
Improving the Lives of Texans Through Grape Education, Research, Extension, and Service

Justin Scheiner, Ph.D.

Associate Professor and Extension Specialist

TEXAS A&M
AGRILIFE



A SIP OF WINE HISTORY

6,000 BC

Domestication of grapes/organized winemaking

13th Century AD

Pinot first mentioned

15th Century

Riesling first mentioned

17th Century

Tempranillo first mentioned

19th Century

A Texan helps save wine for the world



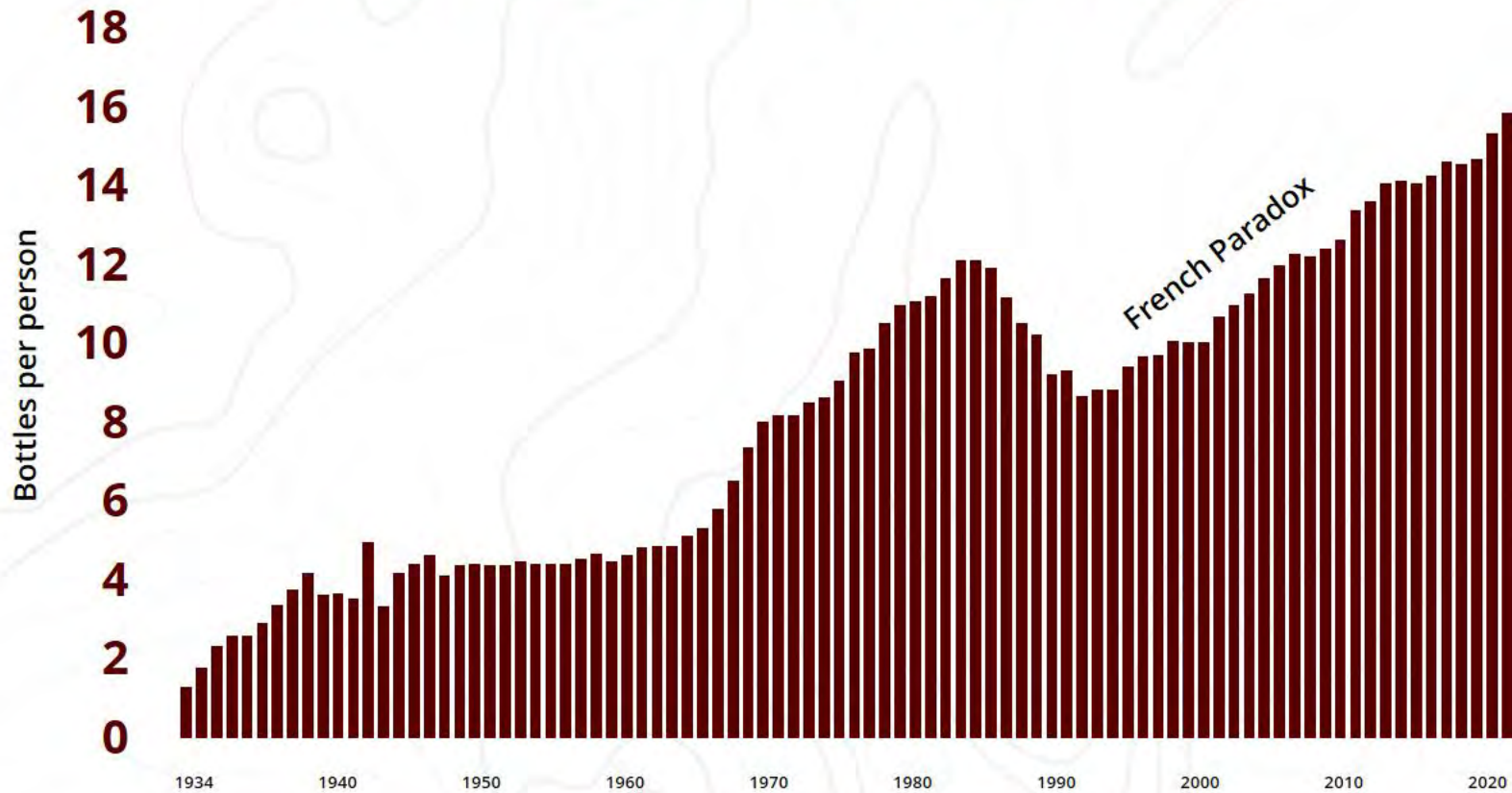
**There's a little bit of
Texas in every wine.**



