

North Carolina
Muscadine
GRAPE
Association



45th Annual Conference

March 11-12, 2022

Lumberton, North Carolina





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CONFERENCE PLANNING COMMITTEE

Phillip Nordan, Mark Friszolowski, Mark Hoffmann,
and Debby Wechsler

Program Schedule

FRIDAY, MARCH 11 - TOUR

10:00 am Van transportation departs from the Robeson County Extension Center (455 Caton Rd, Lumberton, NC 28360)

10:30 am: Arrive Charles T Locklear Vineyard & Winery (1872 Preston Rd, Maxton, NC 28364)

1:30 pm: Arrive Cypress Bend Vineyards (21904 Riverton Rd, Wagram, NC 28396)

7:00 pm: Jazzy Friday at Cypress Bend (optional). Band is The Sand Band, a variety/dance band based in Pinehurst, NC, covering favorites from Motown, Classic Rock, Oldies, and especially Carolina Beach and Shag.

SATURDAY, MARCH 12 - CONFERENCE

All activities at the Southeast NC Agricultural Center, 1027 US-74 ALT, Lumberton, NC 28358.

8:00 - 9:00 Registration, visit with exhibitors

9:00 - 12:30 PROGRAM

Disease Control Updates and Fungicide Trials report –
Bill Cline, NC State University

Production Updates – *Mark Hoffmann, NC State University*

Spotted Lanternfly Is Coming! What You Need to Know –
Amy Michael, NCDA&CS

BREAK

Renovation of Older Vines – *Mark Hoffmann, NC State University*

Muscadine Cultivars: Current Options and Future Prospects – *Patrick Conner, University of Georgia*

Care, Maintenance and Sanitation of Harvesting Equipment and Containers – Panel discussion:
Lynette Johnston, NC State University; Mark Friszolowski, Childress Vineyards; Phillip Nordan, Treehouse Vineyards.

12:30 - 1:30 pm LUNCH, NC Muscadine Grape Association Annual Meeting. Visit with Exhibitors

1:30 - 5:15 PROGRAM

Improving Muscadine Wine Quality: Grape Testing Results and M-QIP Opportunities – Panel: *Mark Friszolowski, Childress Vineyards; Nadia Hetzel, Cypress Bend Vineyards; Kevin Elder, Windsor Run Cellars*

Brief Reports

- NCMGA's Social Media: 2021 report and 2022 plans – *Jamal Williams, Seven Springs Farms and Vineyards*
- NCDA's International Muscadine Marketing Efforts – *Cathy Ma, NCDA&CS Marketing Division*

- NC Wine and Grape Council Projects and Activities –
Mark Friszolowski, Childress Vineyards

Fresh Market Muscadine GAPs Resources & Information

– *Chloe Johnson, Carolina Farm Stewardship Association*

Markets for Fresh Market Muscadines – Panel: *Courtney Tellefsen, The Produce Box; Lonnie Kelley, Food Lion; Taylor Holenbeck, Happy Dirt. Panel moderated by Geoff Seelen, Carolina Farm Stewardship Association*

BREAK

“Healthy Hope” – An exclusive preview showing of this new documentary film on muscadine health benefits research. *Cathy and Dan McLaughlin, CLINEAM*



Welcome

Welcome to the 45th Annual Conference of the North Carolina Muscadine Grape Association. We come together after two years of the pandemic and after holding our 2020 conference as a virtual event.

Thank you for being here as we transition back to in-person events. Thank you to the board members, agricultural extension personnel, growers, sponsors, exhibitors, and others who have devoted time to make muscadine grapes a focus for this day.

Let's work together in 2022 to grow the best muscadines, make the best muscadine wine and juice, and make our Association the best it can be. And let's work together to tell the world about the special characteristics and benefits of muscadines.

Please us know during the conference, or later, if we can assist you in any way or if you'd like to be more involved in NCMGA and our activities.

