

The Grape and Wine Institute

Strategic Plan



Mission

To support the growth and prosperity of the continental climate grape and wine industry through education, research and outreach.



Vision

To be the leading source of knowledge for a sustainable, progressive continental climate wine industry, providing world class research, teaching and outreach services to the grape and wine industry.

Values

In addition to affirming the Statement of Values set forth by the University of Missouri and the College of Agriculture, Food and Natural Resources, we additionally uphold the following values as an Institute:

- ➔ Industry driven and focused on the continental climate wine and grape industry.
- ➔ A culture driven by accountability, transparency and delivery of results.
- ➔ Research marked by scientific integrity, excellence and distinction.
- ➔ A work environment characterized by internal and external collaboration.

Strategic Objectives

Institute creative methods and utilize technology to communicate information and provide services to the industry.

Develop an innovative, world-class research program.

Facilitate communication between the grape and wine industry and academic partners.

Assist with the establishment and success of the viticulture and enology academic programs.

Create an internal framework of policies and procedures that optimize individual contributions and overall organizational effectiveness.

Research Program

Objective: In keeping with our mission, the Grape and Wine Institute will conduct a dynamic, need-based viticulture and enology research program to support the success and prosperity of the continental climate grape and wine industry.

Viticulture Research Program Primary Objectives

- To increase knowledge of the physiological response of grapevine to critical ecophysiological factors such as soil moisture, plant nutrition, soil and canopy management on vine performance and fruit composition
- To evaluate grape cultivars for performance leading to the expansion of new grape varieties adapted to Missouri continental climate
- To critically evaluate sustainable vineyard management practices

Enology Research Program Primary Objectives

- Work with producers to understand specific challenges and unexpected problems
- Characterize flavor development in grape varieties important to Missouri
- Minimize faulted wine by understanding the most common issues and minimizing risk of their occurrence
- Collaborate with research programs within Missouri and beyond to tackle large questions as a team
- Operate a state of the art analytical facility to place GWI as a central resource for collaboration

Teaching Program

The GWI will support undergraduate and graduate education in viticulture and enology. The staff and faculty will assist the University of Missouri and other institutions to facilitate a pipeline of competent workers for the industry as well as future researchers and educators.

The GWI fulfills this by supporting teaching activities in:

- Bachelor of Science in Food Science, Enology Track
- Master of Science in Food Science, Enology Track
- Bachelor of Science in Plant Sciences, Viticulture Track (under evaluation)
- Master of Science in Plant Sciences
- Viticulture & Enology Minor
- Guest lectures in related academic programs
- Hands on Training through work in GWI vineyards and pilot winery

The GWI will continue to explore additional ways to meet educational needs by interdisciplinary collaboration.

Outreach-Extension Program

Extension Objectives:

- Increase the transfer of viticulture and enology knowledge generated through GWI research or others
- Increase connections of grape growers and winemakers to facilitate information sharing
- Increase the breadth of knowledge of regional horticulture Extension Specialist to facilitate outreach to the grape and wine industries
- Increase extension and research collaborations at the University of Missouri and beyond
- Increase advocacy for the grape and wine industries through public engagement and education