

Criteria for consideration of proposals for WRE support

Vision Statement: Promoting innovation through experimentation and education in the Virginia Wine Industry

Objectives

The Virginia Winemaker's Research Exchange (VWRE) aims to foster innovation in the production of high quality wine through practical research in wineries and evaluation through sensory sessions across Virginia.

Specifically, the objectives for the WRE each season are:

- To identify 5-7 themes for repeated projects to allow for focus during sensory sessions
- To support 40-55 practical research projects representing each of the 5 regions of the state. Experiments may be simple side by side comparisons or may include multiple aspects of the same question (for example, the effect of temperature and yeast strain on acid in Chardonnay).
- To have 50% of the projects replicated within the winery or repeated at several sites to allow for greater transferability of results and greater depth to exploration of themes.

Core Criteria: Experiments must meet the following considerations to be funded:

1. The experiment must address a practical concern that will be of interest to others.
2. The experiment must be at production scale (at least 1 barrel of finished wine)
3. The experiment must contribute to innovation or improvement in quality for Virginia Wine.

Special Consideration will be given to the following:

1. Experiments from under-represented regions (Shenandoah, Southern, Peninsular)
2. Vineyard experiments
3. Proposals from new experimenters or experimenters who rarely participate.
4. Proposals that include academic partners (Virginia Tech Enology or Food Science) or other Wine Board Funded projects

Other guidelines:

1. Preference will be shown for experiments that are carried through to wine. Some experiments will be considered for juice or grape stage only as pilot projects.
2. Projects that allow replicates will be given special consideration due to greater reliability of results.
3. Projects that are repeated in other vineyards/wineries will be given special consideration due to better transferability of results.
4. If there are more proposals than funding available, experimenters will be limited to 3 projects per winery.
5. If there are more proposals than funding available, preference will be given to participants who have successfully completed projects in the past (as opposed to those that have consistently dropped projects for reasons within their control), and those who have worked as cooperative partners with the WRE in the past.