on cold stabilization, how to use materials others than stainless steel and European red wine production trends.

The viticulture program showcased sessions on the impact of climate change on vines and lakes, spotted lanternfly, downy mildew and weed management, sustainable viticulture, digital vineyard mapping and cover crop species.

Internationally renowned wine writers Jancis Robinson provided her thoughts on “New York Wines & Our Place on the World Stage” in her Keynote Address. Voted the world’s most influential wine critic in polls in the US, France and internationally in 2018, Jancis is founder-editor of The Oxford Companion to Wine, co-author with Hugh Johnson of The World Atlas of Wine (4.7 million copies sold just before the 8th edition was published in October 2019) and co-author of Wine Grapes.

“Jancis Robinson was phenomenal, as expected. All three days of business were stellar. This is easily one of the best B.E.V. NY conferences I've attended in terms of content. GREAT JOB!”



THE NEW YORK WINE CLASSIC

In 2021, the New York Wine & Grape Foundation partnered with the Beverage Testing Institute (BTI) to score entries for [The New York Wine Classic](#) which focuses solely on New York wines. Using industry-leading methodology co-developed with Cornell University, BTI scored a total of 605 wines for this year's competition. Each year, the winning entries see increased publicity and sales following the competition. Top awards are highly respected by the trade and are often added to winery advertising. Winners have access to point-of-sale materials including digital medals, bottle stickers, bottle neckers, shelf talkers, and case cards. Following the competition, the Foundation hosted a Facebook Live event featuring Kevin Zraly to announce the winners of this year's competition. A virtual tasting also hosted by Kevin Zraly was executed in April highlighting the winners and providing 24 VIP trade and media professionals samples of the top five winning wines.



"As a New York Corporation founded in Ithaca in 1981, Beverage Testing Institute has deep roots with the great state of New York and its wines. Over the last few months we have been privileged to deepen those connections through our partnership with the New York Wine & Grape Foundation and our execution of the 2021 New York Wine Classic. It's difficult to describe the excitement and fulfillment of being a contributing part of this year's Classic. We're proud to have been able to implement processes that are compliant with best practices for labs operating in the COVID-19 era and combine them with our industry-leading methodology to offer a safe evaluation and marketing option for New York's wineries."

Jerald O'Kennard

Executive Director, Beverage Testing Institute

EXPORT PROGRAM

Have you ever wondered how some New York wineries are selling their products successfully in international markets and garnering worldwide press? Much of the behind-the-scenes work is done by the [NYWGF Export Program](#). Through a grant from the USDA's Market Access Program (MAP) and Agricultural Trade Promotion Program (ATP), we assist New York wineries seeking to explore opportunities in target markets abroad.

This fiscal year, NYWGF announced new partnerships with [Bryant Christie Inc. \(BCI\)](#) and [Think Drink Global \(TDG\)](#) to further its Export Program objectives and expand the presence of New York wines globally. Both firms work closely with NYWGF staff to manage and carry out Export Program activities that raise awareness and increase sales of New York wines in key target markets.



Even though COVID-19 significantly impacted the wine industry in 2020, New York made significant progress abroad including:

- [The first-ever “all New York” wine release by the Liquor Control Board in Ontario Canada in April 2020.](#) This release was successful, and a subsequent release was confirmed by the LCBO in October 2020.
- [Created the "New York State of Wine" Series, hosting 10 New York wines virtual seminars for over 430 trade and media from Western Europe.](#)
- Securing a tasting with buyers from Norway’s Vinmonoplet, resulting in two specific calls for New York white and red wines.
- Organizing New York wine seminars in Beijing, Shanghai, and Nanning China for over 100 attendees.
- Securing reviews by James Suckling for New York wines in the Export Program

NY DRINKS NY

NYWGF was awarded a 10th grant from the Genesee Valley Regional Market Authority (GVRMA) to support the promotion of New York wines in New York City and beyond in 2020-2021.

