

EXECUTIVE SUMMARY

The Southwest Wine Center (SWC) at Yavapai College (YC) is a premier regional and industry resource, intricately supporting the growth of Arizona's rural wine regions. Post-secondary curriculum and fully-developed career and technology-focused teaching facilities are strengthened by industry partnerships, as the SWC effectively incubates collaborative research while fostering innovation to catalyze economic development.

PROJECT HIGHLIGHTS:

1. CLIMATE APPROPRIATE CROPS: developing and showcasing sustainable best agricultural practices while teaching future farmers how to cultivate high-economic-return varietals, environmentally suited to Arizona and the arid greater Southwest.
2. RECLAIMED WATER: utilizing grade A+ effluent water made available through a public/private partnership between YC and the City of Cottonwood, and delivered to our student-practicum supported 13-acre teaching vineyard through a data-collecting, water-conserving, drip-irrigation system.
3. ADAPTIVE REUSE: repurposing an outdated, underutilized building into a modern, full-production teaching winery coupled with an entrepreneurial-centered, full-service, retail tasting room.
4. PATHWAYS TO CAREERS: offering Associate of Applied Science degree and certificate paths in Viticulture and Enology, preparing students for pre-and post-graduation workforce entry, ensuring a pipeline of educated and highly skilled workforce to leverage the success of Arizona's cutting-edge, award-winning wine industry.