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The National Grape and Wine Initiative (NGWI) was formed in 2005 to meet increasing competition faced by the U.S. grape industry nationally and internationally. To successfully compete in the world when other countries have competitive advantages that include government subsidies, lower land and labor costs and less stringent regulatory requirements a “Roadmap for Change” was required.

To address these issues, a coalition representing all U.S. grape and wine industry sectors (wine, table grapes, raisins, and juice) was formed under the banner of the National Grape and Wine Initiative. NGWI includes individual processors and wineries, trade organizations representing grape producers and processors, academic institutions conducting viticulture research, and viticulture extension education programs.

Our Vision: By the year 2020, the American grape and wine industry will triple its economic impact by aggressively pursuing increased market share, becoming the undisputed world leader in consumer value and sustainability, and contributing to the quality of life in our rural communities.

Our Mission: To achieve our vision, we will assure outcome-based funding to deliver innovative, prioritized, collaborative research, technology development, extension, and education. We’ll provide leadership and funding through creative public-private partnerships among government, academic, nonprofit, and private-sector partners. These will be accountable for research, development, and the adoption of business, environmental, and socially responsible “best practices” in the U.S. grape and wine industry.

The Cooperative State Research, Education and Extension Service’s (CSREES) six interest areas listed below are followed by a chart showing alignment with NGWI priorities:

1. Enhance International Competitiveness of American Agriculture
2. Enhance Competitiveness and Sustainability of Rural and Farm Economies
3. Support Increased Economic Opportunities and Improved Quality of Life in Rural America
4. Enhance Protection and Safety of the Nation’s Agriculture and Food Supply
5. Improve the National’s Health and Nutrition
6. Protect and Enhance the Nation’s Natural Resource Base and Environment

NGWI Research & Education Priority	CSREES INTEREST AREA					
	1	2	3	4	5	6
Understanding & Improving Quality	X	X			X	
Consumer Insights, Nutrition & Community		X	X		X	X
Processing & Production Efficiency	X	X				
Sustainable Practices	X	X		X		X
Extension Outreach & Education	X	X	X			