

PROGRAM DESCRIPTION

Department: Agriculture

HB Section(s): 6.030

Program Name: Wine and Grape Board

Program is found in the following core budgets: Wine and Grape Board

1a. What strategic priority does this program address?

Reach More potential wine consumers

1b. What does this program do?

- Designed to stimulate growth of the grape and wine industry for the economic and social benefit of the citizens of Missouri
- Number of wineries in the state has grown from 52 in 2004 to 129 in 2022
- Wine, grape and related industries supported an estimated 28,052 jobs and \$3.2 billion of total economic value to the state in 2016 (Wine America: 2017)

- Wine and Grape Board funds a Viticulture and Enology Advisory Program
 - Grape and Wine Institute headquartered at the University of Missouri, Columbia
 - Grape and wine research is conducted by staff at this facility
- Marketing and public relations activities are coordinated by five full-time staff in the Jefferson City office
 - Marketing goals and objectives include generating overall brand awareness, educating consumers about the varietals Missouri wineries produce, encouraging visits to wineries and increasing market share for Missouri wines

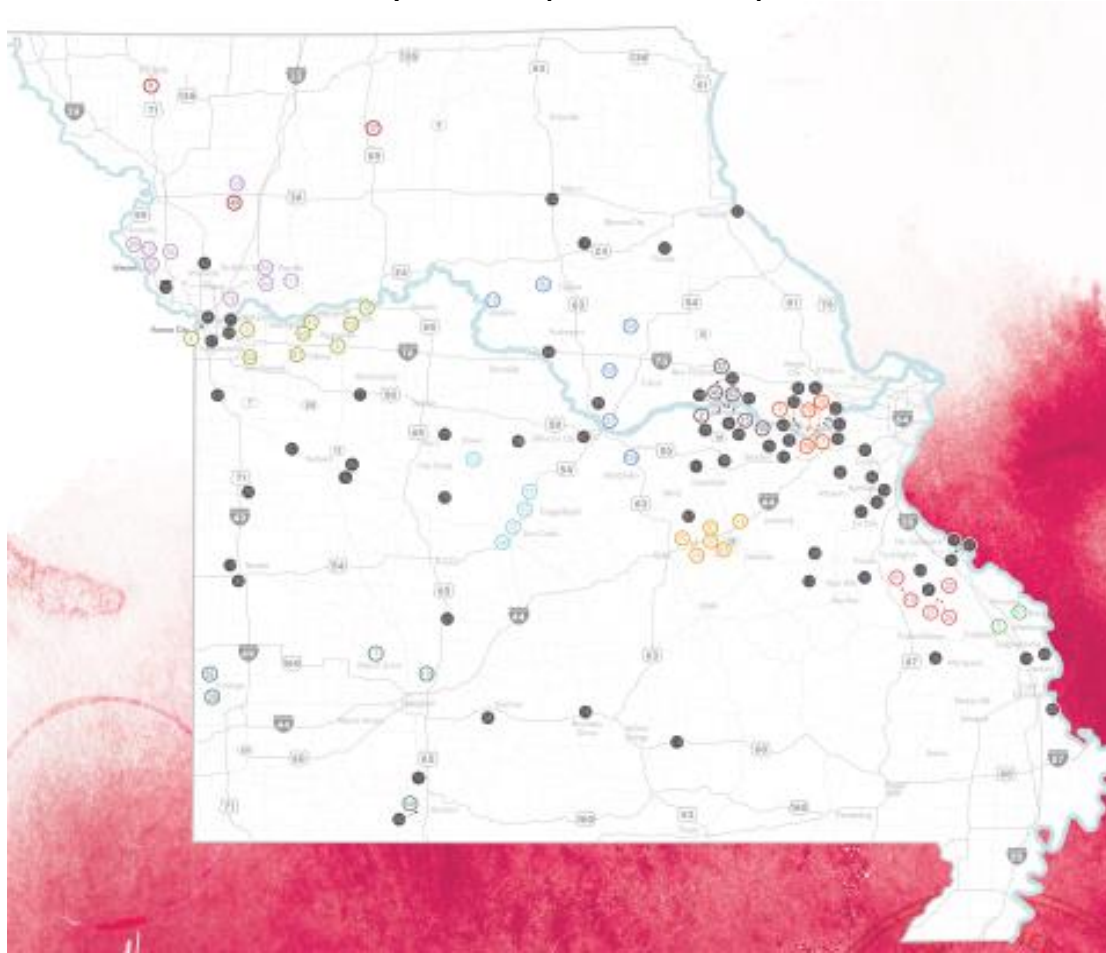
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Winery Locations (As of June 2022)



