

ENOLOGY

Winemaking – a growing industry in North America



PENNSYLVANIA RANKS SEVENTH IN THE NATION IN THE PRODUCTION OF WINE WITH 387,000 CASES OF WINE PRODUCED ANNUALLY.

Enology – the making of wine – and viticulture – the growing of grapes – are two growing industries locally and nationwide. In Pennsylvania, for example, since 2006, the number of licensed wineries has grown by nearly 40 percent from 104 to 140.

Among Pennsylvania's neighbors, according to the National Association of American Wineries, New York ranks fourth in the nation in the production of wine with 239 wineries; Ohio ranks ninth with 108 wineries; New Jersey ranks 18th with 41 wineries; and Maryland ranks 23rd with 31 wineries. The industry also is growing in West Virginia, which has 16 wineries.

To meet the growing demand for a skilled workforce in Pennsylvania and the eastern United States, HACC is offering an Enology program designed to meet both the needs of the growing number of wineries in the region and heightened interest in creating a higher quality wine. HACC also will offer a Viticulture program focused on skills needed in the vineyard. The first students will enroll in fall 2010.

Students in the Enology program will learn proper cellar techniques for producing high-quality wines, with a focus on fermentation techniques, aging, clarification, and bottling practices with emphasis on wine production in cool-climate conditions. They also will receive training in the sensory evaluation of wines, sanitation, and winery management.



WHO SHOULD ENROLL?

HACC's Enology program is intended to draw students from across the eastern United States, Canada and other cool-climate areas. It is for you if you are:

- A winery owner looking to learn the latest industry techniques or to gain better training for your staff
- An entrepreneur looking to develop a winery
- A person looking to switch careers to enology
- A hobbyist interested in the process of winemaking

This program is delivered through online instruction and blended formats. The blended format is a combination of online instruction and one or two weekend "camps" at HACC's Harrisburg Campus or wineries in the region for required intensive hands-on experience. In addition, internships at regional wineries will be offered for workplace learning. Course instructors are industry leaders and enologists who will bring first-hand, real-life experience to the students.

"With a program like this, we will be providing the industry with competent and skilled people who will help the industry to grow and will raise the quality of wine being produced in this region," said Robert Green, director of HACC's Enology and Viticulture programs, and a commercial winemaker and winery consultant for more than 20 years.

GROWING INDUSTRY

That workforce will be a growing one, according to a 2009 study commissioned by the Pennsylvania Wine Marketing and Research Program. The study found that winemaking:

- Created 10,537 jobs, with a total payroll of \$472 million
- Brought 894,000 visitors to Pennsylvania wineries
- Generated \$179.6 million in tourism expenditures (up from \$167 million in 2006)
- Added \$2.35 billion in total contributions to the state economy

CHOOSE HOW YOU WANT TO DO IT

The Enology program teaches theory and practices of winemaking from the point of harvest to packaging in order to prepare individuals for work in the production area of wineries. Three options of study are offered:

Certificate in Enology, 31 credits – Over a two-year period, students will take courses in fundamentals of enology, wine chemistry and microbiology, advanced winemaking, winery sanitation, sensory evaluation, clarification and packaging, winery regulation and compliance, and related courses, World of Wine and General Viticulture. Coursework will also include Harvest Wine Field Experience and a Winery Internship.

Associate degree in applied science, 62 credits – The associate degree builds on the coursework of the certificate and adds general education classes and program electives including winery design and startup, small business development and management, principles of marketing, advertising and several viticulture electives.

Select-a-course option – For the hobbyist or person needing education in just one facet of the program, this option allows students to pick and choose which enology courses best suit their needs.

Students will leave the Enology program prepared to:

- Produce different styles of wine
- Distinguish between various wine styles by major region
- Operate processing equipment in all phases of production
- Perform sensory evaluation of wine samples for quality control
- Perform chemical and microbiological tests that monitor wine from harvest through fermentation and into aging
- Maintain records in accordance with federal, state and local regulations

GETTING STARTED

The Enology program is offered through the Harrisburg Campus.

For detailed information about HACC's Enology Program and courses, contact Program Director Robert Green by email at ragreen@hacc.edu or by phone at 814-860-1452.

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"Many of our wineries' personnel are looking to take some of the courses offered. There is definitely a need for further education in this growing field that wasn't there before HACC's program."

– Jennifer Eckinger,
executive director,
Pennsylvania
Winery Association

www.hacc.edu