Thomas Volney (TV) Munson

U.S. Wine consumption after prohibition

PER CAPITA CONSUMPTION



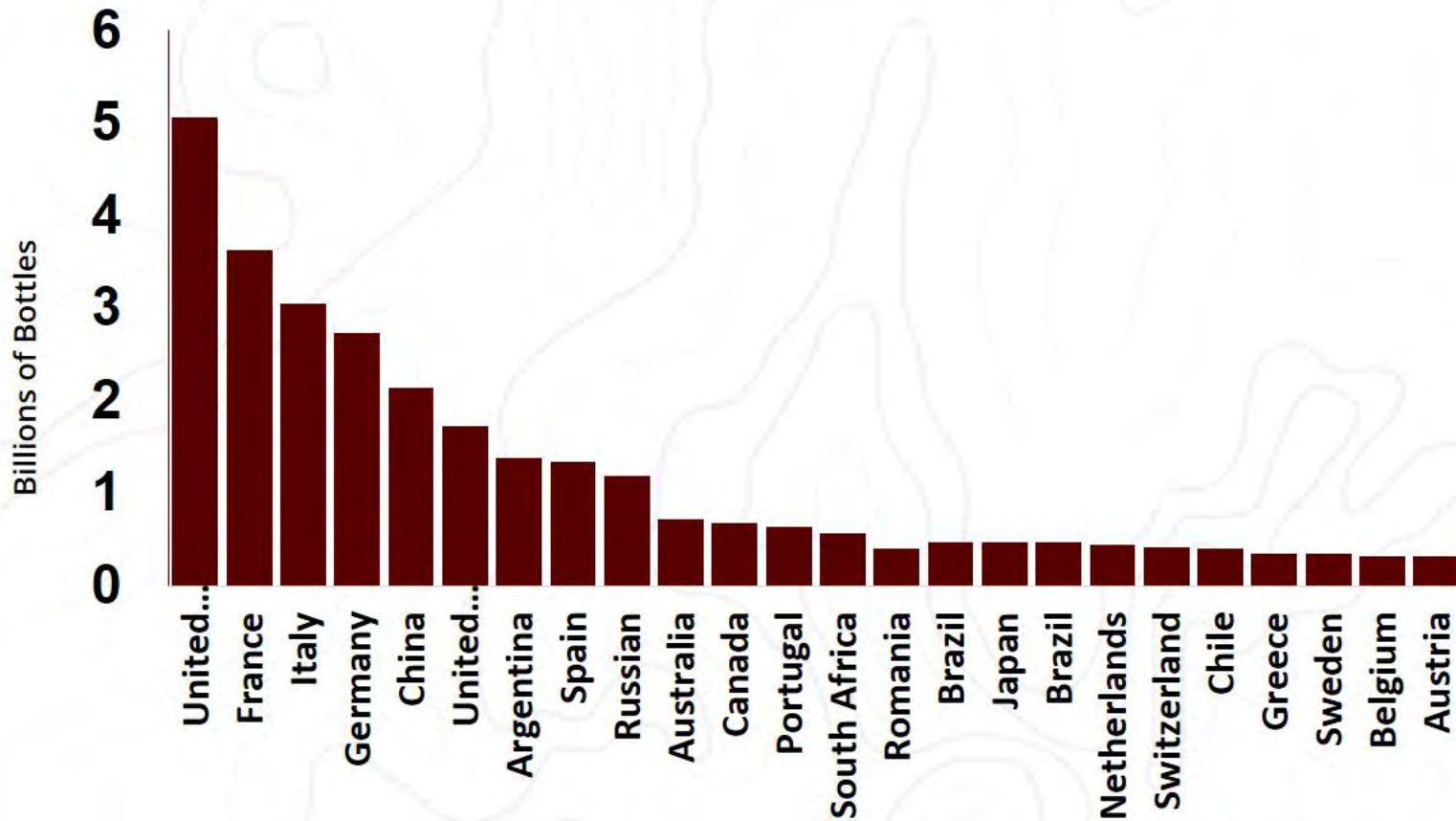
Source: Wine Institute

MODERATE CONSUMPTION OF RED
WINE IS CONSIDERED HEART HEALTHY.