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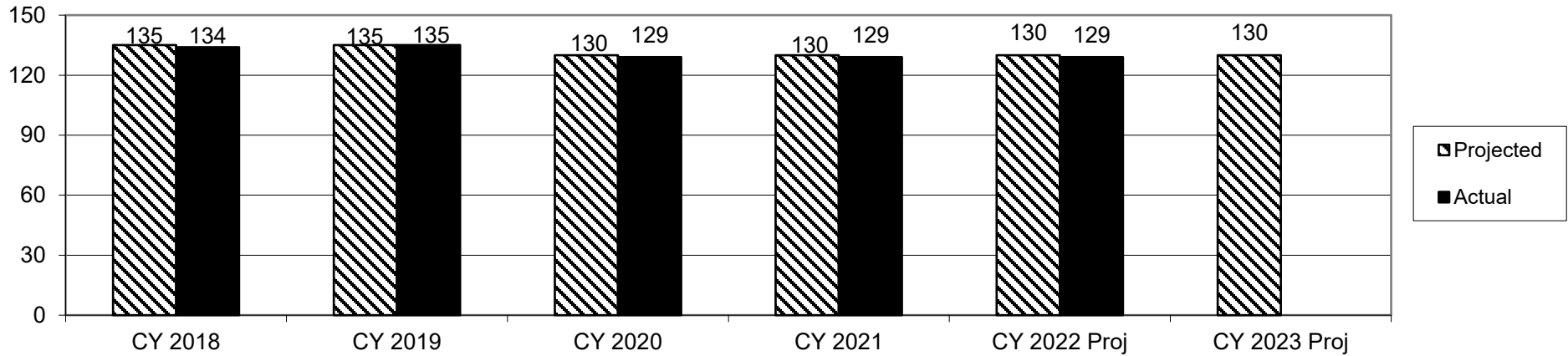
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2a. Provide an activity measure(s) for the program.

Number of Missouri Wineries



2b. Provide a measure(s) of the program's quality.

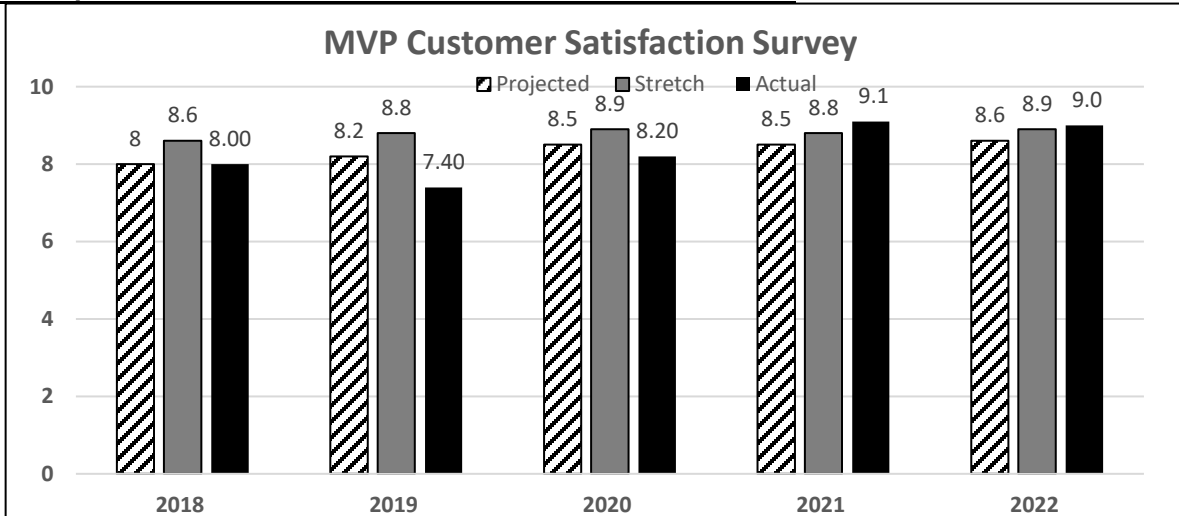
Customer Satisfaction Surveys will be provided to participants of our Missouri Winery Visitors Program (MVP) that earn points and rewards for visiting Missouri wineries. The program currently has 11,677 participants and generated 142,383 winery visits (as of 6.30.22). The survey was conducted in November 2021 and sent to active participants. 812 responses were collected. Overall satisfaction was of the program was rated at 9.0 on a ten point scale. The program was discontinued in June 2022 and replaced with a new program, Rewards Uncorked. As of August 2022 Rewards Uncorked has accumulated 2,505 members and recorded 3,472 visits to Missouri wineries.

