

Extension and Outreach

Objective		Research Outcome	Industry Benefit
5.1	Communicate fundamental knowledge and production practices to the national industry	Expand the eXtension Grape Community of Practice to be the primary U.S. portal of delivery of new research results, including enology and processed grape products	National dissemination of grape and grape product research via the eXtension network
5.2	Communicate emerging knowledge from NGWI priority research projects to the national industry	<ul style="list-style-type: none"> • Encourage involvement of Extension and the role of outreach as projects are developed • Regular dissemination of progress on research via articles written by Extension personnel for the NGWI newsletter • Encourage development of training module materials for local and regional and eXtension dissemination of information • Develop and enhance funding mechanisms for websites, alternative media and travelling road shows 	Regular updates on emerging technology

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5.3	Create opportunities for continuing education for viticulture personnel across the United States	NGWI creates a “train the trainers” fund to support attendance by Extension personnel at NGWI meetings held in viticulture production areas	Create an environment of close collaboration with key extension personnel
5.4	Support and encourage a vigorous, adequately funded team of enology and viticulture extension specialists	Educate policy makers and the public about importance of agricultural outreach and extension	Support an understanding that information is getting out to target audiences and making a difference