

## RELEVANCE



### Viticulture in the High Plains

The Texas High Plains is the second largest American Viticulture Area in the state with 8 million acres and 75 varieties grown in the region. With this industry greatly adding to the economic development in the area, there is a need to educate residents of Lubbock and the surrounding area about the process of producing wine from the vineyard until it gets into the bottle and the importance of this industry to our area. There is also a need to create an awareness of what Extension has to offer in regard to research and education in the wine industry realm.

## RESULTS

The following bullet points are the survey results from the Vine to Wine program.

- Overall, how satisfied were you with the program?
  - **23 Completely Satisfied, 1 Mostly satisfied**
- Do you better understand the connection between agriculture and health?
  - **24 Yes**
- Better understand the path grape production takes to get to the bottle?
  - **24 Yes**
- Do you better understand the importance and nutritional value of various foods and ways to incorporate healthier choices?
  - **23 Yes, 1 Unsure**
- Do you better understand the economic impact grape production has on both the producers and consumers?
  - **23 Yes, 1 Unsure**
- Do you better understand the value of agriculture and how it is important in daily life?
  - **24 Yes**
- Do you better understand the value and importance of research and the impact it has on grape production and our economy?
  - **24 Yes.**

## SUMMARY

At this interdisciplinary program, participants enjoyed a wine-and-cheese pairing while learning about different types of wine followed by a winery tour led by English Newsom Cellars owner Steve Newsom.

After the tour, attendees enjoyed food from the "grazing table" while hearing about Texas High Plains grapes and wines and the latest update on AgriLife projects from Extension Viticulture Program Specialists.

**"This program was both educational, and entertaining and I am looking forward to attending more in the future."**  
*-Kyler Hardegree*

## FUTURE PROGRAMMING

Moving forward we are looking into partnering with a small winery in Lubbock County that we can establish a mutually beneficial partnership with. This partnership will allow us to provide the education for the program and they can reach people in Lubbock County.

## VALUE STATEMENT

### Texas Grown, Texas Made

Texas A&M AgriLife identified viticulture and enology as a key programmatic area after seeing explosive growth by both consumer and grower interests in wine grape production. Texas ranks among the top five wine-producing states in the U.S. with an annual economic value of \$20.35 billion .

**80-85%**

**OF TEXAS WINE GRAPES ARE PRODUCED IN THE TEXAS HIGH PLAINS**

**\$13.1 billion**

Texas Annual Economic Value

**TOP 5**

AMONG WINE PRODUCING STATES