U.S. Wine Consumption

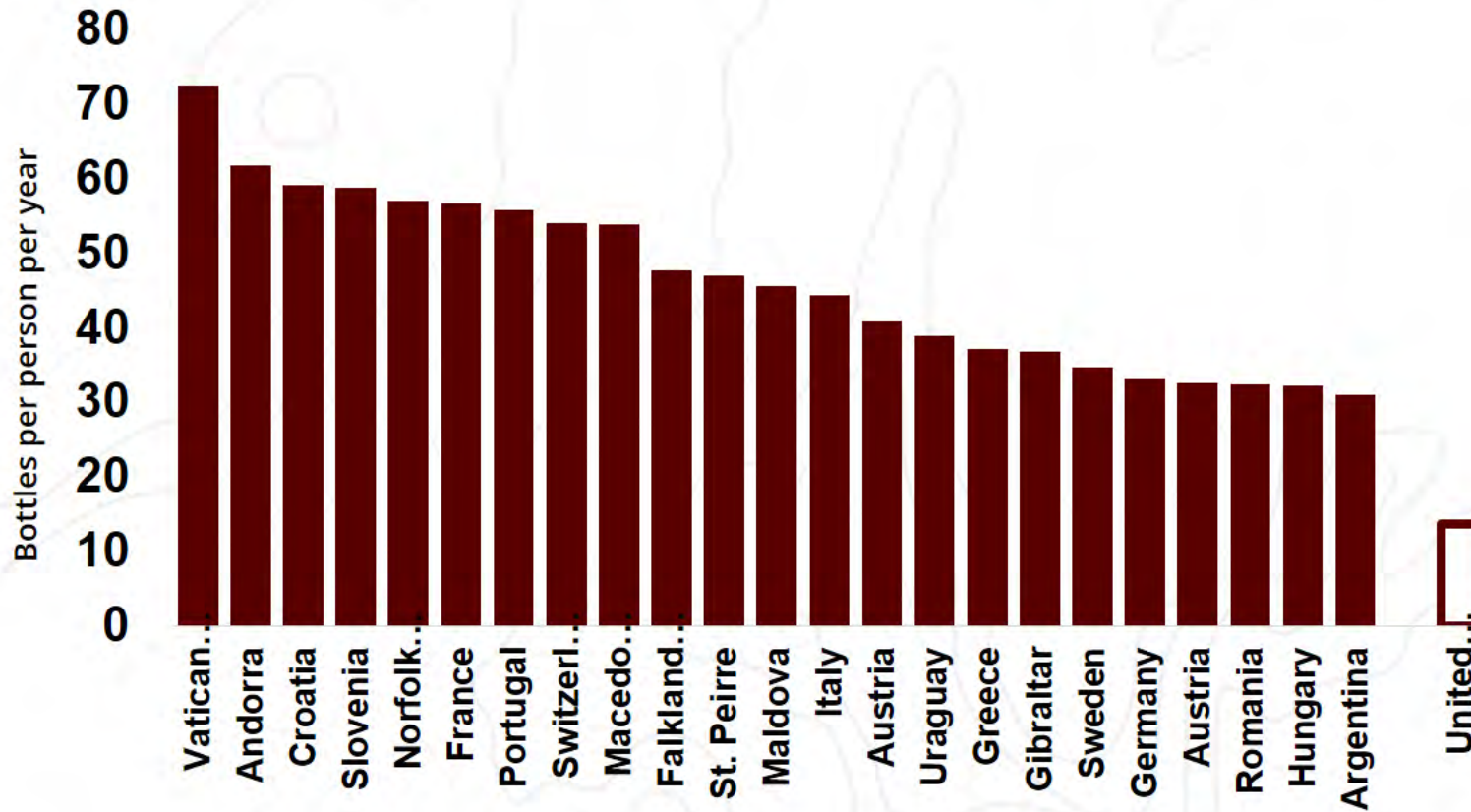
#1 IN TOTAL WINE CONSUMPTION



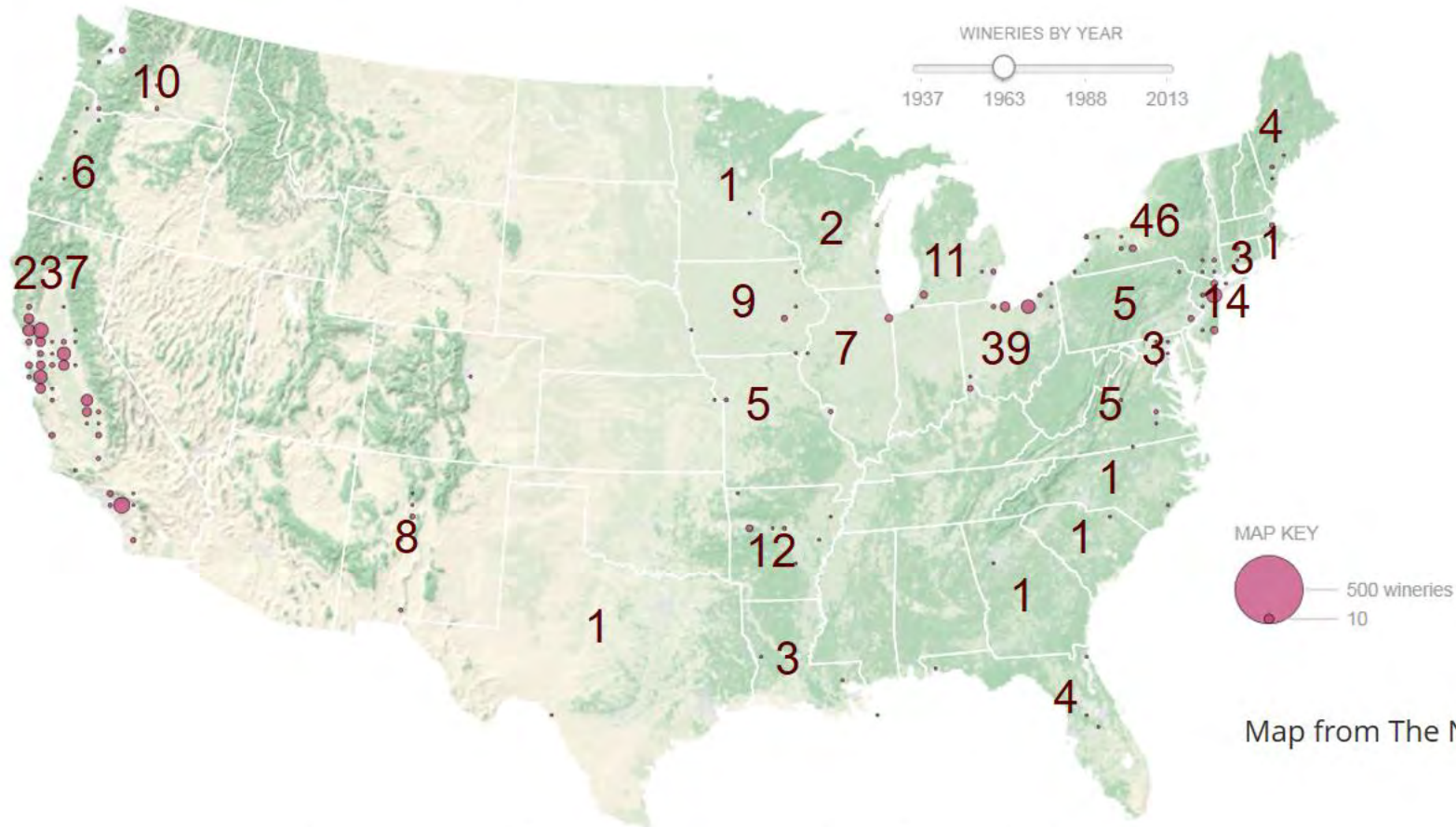
Source: Wine Institute

Per Capita Wine Consumption

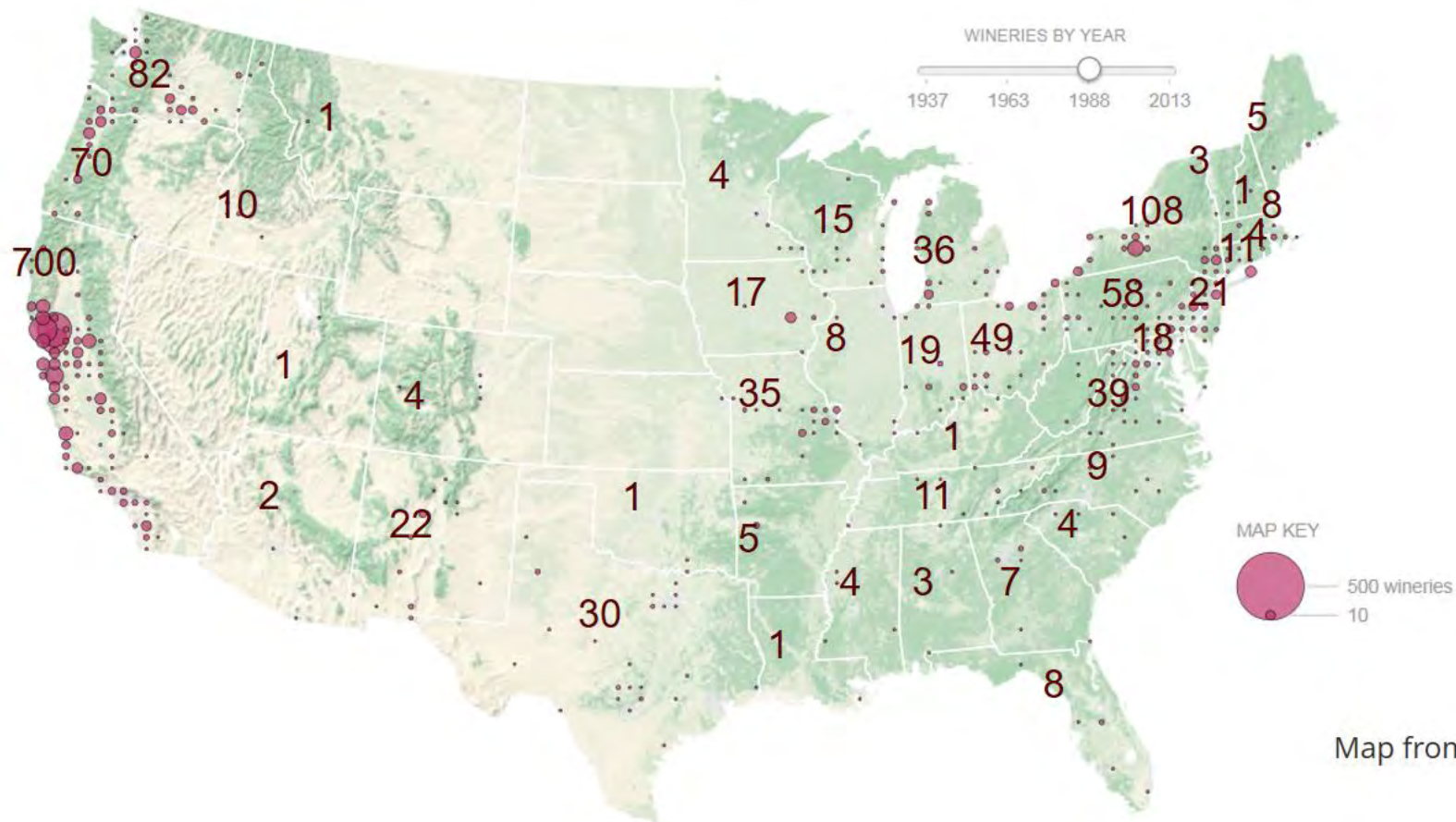
#1 VATICAN CITY



WINERIES IN THE U.S. 1963



