



Cider Institute of North America (CINA)

Great Lakes EXPO 2021



What is the Cider Institute?

The Cider Institute of North America (CINA) is a non-profit organization made up of cider professionals and educators with a mission to create a quality-driven and sustainable cider industry through education and research. Through a unique collaboration between the cider industry and academic institutions, CINA offers the Cider & Perry Production Certificate Program and training for every stage of a career of a cider maker.





Our Development

Incorporation

CINA was born out of the rapid growth of the cider industry and the recognized need to develop educational opportunities for cider makers. What started as a casual discussion amongst colleagues morphed into an organized effort to drive forward cider education and research.

2017

Advanced Courses

CINA's industry board of directors developed standards for the Advanced Certificate in Cider & Perry Production. Our Training Providers built curriculum to those standards for advanced-level Core Modules.

2020

Growth

CINA will continue to develop online courses and resources, as we also plan for a return to in-person hands-on training. We just completed our 3-year strategic plan in Dec 2021

2022+

2016

Professionalization

CINA hired its first executive director, Brigid O'Keane, to spearhead organizational initiatives, programs, and operations.

Online Trainings

CINA developed an online version of our flagship Cider & Perry Production - Foundation course to address public safety and accessibility to introductory training in cider making.

Team: CINA's Board of Directors

David Bauermeister | Northwest Agriculture Business Center (WA)

Ryan Burk | Angry Orchard Cider Company (NY)

Chris Gerling | Cornell University (NY)

Nick Gunn | BenchGraft Cider Consulting (OR)

Nicole Leibon | LeNose Knows (VT)

Peter Mitchell | Cider & Perry Academy (UK)

Ron Sansone | Spoke + Spy Ciderworks (CT)

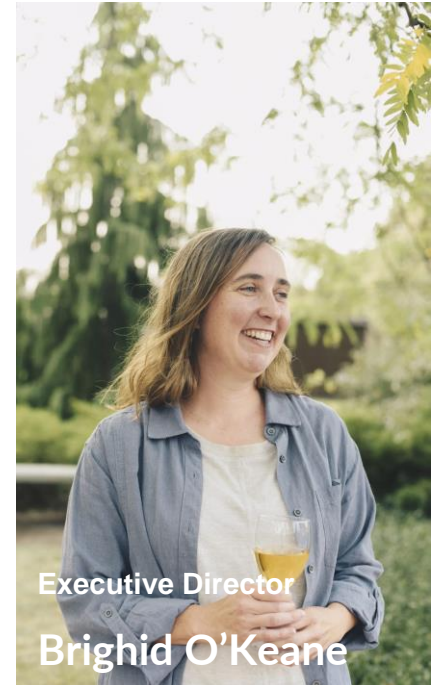
Alissa Scheuritzel | RHR International Management Consulting (TX)

Charlotte Shelton | Albermarle Ciderworks (VA)

Dave Takush | 2 Towns Ciderhouse (OR)

Paul Vander Heide | Vandermill Cider Company (MI)

Christine Walter | Bauman's Cider Company (OR)



Executive Director

Brigid O'Keane



Team: CINA's Training Providers



Chris Gerling & Cortni Stahl

Cornell College of Agriculture and Life Sciences

Steve Trussler

Brock Cool Climate Oenology and Viticulture Institute



Bri Ewing-Valliere

Washington State University
Fermentation Science, College of
Agriculture, Human, and Natural
Resources Science



Brock
University



Team: CINA's Partners

**ANGRY
ORCHARD®**
HARD CIDER

Founding Partner

Thank you to Angry Orchard for providing operating support during CINA's development.

Peter Mitchell

The Cider Institute is born out of the decades and countless hours that Peter has dedicated to cider & perry production education.



CIDER & PERRY ACADEMY



**AMERICAN
CIDER
ASSOCIATION**

National Partner

The ACA is one of CINA's key partners. CINA also works with state and regional cider associations as part of the Cider Leadership Guild.

Cider & Perry Production Certificate Program

Cider-specific training & education for every stage of a career in the cider industry

Certification based on standards set by the industry

Industry - Academic partnership

Administered by CINA and taught by training providers



Benefits of an Industry - Recognized Certificate

- Formally recognizes professional achievement at an international level
- Exemplifies skills aligned with industry standards for cider & perry production
- Demonstrates knowledge to employers, staff, peers, and the public
- Shows commitment to professional development
- Opens career and networking opportunities in the cider industry
- Improves credibility with employers and the general public
- Elevates confidence and pride in one's work

Foundation Certificate

Cider & Perry Production

Prerequisite | None

Candidates | Professional and curious cider makers

Course | Cider & Perry Production - A Foundation

Assessment | Foundation Certificate Qualification Exam
and 6 product sensory profiles



Advanced Certificate

Cider & Perry Production

Prerequisite | Foundation Certificate in Cider & Perry Production

Candidates | Professional cider makers

Courses | 5.0 core + 1.0 specialized modular credits

Assessment | Varies per course; Certificate assessment in development





Advanced Certificate in Cider & Perry Production

Core Modules (5.0 total value required)

2.0 CREDITS	1.0 CREDIT	1.0 CREDIT	0.5 CREDIT	0.5 CREDIT
The Science & Practice of Cider & Perry Production	GMPs, Safety & Sanitation for Cider Owners & Operators	Cider Operations (Practicum)	Essential Sensory Analysis of Cider & Perry	Essential Laboratory Testing of Cider & Perry



Advanced Certificate in Cider & Perry Production

Specialized Modules (1.0 total value required)

1.0 CREDIT	1.0 CREDIT	1.0 CREDIT	0.5 CREDIT	0.5 CREDIT	0.5 CREDIT
Pomology & Orcharding for Cider & Perry Production	The Business of Cider & Perry Production	Chemical & Microbiological Analysis: Beyond the Essentials	Sensory Science & Analysis: Beyond the Essentials	Environmental Management & Sustainable Production	Project: Specialty Cider & Perry Products

Diploma

Cider & Perry Production

Prerequisite | Advanced Certificate in Cider & Perry Production

Candidates | Producers who want to demonstrate industry knowledge at the highest level

Course | N/A: self-directed with extensive practical experience

Assessment | Deep understanding of the theory underpinning the production and management involved in cider making



Cider Industry Resources

The Professional Handbook of Cider
Tasting

Cider Faults Wheel

Cider Lab Manual in development

CiderPros.com



CiderPros.com

CINA partnered with the American Cider Association to develop the only cider industry-specific job board and marketplace. CiderPros.com provides a career pipeline for CINA-Certified Cider Makers.

- Post your job to candidates with experience in the cider industry
- Grow your career in production, orcharding, sales, operations, distribution, research, and more
- Buy or sell cidery equipment
- Learn and share resources in management, HR, team-building, and equity, diversity & inclusion
- Premium postings are featured on CINA and ACA's social media and newsletters
- ACA members receive one free posting per year



CINA's Future Plans

Updates from CINA's December
strategic planning retreat

Information & Assistance

Brigid O'Keane

Executive Director

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