Daryl Locklear, President
NC Muscadine Grape Association

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Presenters

Chuck Blethen has 40 years experience making country wines. He is a past board member of NCMGA and a wine judge trainer and has published several books on wine evaluation and entertaining with wine. *Jewel of the Blue Ridge Vineyard & Muscadine Nursery, Marshall, NC, chuck@jeweloftheblueridge.com, 828-606-3130, https://jeweloftheblueridge.com*

Bill Cline is Researcher and Extension Specialist in the Department of Entomology and Plant Pathology at NCSU, working with the disease issues of blueberries and muscadine grapes. *Horticultural Crops Research Station, Castle Hayne, NC, bill_cline@ncsu.edu, 910-675-2314*

Patrick Conner leads the University of Georgia's muscadine breeding effort, which has been producing new muscadine cultivars for over 100 years. Its current focus is to produce large-sized, self-fertile cultivars with excellent taste and texture attributes. UGA also works cooperatively with other institutions to better understand the inheritance of key traits and develop genomic tools to facilitate the production of new cultivars through traditional breeding methods. *UGA CAES Campus, Tifton, GA, pconner@uga.edu, 229-386-3903*

Kevin Elder has been wine maker at Windsor Run Cellars in Hamptonville, NC since 2017. His passion for winemaking started after making wine in his dorm room closet. *kevin@windsorrun.com, 336-468-9274*

Mark Friszolowski is the winemaker at Childress Vineyards. Winning over 3500 awards in his career, Mark has

served on judging panels and seminars around the world. Currently Mark is President of the NC Winegrower's Association, serves on the board of the NC Muscadine Grape Association and is the Co-Chair of the NC Wine and Grape Council. *Childress Vineyards, Lexington, NC, mark@childressvineyards.com, 336-236-9463, www.childressvineyards.com*

Nadia Hetzel has been winemaker at Cypress Bend Vineyards in Wagram, NC, since 2014. She has an engineering degree in enology and viticulture from the University of Geisenheim in Germany and has worked at wineries in Germany and across the U.S. before coming to Cypress Bend. She is Vice President of NCMGA and has also served on the board of the NC Winegrowers Association. *nadia@cypressbendvineyards.com, 910-369-0411*

Mark Hoffmann is Assistant Professor and Extension Specialist for Strawberries and Grapes at NCSU. He serves as an advisor to the NC Muscadine Grape Association. *NC State University, Raleigh, NC, mark.hoffmann@ncsu.edu, 919-513-0772 (office), 919-352-8006 (cell), https://grapes.ces.ncsu.edu/*

Taylor Holenbeck is the Grower Services Coordinator at Happy Dirt, an organic produce distributor in Durham, NC. Started in 2004, Happy Dirt now works with over 150 farmers throughout the Southeast, servicing Whole Foods Market, independent co-op grocers, restaurants, and box clubs throughout NC and the East Coast. *Taylor@happydirt.com, 785-840-6424, https://happydirt.com*

Lonnie Kelley is Local Produce Sourcing Specialist for Food Lion, with a career of 40-plus years either directly or close-



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ly related to the produce business. For the last 20 years he has been concentrating on partnering with small and medium size local farms. *Food Lion, Salisbury, NC, Lonnie. Kelley@foodlion.com, 704-310-3121, cell 803-640-9668*

Chloe Johnson is the outgoing Local Foods System Manager for the Carolina Farm Stewardship Association. CFSA provides free direct consulting to farmers that are CFSA members to help them obtain GAP certification, and can help draft food safety plans and identify risks on farms. The new director of the program will be **Kim Butz**, kim@carolinafarmstewards.org, 919-542-2402 ext. 830, www.carolinafarmstewards.org. Chloe will be joining the team at Farm Commons (www.farmcommons.org), where she will be providing legal education to farmers and agricultural professionals.

Lynette Johnston is an Assistant Professor and Food Safety Extension Specialist in the Department of Food, Bioprocessing & Nutrition Sciences at NC State University. *lynette_johnston@ncsu.edu, 919-515-0303*

Dan and Cathy McLaughlin operate CLINNEAM LLC and have conducted numerous projects for the NC Wine and Grape Council. Producing "Healthy Hope" has also been a labor of love for them. *djmclg@gmail.com (Dan), Clgdjm@gmail.com (Cathy), 336-602-2894*

Amy Michael is Cooperative Agricultural Pest Survey (CAPS) Coordinator for the NC Dept. of Agriculture and Consumer Services - Plant Industry Division. She holds both a B.S. and M.S. in Entomology and has dedicated her