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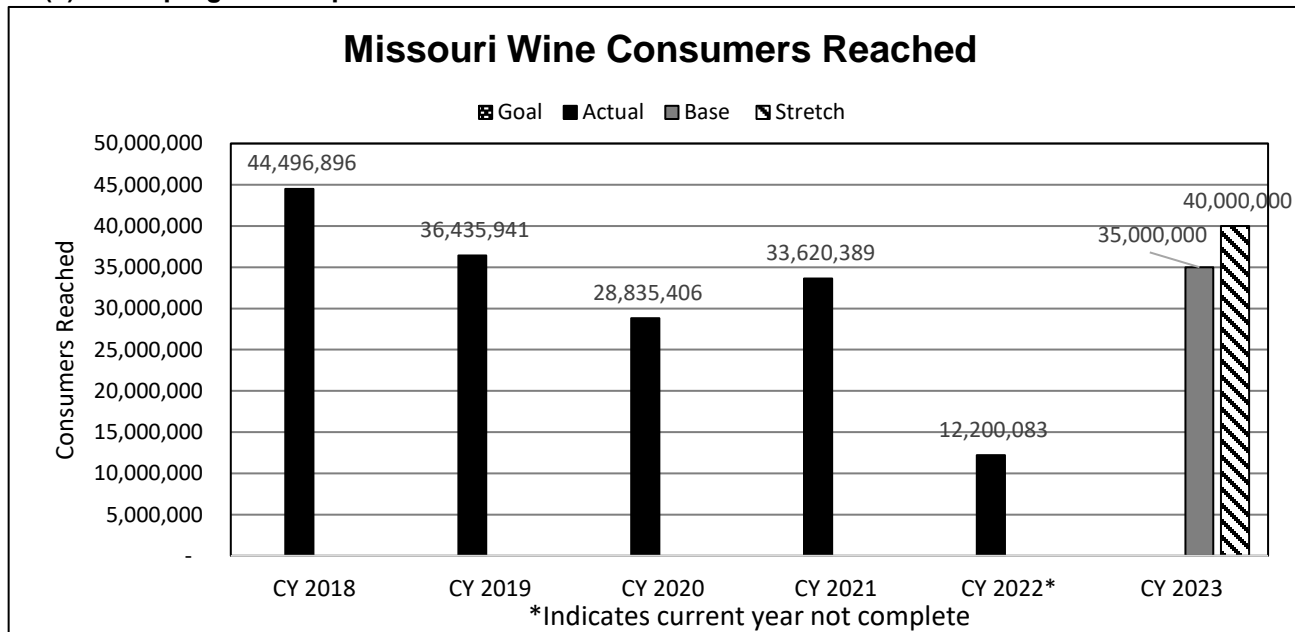
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2c. Provide a measure(s) of the program's impact.



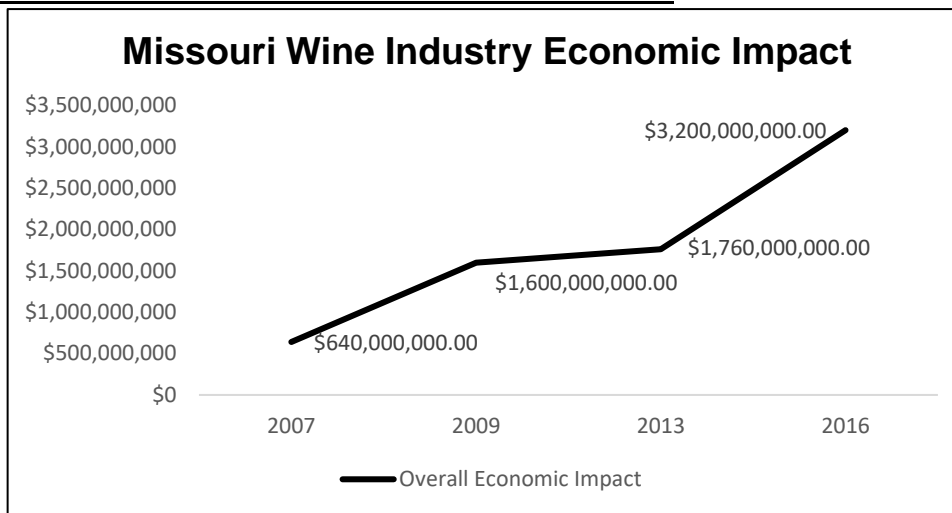
* Overall economic impact of the winery industry on the state of Missouri