We worked closely with NY Drinks NY participants to pilot a membership benefits package designed to promote wineries and their unique stories. NYWGF [Tier 3 Membership](#) now provides a range of marketing services including the [New York Wines, Online!](#) virtual seminar series, providing participating wineries a range of marketing services including hosted virtual events, an online shopping tool, inclusion in email, web, and social media advertising, as well as access to capacity building resources such as virtual workshops and individual coaching sessions designed to address challenges they may be facing or opportunity of their choice.



Our virtual tasting series helped to connect influential trade and media, as well as wine enthusiasts, to New York wines through interactive and immersive online experiences with well-known brand ambassadors including Kevin Zraly, Paul Grieco, and Wanda Mann. From September through December of 2020, NYWGF welcomed hundreds of trade, media, and consumers to its 12 virtual seminars and sent out nearly 300 sample packs to qualified trade and media.

NYWGF also began partnering with Vinoshipper to create [BuyNewYorkWines.com](#) where consumers can find wine available for sale from its NY Drinks NY participating wineries in a single source. From September 2020 through March 2021, 78,121 bottles of New York wine have been sold through Vinoshipper.

We were happy to partner with Sandra Hess at [DTC Wine Workshops](#) as well as [The WISE Academy](#) to benefit the participants of the NY Drinks NY program. NY Drinks NY participants had access to enhanced virtual workshops as well as individual coaching sessions designed to address a critical challenge or opportunity of their choice. These workshops were designed to support participants and empower us to achieve our collective strategic objectives of building a robust online, educational, customer service driven, and sales focused community for New York wines and wine enthusiasts.

Finally, in the first quarter of 2021, NYWGF began working with SevenFifty to promote New York wines through a dedicated [New York Wines Marketing Hub](#) and an order incentive that capitalized on NYWGF's initiatives as well as a Sponsored Feature on SevenFifty Daily about [why New York is the next great wine region](#) with corresponding advertising. This campaign created an increase in awareness of New York Wines with almost 400,000 trade impressions across SevenFifty's various channels. Throughout the promotional period, \$1,930,365 in New York wine was sold nationally, a 24% increase year over year.

EDITORIAL CONTENT

The primary goal of the Global Messaging Project is to "establish one cohesive narrative (in the US and abroad) that shifts perceptions of New York wine from only sweet wines and low quality (consumers), or inconsistent and overpriced (trade), to those of diversity, accessibility, and innovation." To help build the narrative and amplify the unique perspectives of New York's winemakers and grape growers, the NYWGF began building a schedule of editorial content to be published on newyorkwines.org. The first three articles were published in February and March of 2021.

- [Hermann J. Wiemer Vineyard brings the feeling of Sonoma to Upstate New York](#)
- [The Potential and Practicality of Regenerative Winegrowing in New York Vineyards](#)
- [Osmote Wine is finding balance at home](#)

NYWGF seeks to amplify stories and proof points that exemplify New York's unique identity and narrative, for which the groundwork is already laid. By tapping the most compelling winemaker and grower stories, we will reinforce our trip-worthy vineyards and wines to seed stories with proof points that continue to grow affinity for the region with media.



Boldly, rooted.



SUSTAINABILITY PROGRAM

Through a USDA-NRCS Conservation Innovation Grant, the New York Wine & Grape Foundation was able to launch a statewide [sustainable winegrowing program](#) that has been over a decade in the making. The basis for this program is the [VineBalance New York Guide to Sustainable Viticulture](#). This self-assessment workbook was co-developed by Cornell Cooperative Extension and the New York Department of Agriculture and Market's Soil and Water Conservation Committee in 2007. The intent was to use the VineBalance workbook as a basis to form a third-party certification, but previous attempts stalled due to lack of institutional support. NYWGF was able to pick up where things left off, guided by a Business Plan and Feasibility Study [produced by the Capalino consulting firm](#).

