

Final Report 11/30/2020

Distributing printed copies of the 2019 Southeastern Muscadine Production Guide in North Carolina, South Carolina and Georgia

Principal Investigator

Mark Hoffmann,

Assistant Professor & Extension Specialist

North Carolina State University

Department of Horticultural Science

2721 Founders Drive, Room 258

Raleigh, NC 27695

mark.hoffmann@ncsu.edu

Hannah Burrack,

Department of Entomology & Plant Pathology

North Carolina State University

Campus Box 7613

North Carolina State University

Raleigh, NC 27695

hannah_burrack@ncsu.edu

Co-Investigators

Cain Hickey,

Viticulture Extension Specialist

University of Georgia

Horticulture Department

322 Hoke Smith Building

Athens, GA 30602

vitis@uga.edu

Andy Rollins,

Multi-County Extension Agent,

Clemson University

612 Chesnee Highway

Spartanburg SC 29369

prollin@clermson.edu

Phil Brannen,

Extension Fruit Disease Specialist

Department of Plant Pathology

University of Georgia

3307 Miller Plant Sciences Building

Athends, GA 30602

pbrannen@uga.edu

Bill Cline,

Specialist for Blueberries and Muscadine Grapes

Department of Entomology and Plant Pathology

3008 Castle Hayne Road

Castle Hayne, NC 28429

bill_cline@ncsu.edu

Abstract:

The Southeastern Regional Muscadine Production Guide was developed 2018 and 2019 and published in 2020. The development of this guide was a collaborative effort between ten extension specialists, researchers and breeders from two University Systems and several growers. The Southern Small Fruits Consortium provided funding to distribute printed hardcopies to extension agents and PIs in the Southeast. We were able to print and distribute a total of 140 hardcopies of the muscadine production guide. We distributed exclusively to horticulture agents and area-wide agents in Georgia and North Carolina. Copies were centralized shipped to extension offices or specialists in the region. We further plan to print an extra 40 copies to distribute to participating editors and authors, as well as for the NC State Library. We further in the process of moving the guide into a print-on-demand model with WolfExpress.

Objectives:

1. Developing and distributing 100 copies of the 2019 Southeastern Muscadine Production Guide to Extension personnel, associations and selected growers in North Carolina, South Carolina and Georgia.
2. Moving the Southeastern Muscadine Production guide into a print-on-demand format with NC State and UGA.

Justification and Description:

In the year 2018, the Southern Small Fruits Consortium funded the development of a new, region-wide muscadine production guide for the states of North Carolina, South Carolina and Georgia. This production guide was developed between 2018 and 2019, finalized at the end of 2019 and published early 2020 (<https://content.ces.ncsu.edu/muscadine-grape-production-guide>; <https://smallfruits.org/files/2020/07/muscadine-grape-production-guide-southeast.pdf>). The development of this guide was a collaborative effort between 10 PIs from the University of Georgia and NC State University and three growers in the editorial board.

As the main editor of the guide, I was leading the effort to develop this document and to coordinate between authors and editors. We asked the Southern Small Fruits Consortium to provide 100 printed hardcopies to extension agents and PIs in the Southeast. We further proposed to merge the muscadine production guide into a print-on-demand structure to guarantee access for possible demands for the future. One possible university print on demand models is: NC State extension publications resources (<https://campuserprises.ncsu.edu/wolf-xpress/extension-publications/>).

Progress:

With the help of the Southern Regional Small Fruits Consortium, and despite COVID-19, we were able to print and distribute a total of 140 printed hardcopies of the muscadine production guide. We distributed exclusively to horticulture agents and area-wide agents in Georgia and North Carolina. Copies were centralized shipped to extension offices or specialists in the region.

We plan to print an extra 40 copies to distribute to participating editors and authors, as well as for the NC State Library. We are further in the process of moving the guide into a print-on-demand model with WolfExpress. No further funding is needed for those tasks.