

PROGRAM DESCRIPTION

Department: Agriculture

Program Name: Wine and Grape Board

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

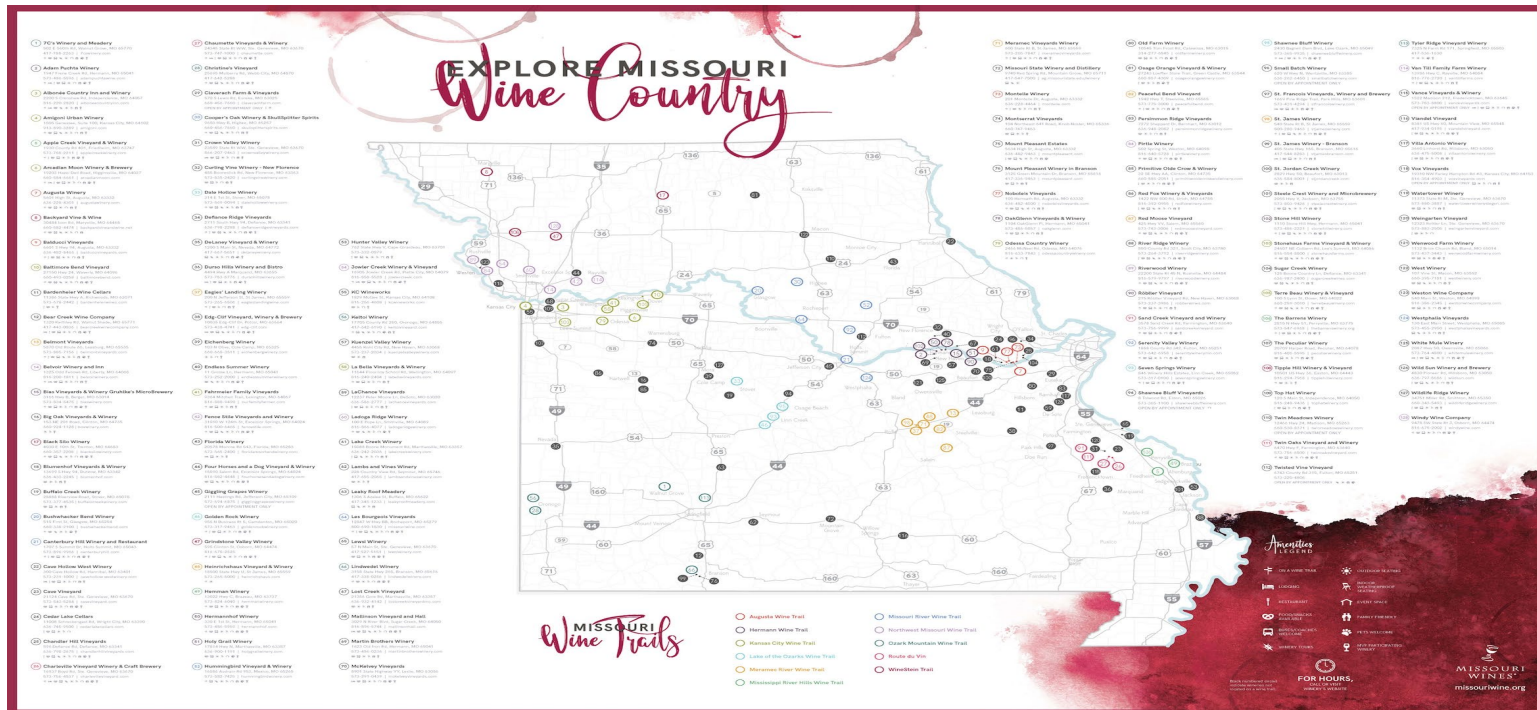
1a. What strategic priority does this program address?

