

VITICULTURE

Join a growing agricultural industry in North America



WITH ABOUT 14,000 ACRES OF GRAPES GROWN AND 230 WINEGRAPE GROWERS, PENNSYLVANIA IS THE FOURTH LARGEST WINEGRAPE PRODUCER IN THE NATION.

Viticulture – the growing of grapes – and enology – the making of wine – 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.

To meet the growing demand for a skilled workforce in the vineyard, HACC is offering a Viticulture program designed to meet both the needs of the growing number of wineries in the region and the interest in creating a higher quality wine – a process that begins in the vineyard. HACC will also offer an Enology program that will focus on winemaking. Both programs will begin in fall 2010.

Students in the Viticulture program will learn about current grape-growing theory and techniques such as proper canopy management and disease control to produce the highest quality winegrape.

Soils, pest management, equipment use and business management topics will be covered, with emphasis placed on the production of high-quality grapes for the Eastern wine industry.

“In the last five to 10 years, there has been a big increase in the quality consciousness of winegrowers,” Robert Green, director of HACC’s Enology and Viticulture programs, and a commercial winemaker and winery consultant for more than 20 years.



WHO SHOULD ENROLL?

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

- A vineyard and/or winery owner looking to learn the latest industry techniques or gain better training for your staff
- An entrepreneur interested in viticulture
- A person looking to switch careers to viticulture
- A hobbyist interested in winegrape growing

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 vineyards in the region for required intensive hands-on experience. In addition, internships will be offered for workplace learning.

Course instructors are industry leaders and vineyardists who will bring first-hand, real-life experience to the students.

"By offering courses in winegrape growing, HACC is filling a void for formal education in the industry," Green said. "For the most part, vineyardists in this area are not trained in a formal way. They're learning as they go. With our enology and viticulture programs, we're trying to create a workforce that already has the needed skills to manage a successful commercial vineyard."

That workforce is 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

THREE OPTIONS OF STUDY

Students who enroll in the Viticulture program will obtain skills needed to establish and manage a commercial vineyard in Eastern North America. HACC offers students several options of study:

Certificate in Viticulture, 33 credits – Over a two-year period, students will take classes in vineyard soils, vineyard establishment, spring and summer vineyard operations, fundamental of enology, vineyard business management, vineyard equipment, integrated pest management for grapes, vineyard and winery capstone as well as a fall vineyard internship.

Associate degree in Applied Sciences, 68 credits – The associate degree builds on the coursework of the certificate, adding general education courses and program electives in enology and small business practices.

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 viticulture courses best suit their needs.

Students who complete the Viticulture program will be prepared to:

- Develop a site plan and install the infrastructure for vineyard operation
- Evaluate soils for a commercial vineyard operation
- Develop and implement vineyard nutrient, pest, canopy and crop management programs
- Select and operate vineyard equipment and tools
- Develop a business/marketing plan for a commercial vineyard

GETTING STARTED

HACC's Viticulture program is offered through the Harrisburg Campus. For detailed information, contact Program Director Robert Green by email at ragreen@hacc.edu or by phone at 814-860-1452.

"This program of study will definitely benefit our industry, which is growing by leaps and bounds. There are a lot of people new to the business who are thirsty for knowledge about grape growing and winemaking and the economics of it."

– Bob Mazza, Mazza Vineyards, North East, Pa., and past president of the Pennsylvania Winery Association

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