



MICHIGAN
Wine Collaborative
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DATE: December 2020

An Open Letter to the Wine Industry:

**SUBJECT: Commitment
to Inclusion and
Expansion**

The Michigan Wine Collaborative's Inclusion & Expansion Committee is working to provide representation and advocacy for underserved people in the Michigan wine industry in order to increase inclusion and expansion in our industry.

We are taking the initiative, with this letter, as a step to break a cycle of inaction among our industry. We acknowledge the lack of intentional and/or unintentional efforts to include BIPOC (Black, Indigenous, and People of Color), Latinx, Women, LGBTQ, and those living with disabilities as industry members and consumers. Michigan wine is for everyone. Therefore we need deliberate strategies for ensuring that our industry is inclusive and expansive.

An increase of research into the larger segments of wine consumers is showing great opportunity for innovation and growth especially among Black consumers who command \$1.3 trillion in annual buying power⁽¹⁾. In a Purdue study, BIPOC consumers were found to be 241% more likely to spend \$20 or more on a bottle of wine than their White counterparts. This study also finds, "...more education about wine was strongly desired and more wine knowledge was viewed as potential career leverage."⁽²⁾ Every industry, including the wine industry, has room for growth as it relates to equity and inclusion. This is where Michigan Wine Collaborative, and the Inclusion & Expansion committee thereof, would like to focus its efforts for 2021-2022.

As such, we will begin by raising funds that will **enable us to offer support to create and maintain a pipeline of recruitment, both for the industry and its consumers.** It is our goal to specifically provide resources to support aspiring BIPOC students from Michigan obtaining [Level 2 WSET](#) OR the first year of the [VESTA](#) program. In 2021 we will award the MWC Inclusion &

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Expansion Educational Fund to one student with hopes to add additional student awardees annually.

Help us reach our goal to:

- Provide Scholarship Opportunities
- Support Mentorship Programs
- Increase marketing to include more Michigan wine drinkers representing BIPOC, Latinx, LGBTQ, and those living with disabilities
- Create Industry & Community Outreach Projects

We could use your help. Areas of support include: financially, professionally, academically, as well as MWC member participation on the committee. Any resources are welcome and needed as we make up for lost time to grow our industry.

We are also seeking a commitment on the part of the wineries and growers to utilize the Inclusion & Expansion pipeline for employees, project support, and/or offering mentorship opportunities. ***Please see last page.***

We ask you to help us all grow together by engaging untapped parts of our community and inviting them to the table to hear their voices, enjoy their contributions, and grow our industry.

Sincerely,

Dr. David Miller
MWC President
Chair

Chuck Jackson
Inclusion & Expansion Committee

Sources

1. Nielsen- <https://www.nielsen.com/us/en/insights/report/2019/its-in-the-bag-black-consumer-path-to-purchase/>
2. Purdue- <https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1000&context=htmpubs>



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How to Contribute:

To donate to the Inclusion & Expansion Committee Recruitment Pipeline/Scholarship Program visit:

gf.me/u/y6j34w

To join a growing list of committed wineries, growers, and more visit:

<https://forms.gle/G4grmxxu1wTSGUBEA>

To contribute something non-monetarily please email Emily at:

winenotask@gmail.com

MWC members looking to volunteer on the committee or become a mentor should email Emily at:

winenotask@gmail.com