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 2020
- 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

Winery Locations (As of July 2020)



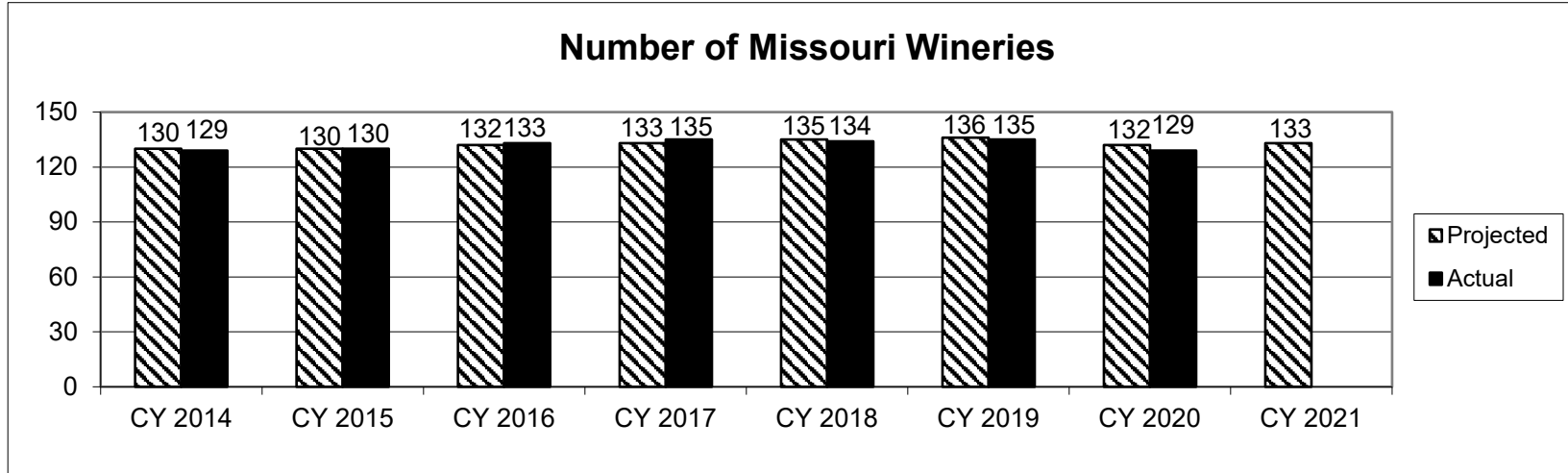
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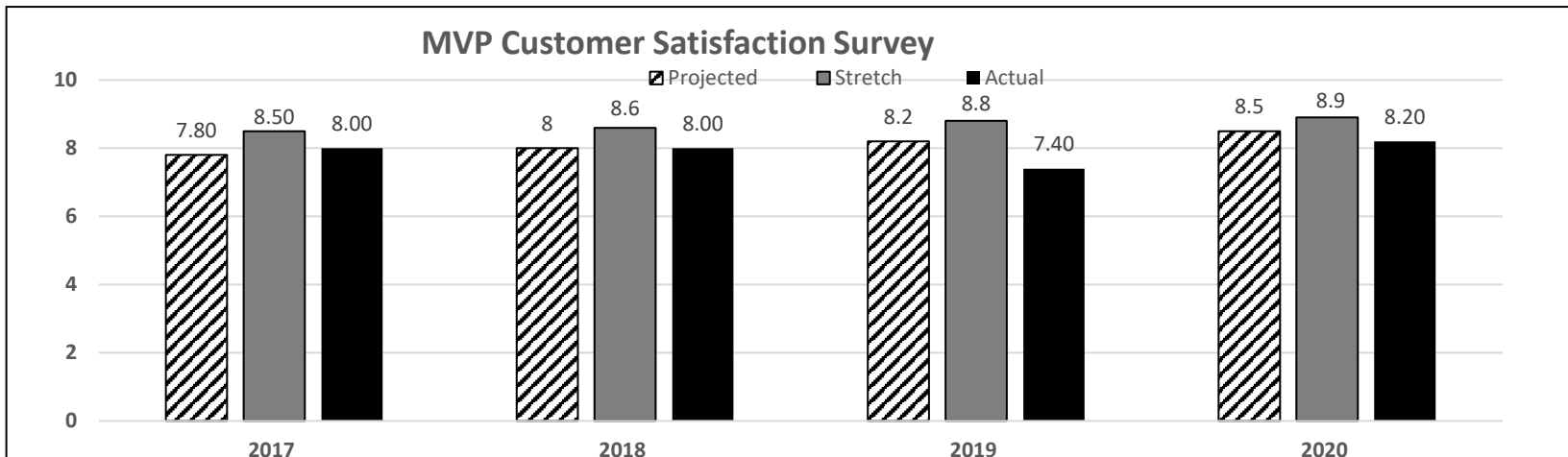
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2a. Provide an activity measure(s) for the program.