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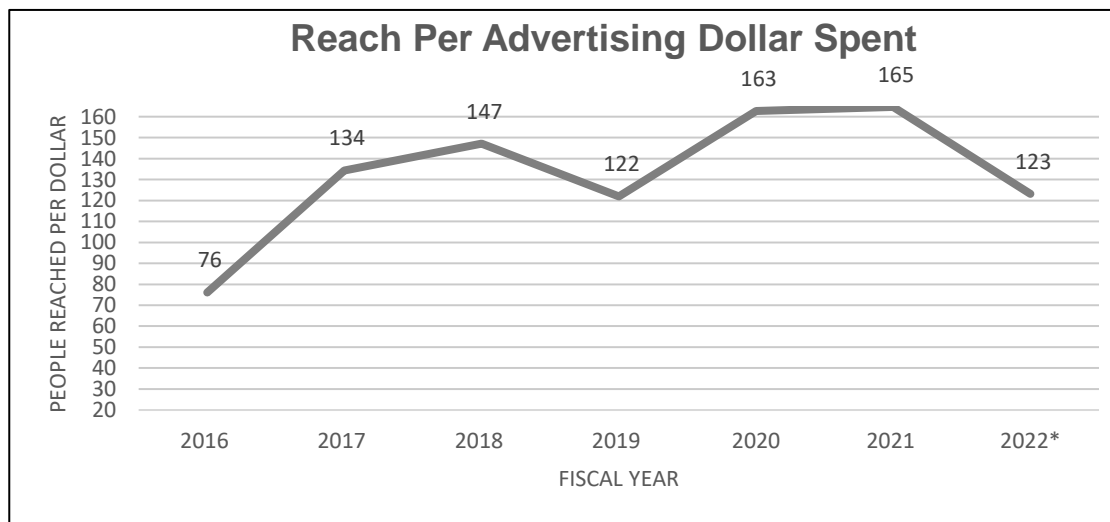
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* The Missouri Wine Industry Economic Impact study is completed once every seven years

2d. Provide a measure(s) of the program's efficiency.

The number of consumers reached per advertising dollar spent. *A documentary on the history of the Missouri wine industry was produced in 2022 but has yet to be broadcasted on PBS nationwide, which will greatly impact the number of consumers reached per ad dollar spent this year.



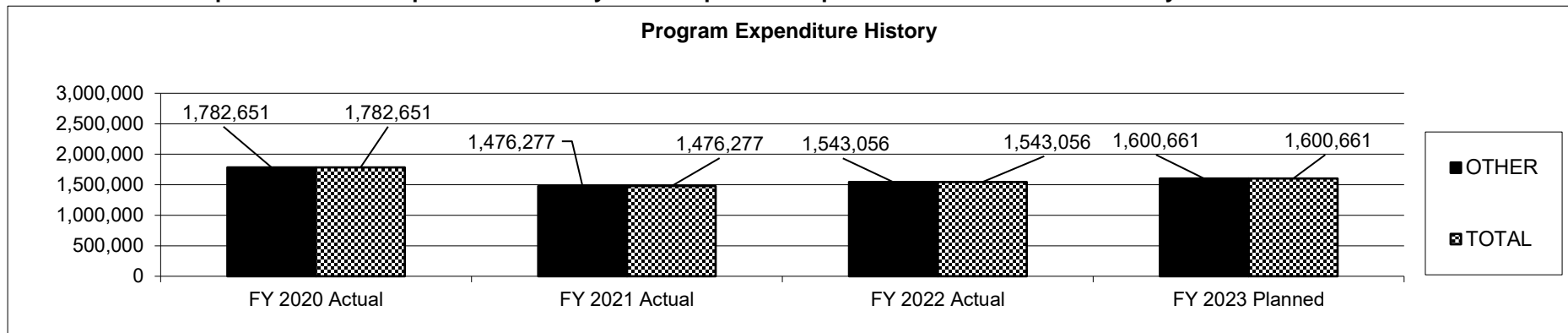
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3. Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year.



4. What are the sources of the "Other" funds?

- SB 355 (2005) created the Wine and Grape Board and the Wine and Grape Fund
 - Section 262.850 states "the board may employ technical experts and such other officers, agents and employees as they deem necessary, and may fix their qualifications, duties and compensation."
 - Wine and grape revenues currently deposited into the Marketing Development Fund will be credited to the Missouri Wine and Grape fund beginning July 1, 2006

5. What is the authorization for this program, i.e., federal or state statute, etc.? (Include the federal program number, if applicable.)

- State Statute - Privilege of Selling Wine, Additional Revenue Charge--Purpose--Limitation on Use of Revenue (RSMo 311.554) authorizes the director of revenue to collect an additional charge of twelve cents per gallon of wine sold in Missouri
 - These funds are to be used to develop programs for growing, selling, and marketing of grapes and grape products grown in Missouri, including all necessary funding for employment of experts in the fields of viticulture and enology as deemed necessary, and for programs aimed at improving marketing of all varieties of grapes grown in Missouri

6. Are there federal matching requirements? If yes, please explain.

No

7. Is this a federally mandated program? If yes, please explain.

No