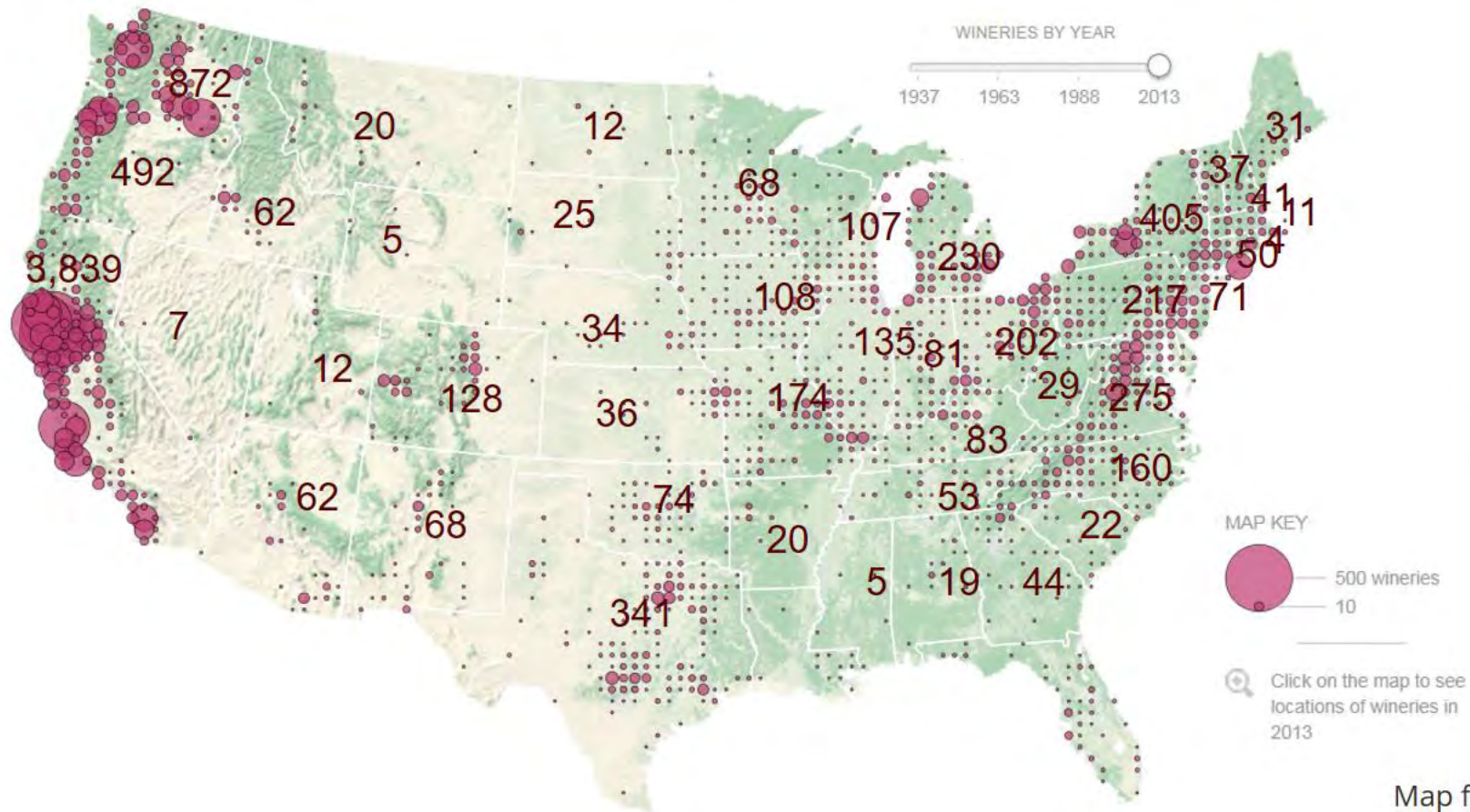
WINERIES IN THE U.S. 1988



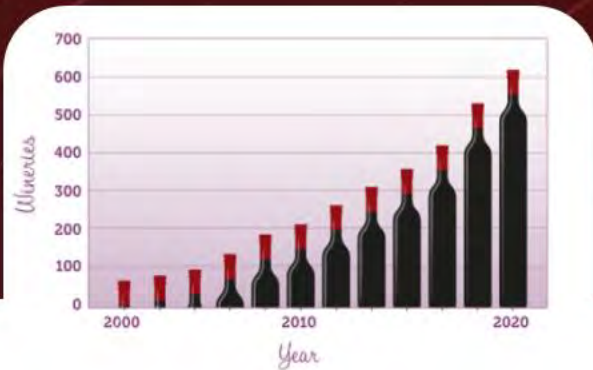
Map from The New York Times

WINERIES IN THE U.S. 2013

Approximately 750 million gallons

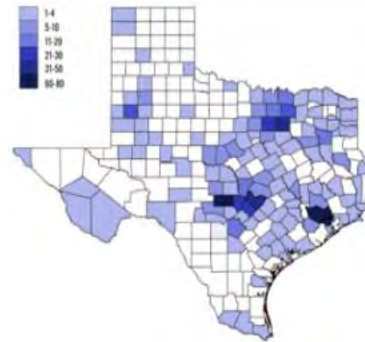


THE GRAPE STATE OF TEXAS



A Growing Industry