Continued next page

Sponsors & Exhibitors

Carolina Farm Stewardship Association

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919-542-2402, PO Box 448, Pittsboro NC 27312
www.carolinafarmstewards.org

Coastal Agrobusiness

Alan O'Neal, 910-592-7004, alanoneal@coastalagro.com
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PO Box 4028, Lawrenceburg, IN 47025
www.gardensalive.com

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7916 Unionville Brief Rd, Monroe, NC 28110
www.hhspray.com

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Ron Taylor, 910-866-5819, lumilvineyard@gmail.com
P.O. Box 490, Elizabethtown, NC 28337
www.lumilvineyard.com, www.dvinefoods.com

NCDA&CS Plant Protection Section

Amy Michael, 919-819-7832, amy.michael@ncagr.gov
1060 Mail Service Center, Raleigh, NC 27699-1060

NCDA&CS Produce Safety Program

Sarah Cope, 919-219-4716, sarah.cope@ncagr.gov
4400 Reedy Creek Rd., Raleigh, NC 276067
www.ncagr.gov/fooddrug/food/ProduceSafetyProgram.htm

North Carolina Farm Bureau

Debbie Hamrick, 919-334-2977, debbie.hamrick@ncfb.org
P.O. Box 27766, Raleigh, NC 27611
www.ncfb.com

North Carolina Wine & Grape Council

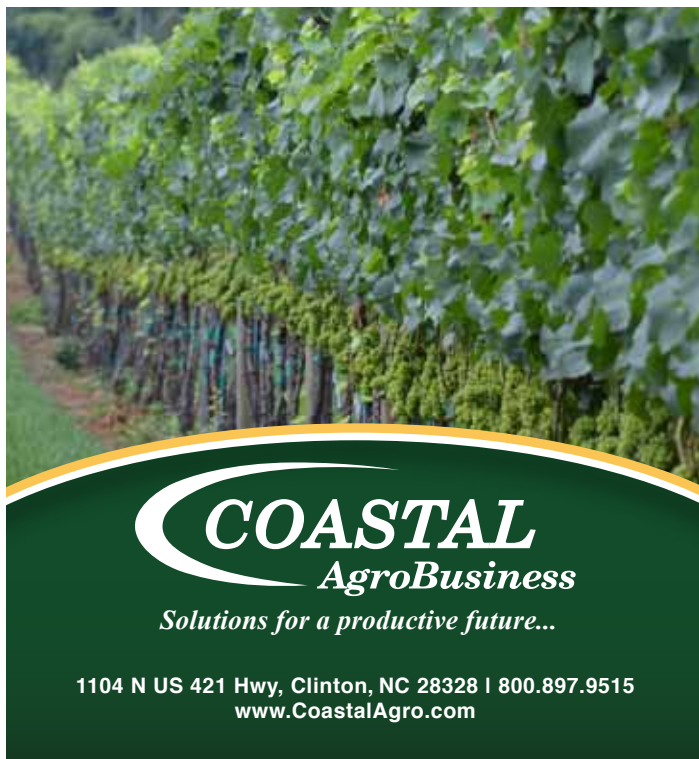
Peter Thornton, 919-707-3153, Peter.Thornton@ncagr.gov
www.ncwine.org

Orchard Valley Supply

Sarah Cooley, 971-241-6788, sarah.cooley@ovs.com
3800 NE Three Mile Lane, McMinnville, OR 97128
orchardvalleysupply.com

Society of St. Andrew

Olivia Warren, 919-309-5261, nc-glean@endhunger.org
504 W. Chapel Hill St., Durham, NC 27707
<https://endhunger.org>



Presenters

Continued from previous page

career to detection and management of invasive plant pests. *NCDA&CS, Raleigh, NC, 919-819-7832, amy.michael@ncagr.gov*

Cathy Ma is an International Marketing Specialist for the NC Department of Agriculture and Consumer Services. *NCDA&CS, Raleigh, NC, cathy.ma@ncagr.gov, 919-707-3132.*