Thanks to a grant from Yates County, NYWGF is in the process of updating the workbook to include the most recent innovations in materials, technologies, and sustainability best practices. The updated certification scheme will be tailored to the diversity of New York's winegrapes, including hybrid, *V. labrusca*, and *V. vinifera* varieties. The first round of Finger Lakes winegrowers to earn the certification will begin testing the updated VineBalance workbook early next year.

Grower Engagement

This year we got the ball rolling on a campaign of grower engagement and education projects around sustainable winegrowing. This work was funded through a USDA Specialty Crop Block Grant shared through our partnership with the California Sustainable Winegrowing Alliance as part of the U.S. Sustainable Winegrowing Summit. The campaign was spearheaded by Sustainability Specialist, Whitney Beaman. Whitney has deep roots in the New York Wine industry and earned her stripes in grower education through her previous role as Program Manager of Long Island Sustainable Winegrowing. Highlights of this campaign include a series of articles on [regenerative viticulture](#) and the [added value of sustainable winegrowing](#). Whitney also hosted a grower discussion group to capture stakeholder input for our fledgling certification program and a consumer facing [webinar with Climate Scientist Dr. Brenda Ekwurzel](#) on the anticipated impacts of climate change on the New York wine and grape industry. Other projects included an update to the American Viticultural Area (AVA) and Grape Varietal Descriptions with an eye towards sustainability for our forthcoming update to the New York Wine Course and Reference. Lastly, she completed a grower survey on sustainable vineyard practices and an update to our grower database as foundational efforts to support the rollout of our statewide sustainable winegrowing program.



RESEARCH PROGRAM

Since its creation in 1985, NYWGF has sponsored an [ambitious and comprehensive program](#) in close coordination with the industry and academia. As with the promotion program, private sector funding is used to leverage the state funds. NYWGF's annual research budget is normally between \$350,000-\$600,000 to support many projects, mostly conducted by Cornell University's New York State Agricultural Experiment Station in Geneva NY and the Cornell Lake Erie Research and Extension Lab in Portland NY.

The private sector funds come from various organizations, businesses, and individuals to support all research related projects, but focused on the two main areas of research: viticulture and enology.

The NYWGF's Board Research subcommittee oversees the solicitation of research proposals based on industry generated priority themes. They meet with the researchers at a reporting session held each February where they can ask questions about current projects and research proposals for the next fiscal year. The committee meets in March and reviews all proposals and makes a recommendation to the NYWGF Board for final allocations to individual projects.

The projects awarded funding in Fiscal Year 2020-2021 are listed on page 14.



**Total Spent on Research
2020-2021 Fiscal Year:
\$538,826**

RESEARCH PROJECTS AWARDED 2020-2021

Researcher	Viticulture Topics	Project Cost
Martinson	Bud Hardiness and Winter Injury Assessment 2019-2020	\$15,036
Vandel-Heuvel/ Jiang	Determining bud mortality via thermal and multispectral imaging to guide pruning practices	\$12,504
Russo	Evaluating the effects of cropping levels on bud hardiness to mitigate risk in Lake Erie grape production for Vitis Labrusc, Vitis Vinifera and Hybrid Cultivars	\$14,096
Walter-Peterson	Evaluation of Methods for Management of Field Bindweed in New York Vineyards 2019-2020	\$17,607
Loeb/Scott	Insecticide resistance is limiting control of sour rot in New York vineyards	\$55,653
Russo	Increasing the Reliability and Scope of NEWA Weather and Pest Model Information 2019-2020	\$35,312
Acevedo	Effect of Grape Variety on Grape Berry Moth Development	\$5,385
Hed	Evaluation of Cevya for grape black rot and powdery mildew control of juice and wine grapes	\$6,843
Reisch	Breeding and evaluation of new wine grape varieties with improved cold tolerance and disease resistance 2020-21	\$24,062
Jentsch	Cabernet Franc Clone and Rootstock Selection Suitable for Hudson Valley AVA and Viticultural Techniques for Superior Fruit Quality 2020-21	\$29,192
Fuchs	Identifying Clean Nursery Stocks for a Sustainable New York Viticulture	\$27,534
Wise	Evaluation of winegrape cultivars and clones on Long Island 2019-2020	\$23,593
Wise	Evaluation of a berry cuticle supplement to reduce cluster rots in vineyards	\$10,559
Walter-Peterson	Evaluation of a berry cuticle supplement to reduce cluster rots in vineyards	\$14,071
Martinson	Continuing Veraison to Harvest Newsletter and Fruit Sampling in 2020-21	\$19,171
Subtotal Viticulture Projects		\$310,618