- 40 wineries in 2000
- 800 wineries in 2023
- >20 million bottles annually



Wineries

- Wineries in over half of the counties across Texas
- 2 million wine tourists



Vineyards

- Vineyards in over half of the counties across Texas
- >70 grape varieties
- 9,300 acres of vineyard



TOTAL ECONOMIC IMPACT
\$20.35 BILLION
ON THE TEXAS ECONOMY

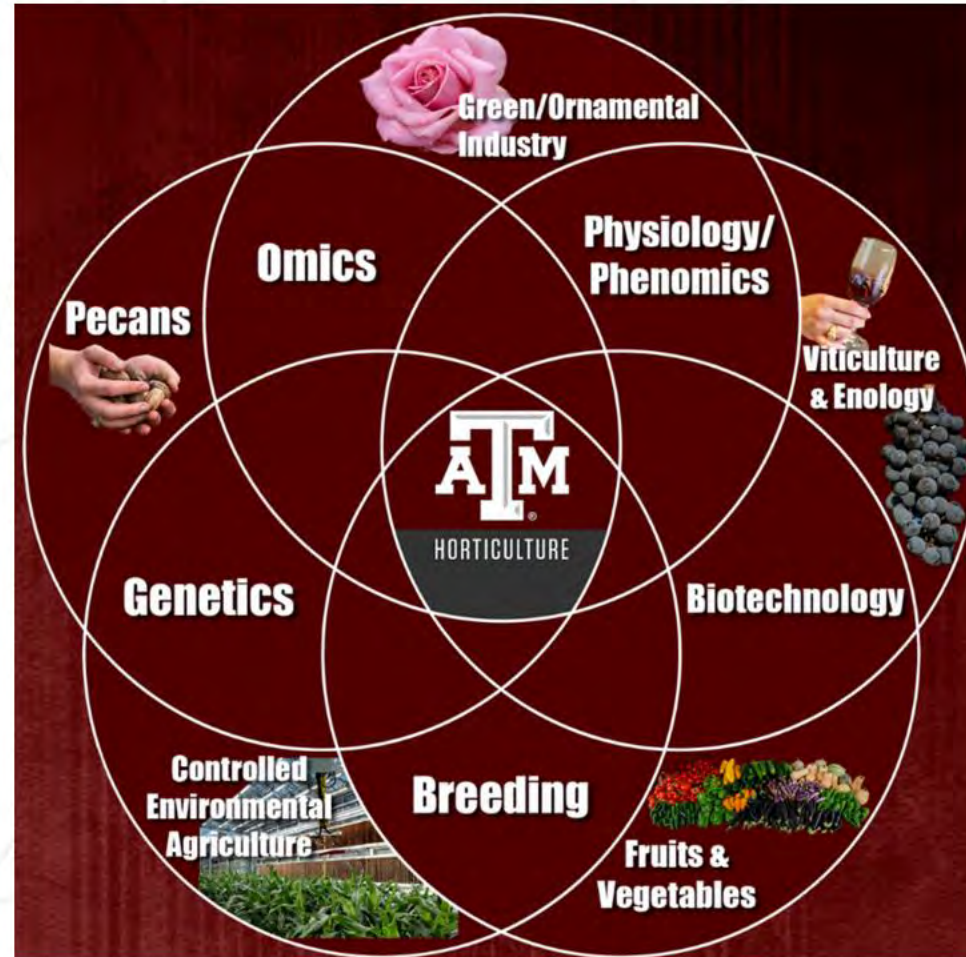
SUSTAINABILITY | WELLNESS | FOOD SECURITY



TEXAS A&M
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RESEARCH | EXTENSION

College Station | Dallas | Fredericksburg
Lubbock | Overton | Uvalde | Weslaco

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SUSTAINABILITY



PROFITABILITY

Our Research, Extension and Teaching are dedicated towards generating knowledge, tools and technologies to ensure profitability for our food producers.