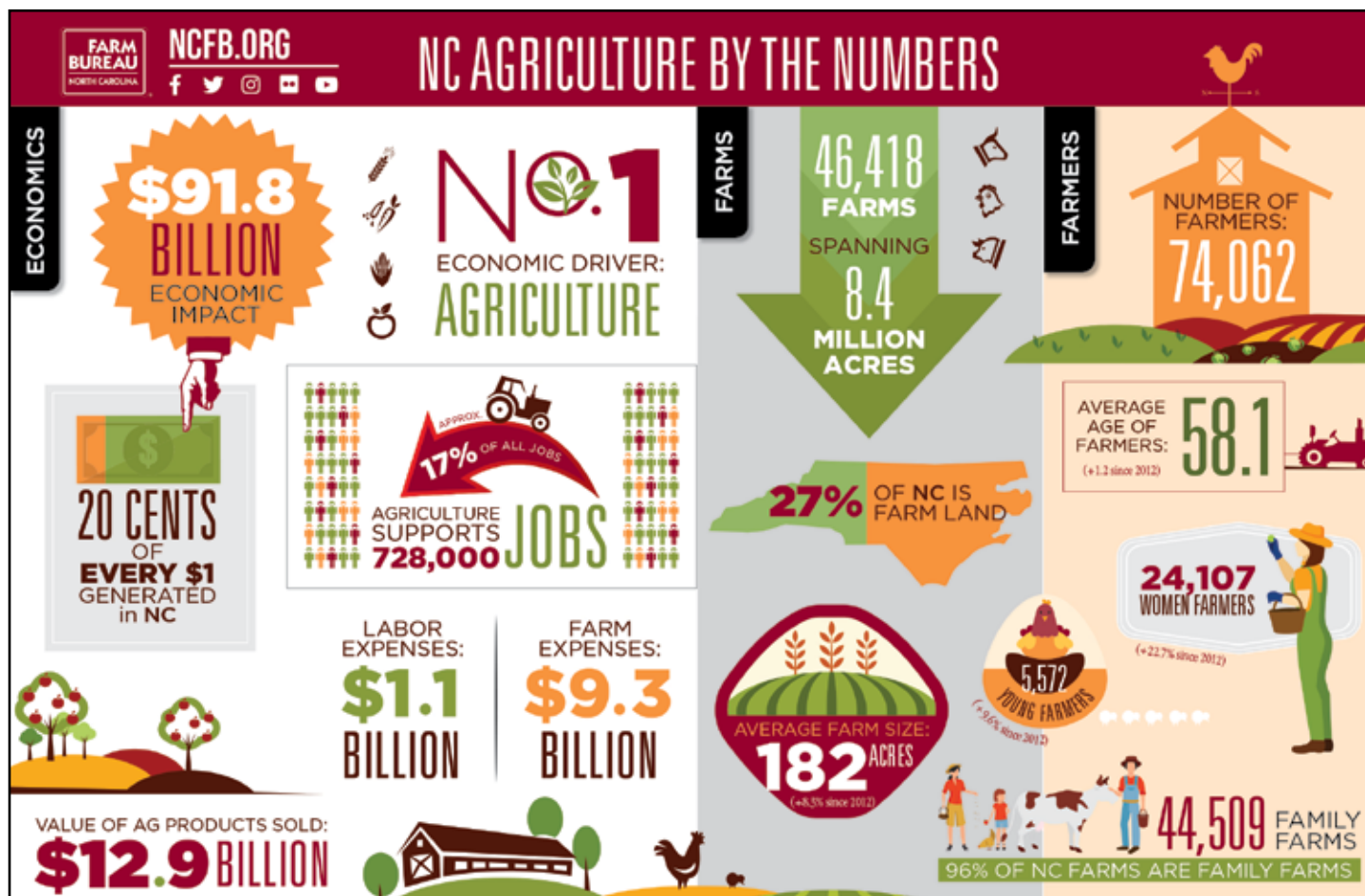
Geoff Seleen is Carolina Farm Stewardship Association's Market Access Coordinator. Working within its Farm Services team providing free direct technical assistance to members, he specializes in helping farmers build relationships with buyers, increase their wholesale capacity, and develop financial record keeping best practices. *CFSA, Pittsboro NC, geoff@carolinafarmstewards.org, 919-542-2402, www.carolinafarmstewards.org*

