



Yamhill Carlton

Growing Our Own in Oregon Wine Country

NACEP Conference

October 29, 2012

Creation of AVAs

Defined as a delimited grape-growing region distinguishable by geographical features the boundaries of which have been delineated by an approved map.



AVA in Yamhill Carlton

- Most active
 - Membership of 65
 - More than just market—community focus
- Represents a significant amount of acreage in area



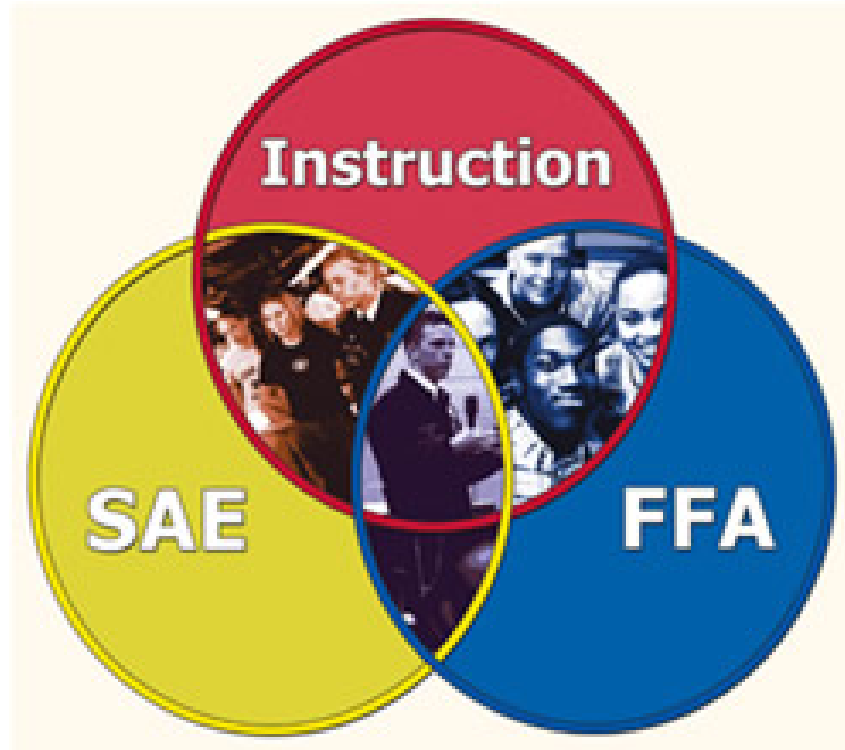
Connection to “Regular” Ag Farmers

- Good partnership—developed a high level of trust
- Narrowed the distance between wine and “regular” ag
- Key is relationships and partnerships



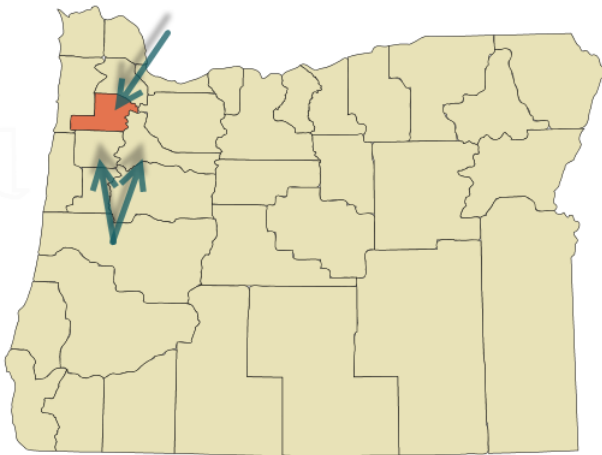
Yamhill Carlton High School

- General information & demographics
- Agriculture program
 - FFA
 - SAEs
- Viticulture vs. Enology



Chemeketa Community College

- General information & demographics
 - Three counties: Marion, Polk & Yamhill
 - 2 campuses + 4 centers
 - No such thing as typical
 - 41,804 served in 2011-12
 - Average age of students: 32.4
- Viticulture program
 - First in Oregon
 - NW Viticulture Center
 - Vineyard Management, Winemaking, Wine Sales & Marketing



Connecting with YCHS

- Make a difference in kids' lives
- Opportunity to experience making it happen
- “Growing our own”
- Symbiotic relationship



Novelty & Innovation

- Industry, high school, community college connection
- A neat fit
- Started in very difficult economic times
- Concern about past partnerships
 - “This is different”



Industry Interaction with the Kids

- Upfront \$\$\$ is impressive...
- But, not the most impressive!
- Getting growers involved with instruction



Curriculum

- Teaching traditional agriculture—through a Viticulture lens
- Hybridizing
- Chemeketa curriculum



Concurrent Enrollment

- Current offerings
 - VWM101 (Nichole attended in Spring 2012)
- Future offerings
 - VWM116
 - CWE
 - Paid internship
- Early College Experience
- Student fees



Working Lab

- 14 acres owned by district
- Plant in stages—industry
- Hands on learning for kids



Connections

- “Learning getting into the kids’ brains”
 - A Jim-ism
- Target the people who can make this happen
- Active advisory council
- Leveraging Perkins funds



How to Replicate



- Strength of industry partner
 - 65 growers—strong industry base
- Will work just as well with other crops/CTE programs
- Industry base—organized and collaborative enough to implement & partner
- Long-term commitment
- Relationships, what's in it for them, not \$\$\$ centric
- Open enrollment?



Questions?

