

Wine-Grower-News #11

Midwest Grape & Wine Industry Institute

July 21, 2007

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Congratulations to Mid-American Wine Competition

Congratulations go out to Paul Gospodarczyk, enology instructor and his team at DMACC for hosting a very successful “1st” Mid-American Wine Competition. This 2-day event was held last weekend on July 14 & 15 at the DMACC campus in Ankeny. According to the Des Moines Register there were 560 wine entries from 88 wineries in the Midwest. Doug Frost one of our nation’s most highly regarded wine experts led the team of 12 wine judges. The judges awarded 41 gold, 104 silver and 203 bronze awards. Commercial wineries from SD, ND, NE, KS, MN, IA, MO, WI, IL, IN and KY were eligible to attend.

“Competition Crowns Midwest’s Finest Wines” 7-16-07 Des Moines Register article”:

<http://desmoinesregister.com/apps/pbcs.dll/article?AID=/20070716/NEWS/707160316/-1/archive>

DMACC’s wine competition information site: <http://www.dmacc.edu/ici/winecompetition.asp>

7-20-07 ISU Viticulture Field Day for Community College Educators



ISU Extension hosted a group of community college educators at the Horticulture Research farm north of Ames on 7-20-07. Community college personnel from NIACC-Mason City, NICC-Peosta, IWGA-Council Bluffs, Kirkwood-Cedar Rapids, DMACC-Ankeny, SWCC-Creston, and Indian Hills-Centerville attended. The goal of this field day was to inform the community colleges of the grape and wine information resources ISU Extension has to offer and to bring about a discussion of how ISU and the community colleges can work

Dr. Paul Domoto of ISU led together to serve Iowa's fast growing winegrape industry. the vineyard tour.

Register Now for 7-28-07 ISU Viticulture Field Day

The 2nd annual ISU Viticulture Field Day is being held this coming Saturday, 7-28-07. The event will run from 9AM to 3PM . The agenda will include classroom sessions, vineyard tours and commercial vendor exhibits. **Pre-Registration is required. Monday, July 23rd is the deadline.** Details and Registration here: <http://viticulture.hort.iastate.edu/events/events.html>

The speakers will include:

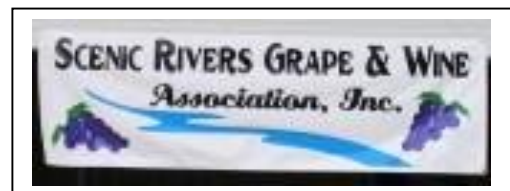
Dr. Paul Domoto, ISU Extension Fruit Specialist
Dr. Gail Nonnecke, ISU Horticulture Department
Dr. Donald Lewis, ISU Extension Entomologist
Dr. Gerald Miller, ISU Extension Agriculture & Natural Resources
Christine Egelbrecht, Extension Plant Pathology
Dennis Portz, ISU Viticulture Graduate Student
Craig Dilley, ISU Viticulture Graduate Student
Craig Tordsen, ISU Value Added Ag Specialist
Dr. Sebastian Donner, ISU Wine Quality Lab Manager

Two netting machines and a propane cannon will be demonstrated in the vineyard.

Burchland Mfg., Gilman Iowa: <http://www.burchlandmfg.com/>
Calsota: <http://www.calsota.com/>
McCorkle Hardware, Columbia, Iowa: 641-943-2315
MDT & Associates: <http://www.mtdgrow.com>
Midwest Grower Supply: <http://midwestgrowersupply.com/>
Midwest Vineyard Supply: <http://www.midwestvineyardsupply.com/>
NetterGetter: <http://www.nettergetter.com>
Power Cleaner Corp: <http://www.powercleanercorp.com/>
Roll Forming Corp/LINUS Posts: <http://www.voestalpine.com/rfc/en.html>

Scenic Rivers – New Kid on the Block

On Thursday evening July 12, Wayne Peterson of Midwest Grower Supply and I presented information for a vineyard field day at Cedar Valley Vineyard near Batavia, Iowa. This event was hosted by the owners, Dave & Pam Miller. The Millers with their son Seth started planting this 5 acre vineyard in 2002. Today they have an excellent manicured vineyard of Seyval, Vignoles, Chambourcin, LaCrosse, Norton, Marechal Foch, and Chardanel.