Researcher	Enology Topics	Project Cost
Sacks	Development of rapid approaches for quantifying key flavor compounds and their precursors in grapes 2020-2021	\$117,698
Gerling	Wine Analytical Laboratory and the New York Wine Data Bank	\$60,000
Sacks	Expanding opportunities for canned wines	\$72,795
Subtotal Enology Projects		\$250,493

Total Awarded Research \$561,111

ORGANIZATIONAL STRUCTURE

BOARD OF DIRECTORS

Charlie Marshall, *Chairman*
The Marshall

Max Rohn, *Vice Chair*
Wolffer Estate

Mike Colizzi, *Secretary*
Kashong Glen Vineyards

Oskar Bynke, *Treasurer*
Hermann J Wiemer Vineyard

Kwaw Amos
Gotham Winery

Gerry Barnhart
Victory View Vineyard

Matt Doyle
Doyle Vineyards

Stefan Fleming
Empire State Development

Luke Haggerty
E&J Gallo Winery

Kevin King
Department of Agriculture & Markets

Jan Nyrop
Cornell AgriTech

Ami Opisso
Lieb Cellars

Linda Purdy
Pendleton Farms

Dominick Purnomo
Yonos

Katie Roller
Opici Update & Metro NY

Robert Smith
National Grape Cooperative Association

Julie Suarez
Cornell University

Leah Van Scott
Greater Rochester Enterprise

Oscar Vizcarra
Vizcarra Vineyards

Kim Wagner
Stoutridge Vineyard

STAFF

Sam Filler, *Executive Director*

Dana Alexander, *Director of Operations*

Jennifer Cooper, *Membership & Events
Manager*

Amy Ellsworth, *Communications
Manager*

Kim Hughes, *Finance Manager*

Valerie Venezia-Ross, *Director of
Marketing & Programs*

Programs: Promotion, Research

Products: Grape Juice, Wine, Table
Grapes

Regions: Chautauqua/Lake Erie, Niagara
Escarpment, Finger Lakes, Hudson Valley,
Upper Hudson, Champlain Valley of New
York, Long Island, Other

CONSULTANTS AND OUTSIDE CONTRACTS

The following consultants, institutions or organizations received monies from the Foundation during FY 20-21. The listing includes a brief description of the projects and the amounts committed during the fiscal year.

Consultant/Service Provider (Project)	Commitment
Whitney Beaman (Contract for content creation svc/webinar host & grant writing)	\$10,200
Dan Belmont (Contract for content creation svc/webinar host)	\$3,650
Bryant Christie Inc. (FAS Market Access Program; export program management consultant)	\$36,350
Capalino & Company (Contract to create Sustainability program Business Plan)	\$9,000
Cornell University & Cooperative Extension offices statewide (For Viticulture and Enology research projects and Wine Lab)	\$549,511
Carlo DeVito (Contract for content creation svc/webinar host)	\$1,200
DTC Wine Workshops (Contract for capacity building webinar training svc)	\$12,000
Eden Productions/Jancis Robinson (Contract for BEV NY conference speaker svc)	\$6,035
Finger Lakes Economic Development Council (Contract for NYWGF office space)	\$18,425
FLX International LLC (FAS Market Access Program; export program consultant)	\$43,030
HROne (contract for HR services, mandatory trainings)	\$2,853
Heveron & Company CPAs (Contract for annual audit services)	\$6,880
Maiah Johnson Dunn (Contract for content creation services)	\$1,000
Ketchin Sales & Marketing (FAS Market Access Program; export program consultant for Canada)	\$126,108
Bob Madill (FAS Market Access Program; update NYWCR)	\$2,698
Wanda Mann (Contract for content creation svc/webinar host)	\$1,200
Cha McCoy (Contract for content creation svc/webinar host)	\$5,200
(continued on next page...)	