SUSTAIN HORTICULTURE INDUSTRIES

As we work to replace ourselves, we are committed to developing the next generation of industry leaders.



ENVIRONMENT

We are committed to developing and disseminating knowledge to be the best stewards of our soils and the environment.

ment
ate

speech, 1970

Scientist. Teacher. Humanitarian. **Nobel Laureate.** Father of the Green Revolution. Those terms describe Dr. Norman Borlaug, who was a distinguished professor of international agriculture at Texas A&M University, but they can't possibly capture the magnitude of his accomplishments.

Awards

Dr. Borlaug received numerous awards for his contributions to humanity. They include the Nobel Peace Prize, the Presidential Medal of Freedom, the Congressional Gold Medal, and Mexico's Aztec Eagle Award.



Dr. Norman Borlaug holding his Nobel Peace Prize, 1970.



Norman Borlaug receiving an award at the University of Minnesota, his alma mater.



Dr. Borlaug at Texas A&M

Dr. Borlaug joined Texas A&M University in 1984 as distinguished professor of international agriculture. In addition to his teaching duties at TAMU, he continued his research and spread the word on the importance of agricultural innovation and population control in alleviating world hunger.

"Some credit him with **saving more human lives** than any other person in history."

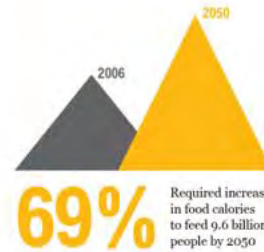
Bruce Alberts, President of the National Academy of Sciences, USA, 2002

FOOD SECURITY

THE GREAT BALANCING ACT

The world must achieve a "great balancing act" in order to sustainably feed 9.6 billion people by 2050. Three needs must be met at the same time.

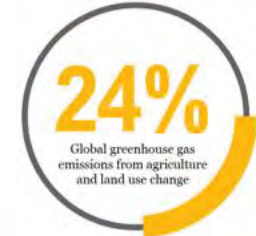
CLOSING THE FOOD GAP



SUPPORTING ECONOMIC DEVELOPMENT



REDUCING ENVIRONMENTAL IMPACT



WORLD RESOURCES INSTITUTE

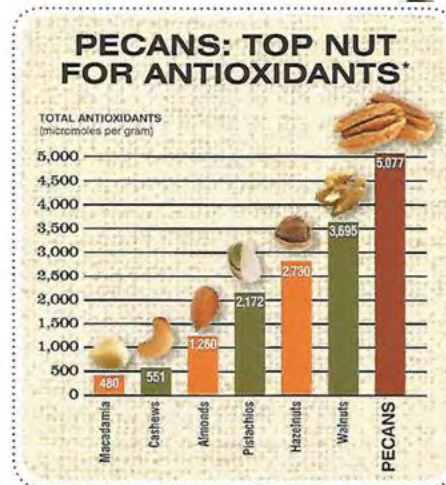


Horticulture permanent crops require less input per calorie generated and are nutritious as well.

WELLNESS

Waldinger, the director of the Harvard Study of Adult Development, said in a viral 2015 “TED Talk” released in 2015, that “good relationships keep us happier and healthier.”

– A sense of community.



HEALTH & ENVIRONMENT

The Positive Effects Of Gardening On Mental Health

Experts say working with plants offers a host of psychological and social benefits.

By Paul Schattenberg, Texas A&M AgriLife Communications • MAY 18, 2022



A collaborative and interactive experience created to bring together our students, the Texas Horticulture Industry, and the larger Texas community.



TEXAS A&M UNIVERSITY
Horticultural Sciences

SPIRITED LEARNING™

Taste the best of Texas wine



The background of the image is a dark reddish-brown color with a pattern of lighter, wavy, contour-like lines that resemble a topographic map. These lines are irregular and flow across the entire frame, creating a textured, organic feel.

TEXAS A&M
AGRI LIFE