

Strategic Plan

Vision:

To be recognized as the authoritative source of knowledge for the Missouri grape and wine industry.

Values:

- An industry-driven focus on the Missouri grape and wine industry
- A commitment to the sustainability of the industry, community, and environment
- An inclusive culture driven by accountability, transparency, collaboration, and delivery of results
- Education and research distinguished by integrity and excellence

Mission:

Advance the growth and prosperity of the Missouri grape and wine industry through education and research.

Three Strategic Initiatives:

- Education & Innovation for Sustainable Grape and Wine Production
- Community Building
- Business Development

The Grape and Wine Institute (GWI) is a partnership between the University of Missouri and the Missouri Wine and Grape Board (MWGB).

Strategic Plan approved by the Missouri Wine and Grape Board Technical Committee Jan. 6, 2022; approved by the Missouri Wine and Grape Board Jan. 31, 2022.

Initiative: Education & Innovation for Sustainable Grape and Wine Production (E&I)

E&I. Aspirational Goal:

Continuously lead the industry to enhance a wine value chain aligned with consumer preferences through optimal cultivar selection and use of best practices in the vineyard and winery.

Objective E&I.1. Increase Understanding of the Value Chain.

Enhance understanding of (a) how decisions are made within the chain, (b) how each step interacts with and affects other steps, and (c) consumer preferences across demographic groups.

Objective E&I.2. Conduct Research to Improve Cultivars and Best Practices.

Through applied research, develop and/or identify cultivars and best practices that will produce high quality grapes that (a) are adapted to environmental change, (b) are sustainable, and (c) have potential for making wines that meet consumers' taste preferences.

Objective E&I.3. Conduct Research to Improve Wine Quality.

Through enology research, identify wine production practices and other factors that will positively influence quality characteristics such as flavor, aroma, and color, resulting in wines that are commended by consumers and the national industry for excellence.

Objective E&I.4. Improve Wine Quality Through Education.

Develop and deliver outcome-based extension programming to increase the adoption of the scientific principles and practices of viticulture and enology, with a goal of producing wines that are commended by consumers and the national industry for excellence.

2022–2032 Education & Innovation Performance Indicators of Success

1. 75% of training program participants will agree or strongly agree that new knowledge or skills were learned.
2. At least 75% of vineyard managers will report that they had been advised by GWI faculty related to cultivar selection for new or reestablished plantings and the adoption of best practice recommendations.
3. At least 75% of enologists will report that they implemented one or more of GWI's best practice recommendations.
4. 75% of consumers surveyed will report that they are "highly satisfied" with one or more Missouri varietal.
5. Increase peer reviewed publications and citations by 10% per year.
6. Increase interdisciplinary and multi-institution collaboration to increase proposal submissions and research expenditures by 10% per year.
7. Staff will be able to explain Missouri's wine value chain and the role GWI plays in helping the industry strengthen the Missouri wine value chain.

Initiative: Community Building (CB)

CB.1. Aspirational Goal:

By 2027, GWI will be recognized by Missouri's grape growers and winemakers as a reliable and trusted source of research-based information and technical assistance.

Objective CB.1.1. Identify Industry Needs.

GWI, in conjunction with the Missouri Wine and Grape Board Technical Committee, will implement a needs assessment cycle to identify evolving industry needs and assure industry members' needs are being heard.

Objective CB.1.2. Establish Land-Grant Connections.

Facilitate connections between the state's growers and wineries with experts from across the land-grant system.

Objective CB.1.3. Build Pride and Brand Recognition.

Develop and implement a marketing and communications plan.

CB.2. Aspirational Goal:

By 2032, GWI will be recognized by the academic community, state and federal agencies, agricultural commodity groups, farm organizations, and other industry partners as the authoritative source on Missouri grape and wine production.

Objective CB.2.1. Be Known as Missouri's Authoritative Source.

On behalf of the state's grape and wine industry, GWI will share its expertise relative to rule and regulatory development, interpretation, and implementation.

Objective CB.2.2. Be Known as the Reference for the Academic Research Community.

GWI will be the authoritative source of information to advise the larger academic research community on long-term research needs of the grape and wine industry.

Objective CB.2.3. Expand Membership of the Grape and Wine Institute.

GWI will move toward an interdisciplinary Center model by involving diverse faculty and other institutions in its research and education efforts.

2022-2032 Community Building Performance Indicators of Success

1. 75% of the Missouri wine industry will identify GWI as the primary trusted source of research-based resources in the state.
2. 75% of vineyard and winery staff will agree or strongly agree that "GWI staff have been responsive to my needs."
3. GWI will establish two or more collaborative partnerships with grape and wine programs at Midwest land-grant institutions.
4. GWI staff will establish three or more new partnerships with state and federal agency personnel to promote the research and educational achievements of the GWI.

Initiative: Business Development (BD)

BD. Aspirational Goal:

By 2032, GWI will have a broad-based coalition with extension and other professionals to help meet the Missouri grape and wine industry's needs for business-related education and technical assistance.

Objective BD.1. Support Business Development.

Establish a partnership with the MU Extension Center for Agriculture, Food and Forestry, and others such as the Missouri Department of Economic Development, Missouri Agriculture and Small Business Development Authority, Missouri Department of Agriculture Ag Business Development Division, Missouri Department of Higher Education and Workforce Development, USDA Rural Development.

Objective BD.2. Build Industry Sustainability Through Leadership.

GWI will, in partnership with the industry, define need for talent recruitment, succession planning, and professional development.

2022-2032 Business Development Performance Indicators of Success

1. GWI will establish three or more partnerships related to workforce and business development.
2. GWI will implement a program to award certificates of achievement in aspects of grape and wine production.
3. 75% of industry receiving business development support report satisfaction with services received.