Consultant/Service Provider (Project) (con't)	Commitment
Mengal Metzger & Barr (Consultant Services)	\$6,250
Liz Miranda (Contract for capacity building webinar svc)	\$500
MVP Results (Contract for consulting/board training)	\$1,080
Nantel & Assoc (FAS Market Access Program Consultant)	\$3,000
Nixon Peabody (Contract for leagal services)	\$8,618
O'Donnell Lane (Consultant for domestic events including NYWClassic)	\$8,000
Padilla (Contract for global messaging strategy consulting svc)	\$80,500
R&R Teamwork/Think Drink Global (FAS Market Access Program consulltant)	\$73,345
SCT Computers (Contact for monthly maintenance)	\$3,203
Chris Serra (Contract for consulting services for sustainability program)	\$500
SevenFifty (Contract for global messaging/advertising)	\$40,000
Lenn Thompson (Contract for content creation svc/webinar host)	\$1,200
Traphagen Law PLLC (Consulting svc for trademark application)	\$2,298
Westbury Communications Ltd. (FAS Market Access Program; export consultant for the UK)	\$59,225
Wise Academy (Contract for capacity building webinar svc)	\$15,834
Kevin Zraly (Consulting services for webinar hosting)	\$2,400
Total Consultants and Outside Contracts	\$ 1,141,293

NYWGF MEMBERS 2020-2021

GRAPE GROWERS

Airy Acres Vineyards
 Apple Barrel Orchards
 Argetsinger Farms, LLC
 Bedient Farms
 C & D Wager, Inc.
 Clearview Farms
 Cold Brook Farms
 Doyle Vineyard Management, Inc.
 Edward C. Dalrymple Farm
 Elisa Santelia
 Emery Vineyards
 Gridley Vineyards
 Hector Vineyard Management Company
 Jeff Sullivan
 Jeffrey Matteson
 JM Joy Farms, LLC
 John Kasper
 Joyful Vineyards
 Kashong Glen Vineyards

Kelley Farms
 Knight Vineyards
 Lakewood Farms
 Lin-Ary Vineyards
 Naeser Vineyards
 Oak Street Farm & Vineyard
 Olde Chautauqua Farms
 Pendleton Farms LLC
 Rockhouse Vineyards LLC
 Sawmill Creek Vineyards Inc.
 Shale Creek Vineyards, LLC
 Simmons Vineyards
 Simmons Vineyards
 Tuller Vinifera Vineyards
 Two Gorges Vineyards
 Valcour Vineyards LLC
 Vinehaven Vineyards

WINERIES

21 Brix Winery
 Adirondack Winery
 Anthony Road Wine Company
 Anyela's Vineyards
 Applewood Winery
 Arbor Hill Grapery & Winery
 Arrowhead Spring Vineyards
 Atwater Vineyards
 Baiting Hollow Farm Vineyard
 Barnstormer Winery
 Barrington Cellars
 Belhurst Estate Winery
 Benmarl Winery
 Bet the Farm Inc.
 Billsboro Winery
 Black Diamond Farm & Cider

Black Willow Winery
 Boquet Valley Vineyard
 Boundary Breaks
 Bregg Winery Inc
 Brooklyn Winery
 Brotherhood, America's Oldest Winery
 Bully Hill Vineyards, Inc.
 Buttonwood Grove Winery
 Channing Daughters Winery
 Chateau LaFayette Reneau
 Chateau Niagara Winery
 CJS Vineyards
 Clearview Vineyard
 Clinton Vineyards, Inc.
 Clover Pond Vineyard
 Damiani Wine Cellars