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 10,121 participants and generated 109,380 winery visits (as of 8.18.20). The survey was conducted in late 2019 and sent to active participants. 842 responses were collected. Overall satisfaction of the program was rated on a ten point scale.



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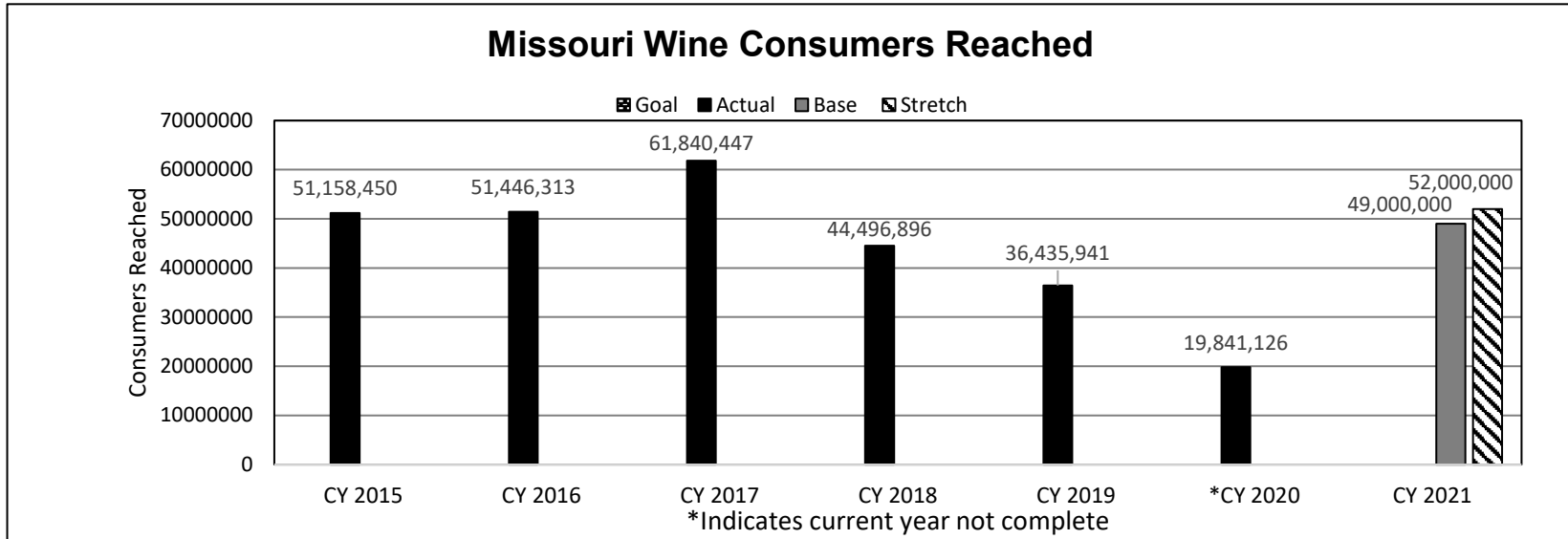
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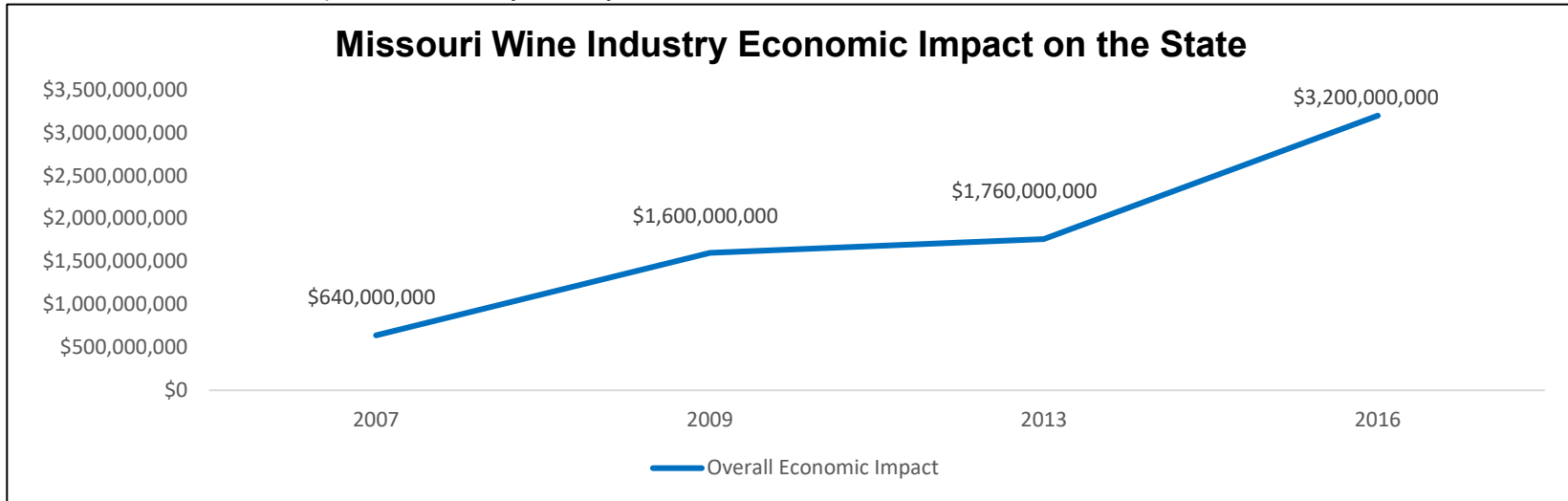
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2c. Provide a measure(s) of the program's impact.