Scenic Rivers Grape and Wine Association of Southeast Iowa and West Central Illinois sponsored this event. Mike Pence of Heartland Harvest Winery in Fort Madison is the president of this new organization. Steve & Becky Tucker of Whispering Pines Winery in Keosauqua are the secretary/treasurers of this organization. Scenic Rivers currently have 12 vineyards and 9 wineries as members. Membership is growing monthly. They are a non-profit corporation organized for the education and development of their area vine/wine industry. An annual membership costs only \$10.

Those interested in purchasing a membership should contact Chista Perkins at Geode RC&D in Burlington, Iowa at (319) 752-6395 or christa.perkins@ia.usda.gov

Sap Pearls - Guttation May Show up in NE Iowa

Vigorously growing vines in the spring can exhibit guttation under high moisture conditions. Guttation occurs when diffusion pressure builds inside plant because of high soil moisture and a low rate of transpiration due to high humidity. Pressure is released by exuding water and minerals from specialized leaf-tip cells called hydathodes. Sap pearls will form on the end of the serrated leaf tips often leaving a dry salt mark after drying up during the day. Many places in northeast Iowa have received 12 or more inches of rain over the last two weeks. It would be interesting to see if some of this excess water ends up forming sap pearls early in the morning on the grape leaf tips.

Further info: <http://grapes.msu.edu/guttation.htm>
<http://www.visualsunlimited.com/browse/vu505/vu505655.html>

Know Your Pre-Harvest Intervals (PHI's)

We will start to harvest grapes in about one month. Make sure that you are keeping track of those Pre-Harvest Intervals (PHI's) listed on each of your pesticide labels and recording the dates of each of your applications. PHI's are mandatory time limits required between the pesticide application and harvest of the crop. Many wineries have started to require pesticide application records prior to the delivery of grapes for wine. This protects them for having to dump wine made from grapes harvested prior to the PHI interval passing. Some of the PHI's for the more commonly used pesticides in our vineyards would include:

| | | |
|-------------------------|--------------------|----------------------|
| Abound – 14 days | Agri-Phos – 0 days | Aza –Direct – 0 days |
| Baythroid XL – 3 days | Captan – 0 days | Chateau – 60 days |
| Copper Sulfate – 0 days | Danitol – 21 days | Elevate – 0 days |
| Malathion – 3 days | Mancozeb – 66 days | Mustang Max – 0 days |
| Nova - 14 days | Pristine – 14 days | Rubigan – 30 days |
| Sevin – 7 days | Sulfur – 0 days | Stylet Oil – 0 days |

Pesticide Labels at CDMS: <http://www.cdms.net/LabelsMsds/LMDefault.aspx>
2007 Midwest Small Fruit Spray Guide: <http://www.hort.purdue.edu/hort/ext/sfg/>

MALB Potential UP as Soybean Aphid Populations Increase

ISU Extension agronomists are starting to report economic infestations of soybean aphids in soybean fields. Brian Lang, our Extension agronomist in Decorah started to see infestation levels of over 400 aphids per plant on July 5th. Populations of 250+ aphids on 80% of the plants and increasing is considered the economic threshold for treating with an insecticide. 2003 was the big outbreak year that everyone remembers with another significant year in 2005. So what does this mean for a grape grower? Multicolored Asian Lady Beetle (MALB) populations tend to increase in proportion to the soybean aphid population. MALB's love to move into vineyards when the soybeans



MALB eating soybean aphid.
Marlin Rice, ISU

begin to mature and get harvested in September. They love to burrow into the grape cluster. Populations as low as 1 beetle per 7 lbs of grapes can taint the wine with the methoxyypyrazine chemical compound they secrete when they get excited or crushed.

Late maturing winegrapes tend to have the greatest potential of a MALB problem. