

WE'RE GROWING THE FUTURE OF PENNSYLVANIA'S WINE AND GRAPE INDUSTRY

The Pennsylvania Wine Marketing & Research Board (PWMRB) is an official Pennsylvania Agricultural Commodity Marketing Board.

The vision of the Pennsylvania wine and grape industry is to be recognized as the premium East Coast wine appellation. The Pennsylvania Wine Marketing and Research Program continues to work in support of this vision by promoting an increase in the quality, profitability and consumer awareness of Pennsylvania wines. In addition, Pennsylvania's educational programs and research and marketing efforts will be of the quality and effectiveness that support and enhance our vision.



OUR PRIORITIES = OUR COLLECTIVE GAIN



THE PWMRB ANNUAL SYMPOSIUM

Occurring in the early spring, the Symposium is the pinnacle of educational and networking experiences for those in the enology and viticulture fields in Pennsylvania. Packed with pertinent information sessions, inspiring presentations, and invaluable opportunities to learn from those in the field, it is a continuing example of PWMRB's role in advancing research and industry growth. Contact Denise Gardner, Enology Extension Associate, at dxg241@psu.edu for information on the 2018 Symposium.



PARTNERS IN PROGRESS

The PWMRB works closely with the state government and other organizations to ensure that our work and contributions to the industry are of the highest quality and effectiveness.

► **Pennsylvania Department of Agriculture and the Pennsylvania Farm Show**

The PWMRB is a recognized Agricultural Commodity Marketing Act (ACMA) Board and is housed within the PA Department of Agriculture (PDA). The PWMRB collaborates frequently with the PA Preferred program in a multilateral relationship with the PA Winery Association (PWA) and the PA Liquor Control Board (PLCB). In addition, the PWMRB works with the PDA and PWA on the development and promotion of the Annual Farm Show and Wine Competition.

► **Penn State University**

The PWMRB directly supports and funds research, enology extension, and helps to fund critical positions, such as Extension Enologist and Research Viticulturist.

► **Pennsylvania Winery Association**

The PWMRB's funding to statewide marketing projects via the PA Winery Association have significantly increased consumer awareness and purchase of PA wines over the last four years, directly contributing to more than 30,000,000 advertising impressions served across Pennsylvania and surrounding states to drive customers to *Pennsylvania Wine Land's* many wineries and vineyards.

► **Pennsylvania Liquor Control Board**

The PWMRB collaborates with the PDA's Bureau of Markets, PA Preferred, and the PA Winery Association on the promotion of PA Wine Month and the PA Preferred Program at the PLCB.

► **Harrisburg Area Community College**

The PWMRB has supported HACCC's enology and viticulture program in an effort to support education for industry members/workforce training.

BOARD MEMBERS as of March 2017

Mario Mazza
Chair
Mazza Vineyards
Erie County

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Act 39 Appointee
The Winery at Wilcox
Elk County

STAY INFORMED AND INVOLVED

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