*Combined reach from website, newsletters, events, social media and advertising impressions



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



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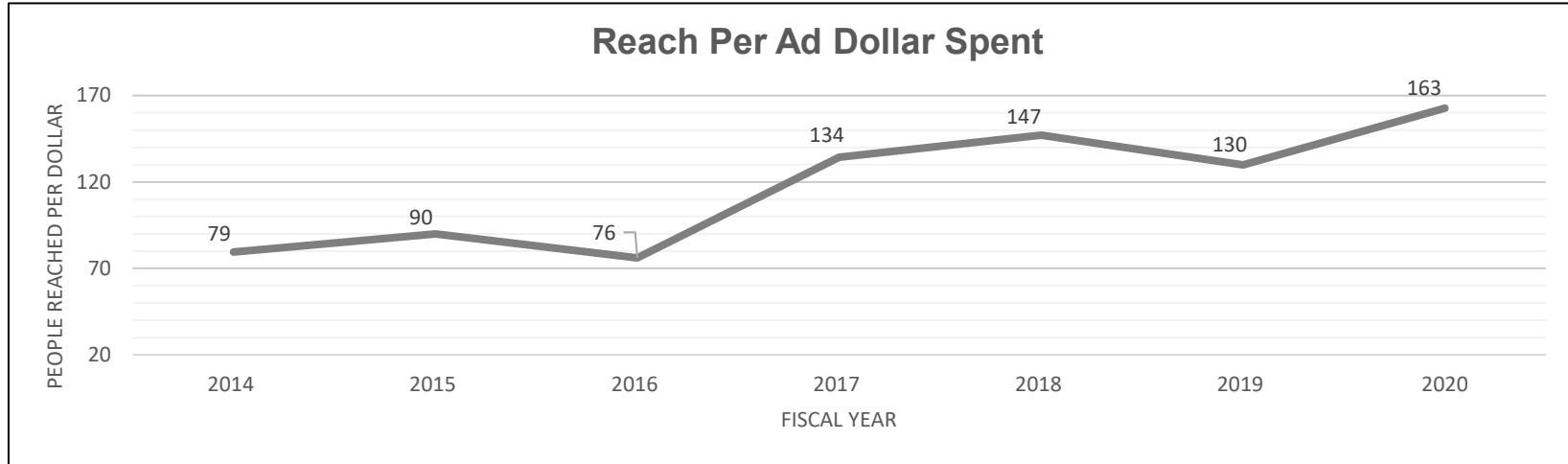
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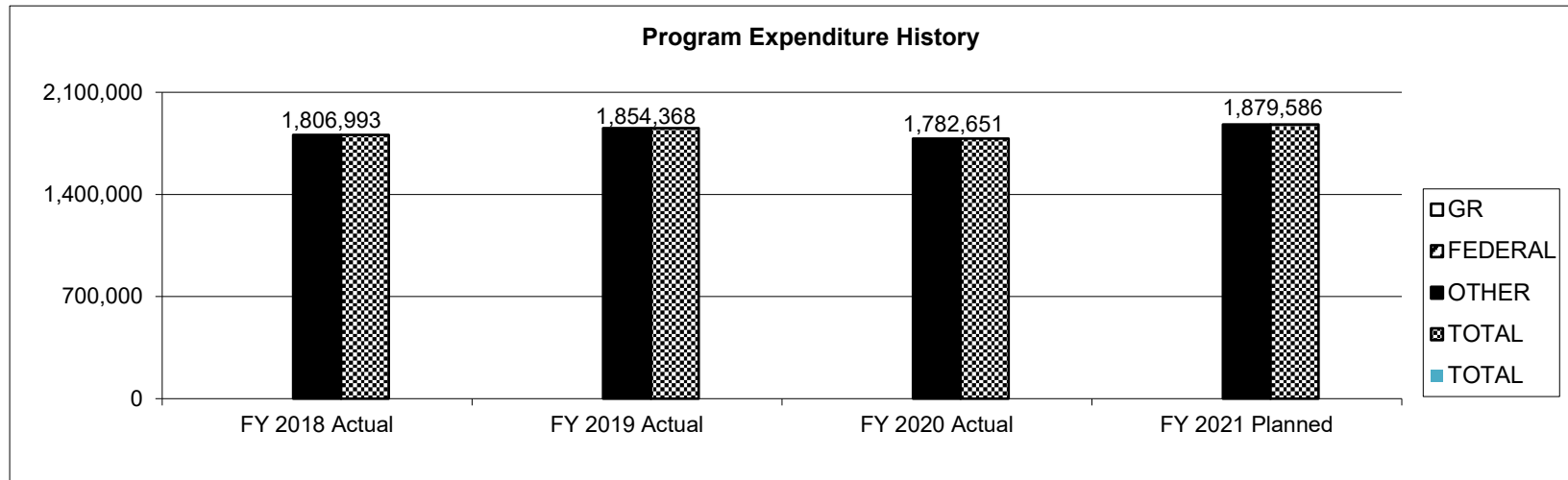
2d. Provide a measure(s) of the program's efficiency.

The number of consumers reached per advertising dollar spent.



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

(Note: Amounts do not include fringe benefit costs.)



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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