WINERIES (CON'T)

Dr. Frank Wine Cellars
 Forge Cellars
 Four Maples Vineyard & Winery
 Fox Run Vineyards
 Frontenac Point Vineyard & Estate Winery
 Fulkerson Winery
 Gallery Vineyards
 Galway Rock Vineyard & Winery
 Glenora Wine Cellars
 Glorie Farm Winery
 Goose Watch Winery
 Gotham Winery
 Grace Tyler Estate Winery
 Hazlitt 1852 Vineyards, Inc.
 Heart & Hands Wine Company
 Hermann J. Wiemer Vineyard
 Heron Hill Winery
 Hosmer Winery
 Hunt Country Vineyards
 Inspire Moore Winery & Vineyard
 JD Wine Cellars
 Johnson Estate Winery
 Kelloggsville Farm Cidery
 Kemmeter Wines
 Keuka Lake Vineyards
 Keuka Spring Vineyards
 Knapp Winery
 Kontokosta Winery
 Lakeland Winery Inc.
 Lakewood Vineyards
 Lamoreaux Landing Wine Cellars
 Lenz Winery
 Liberty Vineyards & Winery
 Lieb Cellars & Bridge Lane Wine
 Living Roots Wine & Company, LLC
 Lucas Vineyards
 Macari Vineyards
 Magnanini Farm Winery, Inc.
 McCall Wines
 McGregor Vineyard
 Meadowdale Winery
 Merritt Estate Winery
 Middleburgh Winery
 Milea Estate Vineyard
 Miles Wine Cellars
 Montezuma Winery
 N Kendall Wines
 New Vines Bed & Breakfast
 Northern Cross Vineyard
 Nostrano Vineyards
 Old Tavern Farm Winery
 Pail Shop Vineyards
 Palmer Vineyards
 Paumanok Vineyards, Ltd.
 Penguin Bay Winery
 Pindar Vineyards
 Point of the Bluff Vineyard LLC
 Prejean Winery
 Ravines Wine Cellars on Seneca Lake
 Red Hook Winery
 Red Newt Cellars, Inc.
 RGNY
 Robibero Family Vineyards
 Rolling Hills Estate Winery
 Royal Wine Corporation
 Ryan William Vineyard & Winery
 Savor Vineyards and Wines
 Schulze Vineyards and Winery
 Schwenk Wine Cellars
 Seminary Hill Orchard & Cidery
 Shaw Vineyard
 Sheldrake Point Winery
 Shinn Estate Vineyards
 Silver Thread Vineyard
 Sparkling Pointe
 Stever Hill Vineyards
 Stoutridge Vineyard
 Suhru Wines
 Tabora Vineyards
 Ten Thousand Vines
 The Winery at Marjim Manor
 Thirsty Owl Wine Company

WINERIES (CON'T)

Thorpe Vineyard
Three Brothers Wineries & Estates
Treleven Wines
Trestle 31
Tug Hill Vineyards
Valkyrie Crafted Libations
Ventosa Vineyards
Vesco Ridge Vineyards
Victory View Vineyard
Vineyard View Winery

Wagner Vineyards
Weis Vineyards
White Birch Vineyards
Whitecliff Vineyard and Winery
Willow Creek Winery
Wine U Design
Wölffer Estate Vineyard
Young Sommer Winery LLC
Zugibe Vineyards

BUSINESS ASSOCIATES

Advance Media
Brady Risk Management
Economy Products & Solutions
FLX Designs
FLX International LLC
Hollenbeck Film + Experience
HR One
Martin Group

Merrill Lynch
New York State Pollution Prevention Institute
New York State Tourism Industry Association
PowerMarket
The Tailor & The Cook
US Employee Benefits Services Group
Vineyard Registry

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