

OUTER COASTAL PLAIN VINEYARD ASSOCIATION

Minutes of 9/14/15 quarterly meeting

The meeting was called to order at 6:10 by president Jim Quarella

1. The treasurer reported that the balance in the Association checking account was \$19,722.68 in part due to reimbursements from grant funds.
2. There was a brief discussion of changing the date for the 3rd quarter meeting next year to sometime in late August rather than holding it in September in order to eliminate any conflicts with the busy harvest/crush season.
3. Peter Oudemans presented a very informative talk about late season disease control in which he discussed harvest and post-harvest measures for the control of various diseases including phomopsis, black rot, down mildew, powdery mildew and sour rot. He also discussed issues related to fruit scald and described oncogenic resistance. This generated a number of questions and discussions.
4. Anita Nicolo from SMS gave an overview of various initiatives that she has been working on at the direction of the Board. SMS will be placing advertisements in the media regarding the Association and Coeur d'Est. They will consist of targeted marketing (geographic and income based) on-line and in specific cable television channels designed to reach consumers in categories identified by the grant research. Marketing will be placed on the Food Network channel and in online sites. Anita also described the member log-in page that will be placed on the website for members to communicate and for the dissemination of information. The association members discussed ideas regarding attracting new members including hand-outs and other methods. Lastly Anita informed the members on the initiative the Board approved to allow suppliers and other related businesses to advertise on the website for a \$200 yearly fee.
5. Larry Coia made a presentation and led a discussion regarding Avian Control which some growers are using to inhibit bird damage. Some members are already using the product and Larry discussed the informal study that had been conducted to see what effect it might have on wine.
6. Jim Quarella discussed a crop insurance program that is available in other states but not in New Jersey that might be beneficial to grape growers. It was decided that the Association would prepare correspondence to attempt to get the program established in New Jersey in the future.
7. Lastly Peter Oudemans informed the association that a new weed scientist will be hired in the near future to replace Brad Majek.

The meeting was adjourned at about 7:30 PM