



COLORADO DEPARTMENT OF AGRICULTURE  
Colorado Wine Industry Development Board

Sunday, August 12, 2018  
Colorado Wine Industry Development Board Meeting  
Glenwood Springs Branch Library, Glenwood Springs, CO

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**CWIDB Staff Attending in Person:** Doug Caskey (executive director), Kyle Schlachter (outreach coordinator), Tom Lipetzky (Markets Division Director)

**Colorado State University Staff Attending in Person:** Dr. Horst Caspari (viticulturist) Dr. Steve Menke (enologist)

**Voting Members Attending in Person:** Bret Neal (Chair - Grand Valley AVA winery), Tom Bueb (At-large Winery), Doug Price (ex-officio Tourism), Kevin Webber (Retail), Candice Mohr (At-large Winery), Neil Jaquet (Grower), Doug Kingman (Front Range winery), Max Ariza (Ex-Officio Public)

**Voting Members Attending via Phone:** n/a

**Guests Attending in Person:** Cassidee Shull (CAVE)

**Guests Attending via Phone:** n/a

**Voting Members Absent:** Jeff Knight (Wholesale), Open Seat (Wholesale)

#### Needs

#### **What does the Colorado Wine and Grape Industry need to grow?**

Investment. Resources. Expertise.

Brand Identity. Focus. Vision.

Capacity. Vineyard Growth. Cultivar diversity.

Metrics for success.

Desire. Ambition. Profit.

What is holding the industry back from growth?

Consolidation

#### Mission, Vision, Strategic Priorities

**Mission:** To promote and develop the growth and quality of the Colorado wine industry through marketing, research and education.

**Vision:** Our long-term ambition is for Colorado to be recognized globally as a premier wine experience.

#### **Strategic Priorities:**

- Foster greater cooperation cooperation, communication and participation within the wine industry.
- Promote the effective relationships with beverage wholesalers, retailers, restaurants and other

- complementary industry partners.
- Elevate, develop and energize the Colorado wine brand.
- Provide appropriate resources and education to Colorado vineyards and wineries so that they may achieve economic viability.

## BHAGS

### **Business and Economic Development Committee**

#### *BHAGs*

- Increase sales of all Colorado wine
- Attract “other” capital for investment
- Grow right fruit in right place

#### *Goals*

- To facilitate the financial sustainability of all Colorado wineries and vineyards.
- Producers have the skills and resources required to develop economically sustainable resilient and adaptable businesses.
- Improve access to market and increased market knowledge.
- Encourage capital investment for wineries and vineyards.

### **Quality Committee**

#### *Goals*

- Encourage collaboration between winemakers and grapegrowers to pursue and identify increased quality standards for wine grapes
- Educate winemakers and winery staff on where Colorado wines fit in the global market
- Measure Wine quality improvement

### **Research Committee**

#### *Goals*

- Identify the right grapes for the right places
- Identify best practices for managing phylloxera
- Maintain vigilance of potential and future pests
- Provide tools to enable growers/wineries to prosper in a high-desert environment
- Effectively communicate the results and applications of research to the industry
- Proving new varieties and techniques with enological research
- Consumer research to Identify new ways and opportunities to expand the Colorado wine industry

### **Marketing Committee**

#### *Goals*

- Move more wine