Tina Smith and her husband, Dan, have operated Cypress Bend Vineyards in Wagram, NC, since 2005. A longtime member and past president of NCMGA, she has also served on the board of the NC Winegrowers Association and the NC Wine & Grape Council. *tina@cypressbendvineyards.com, 910-369-0411, www.cypressbendvineyards.com*

Alan Staton is a current NCMGA board member and a past president of the French Broad Vignerons. He has judged in competitions in North Carolina and Tennessee for both amateur and commercial wines. *Cabin Creek Vineyard, Zirconia, NC, 828-243-3512 buildapool@gmail.com*

Courtney Tellefsen is the founder and CEO of The Produce Box, delivering local farm-fresh produce, meat, dairy, etc directly to homes and offices. Started in 2008 out of her garage working with one farmer, The Produce Box now has 11,000 members who support more than 40 farmers and 60 artisan food businesses across North Carolina. *The Produce Box, Raleigh, NC courtney@theproducebox.com, 919-604-1688, https://theproducebox.com*

Jamal Williams has been managing NCMGA's social media since August, 2021. He operates Dynamic Vision Group, specializing in PR, operations, sales, events, marketing, advertising, and promotions and also partners with his family's vineyard, Seven Springs Farms & Vineyards in Norlina, NC. Jamal work corporately in software sales for a technology company in Charlotte, NC. *jamal@sevenspringsvineyards.com, 919-339-6154*



About the NC Muscadine Grape Association

The North Carolina Muscadine Grape Association, Inc. (NCMGA) was established as the North Carolina Grape Growers Association in 1973, changing its name to the North Carolina Muscadine Grape Association in 2007.

NCMGA is proud to represent growers, wineries, processors, marketers, and suppliers to the industry. While most members are in North Carolina, the Association also welcomes members from other states.

NCMGA is a non-profit, tax-exempt membership association. It has a Board of Directors elected by the members and one staff person, its Executive Secretary. Representatives from NCDA&CS, NCSU, and NC Farm Bureau serve as advisers to the board.

NCMGA hosts this annual conference/trade show, organizes virtual workshops, field days and farm tours, and publishes an email newsletter for its members. It promotes and supports muscadines through its website, social media and more. If you aren't a member, we invite you join today!

NC MUSCADINE GRAPE ASSOCIATION CONTACT US – SUPPORT OUR SOCIAL MEDIA

Email: ncmgasec@gmail.com **Phone:** 919-542-3687

Web: www.ncmuscadinegrape.org

Facebook: @NorthCarolinaMuscadine

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CURRENT NCMGA BOARD OF DIRECTORS

Date shown is year term ends.

Daryl Locklear, President (2021)

Charlie T. Locklear Vineyard and Winery, Maxton, NC
(910) 316-0767, dlocklear@locklearwinery.com

Nadia Hetzel, Vice President (2024)

Cypress Bend Vineyards, Wagram, NC
(910) 369-0411, nadia@cypressbendvineyards.com

Debra Blanton Treasurer (2022)

Triple BBB Vineyard, Shelby, NC
(704) 473-1525, dblanton34@gmail.com

Walter McDuffie (2022)

McDuffie Farm and Vineyard, Elizabethtown, NC
(910) 876-0974, wmcduffie@ec.rr.com

Mark Friszolowski (2022)

Childress Vineyards, Lexington, NC
(336) 236-9463, mark@childressvineyards.com

Joseph Howell (2023)

Howell Family Vineyard, Lumberton, NC
(910) 734-1631, howellfamilyvineyard@gmail.com

Phillip Nordan (2023)

Treehouse Vineyards, Monroe, NC 28112
(704) 574-1196, nordan@treehousevineyards.com

Alan Staton (2024)

Cabin Creek Vineyards, Zirconia, NC
(828) 243-3512, cabin creekvineyard@gmail.com

Preston Williams, Jr. (2024)

Seven Springs Farms and Vineyards, LLC, Norlina, NC
(919) 702-5525, Pres.williamsjr@gmail.com

Contact any board member with your suggestions or concerns.

Elections for three seats on the NCMGA Board of Directors will be held during the Annual Meeting at this conference.



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