

Welcome to the Muscadine Grape 2021 Berry Sampling Workshop

Organized by the NC Muscadine Grape
Association



10:35-10:45 Mark Hoffman, NCSU - Why sample and test

10:45-11:00 Nadia Hetzel, Cypress Bend Vineyards -- What are ideal levels, what a winemaker is or should be looking for

11:00-11:15 Renee Threlfall, University of Arkansas – Standard protocol for collecting your sample

11:15-11:30 Chuck Johnson, Windsor Run Cellars -Explain VinoFOS Spectrometer and Spectrum

11:30-11:45 Nadia Hetzel, Cypress Bend Vineyards – Explain protocol for preparing/sending juice samples for analysis on VinoFOS for this project

11:45-12:00 Q&A and wrap-up.

Thank you to **Debby Wechsler – NC Muscadine Grape Association**

Berry sampling improves the value of your business



Mark Hoffmann, Small Fruits Extension Specialist
NC State University

Berry Sampling Improves Value

By adding quality assurance

By training staff

By using technology

Quality Assurance

Processing:

- Determine best harvest dates for different cultivars
- Schedule harvester based on average berry chemistry
- Allows to develop different wine-styles



Quality Assurance

Fresh-Market:

- Determine ripe vs. un-ripe fruit
- Allows to meet standard Brix levels in clamshells for whole-sale
- Allows to train crew and/or customer



Training

Processing:

- Vineyard manager and/or Winemaker learn how to assess basic berry chemistry
- Learn how harvest timing will affect wine-making



Training

Fresh-Market:

- U-Pick customers can be trained to identify ripe vs. non-ripe grapes in critical cultivars
- Crew can be trained to pick ripe grapes for whole-sale



Technology

Technology

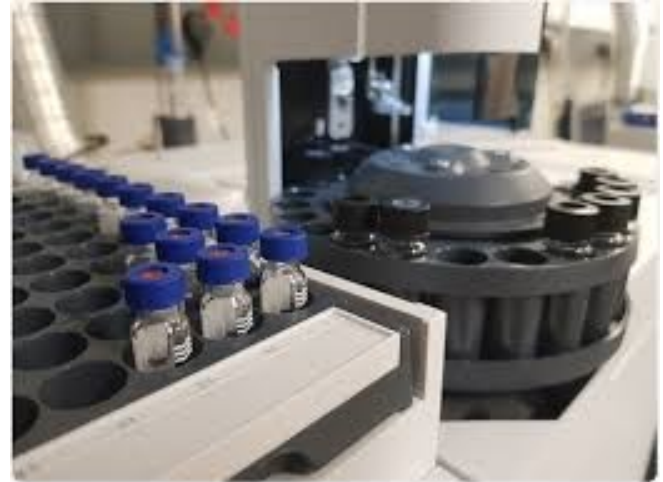
- Handheld devices can be used to assess sugar levels
- Basic Laboratory devices (ph-Meter, scales, chemicals) can be used to assess pH and TA



Technology

Testing-Services

- Testing Services can be used to assess more chemistry parameters



What does that mean for your business?

- Quality assurance leads to more competitiveness on the market
- Quality assurance may lead to more customers
- Quality assurance may improve revenue long-term

What does that mean the industry?

Quality assurance, consumer and staff training as well as the use of technology can long-term lead to

- Growth of a business
- Good reputation of business
- Overall stronger industry

<https://grapes.ces.ncsu.edu/>

<https://smallfruits.org/>

<https://content.ces.ncsu.edu/muscadine-grape-production-guide>



Thank You

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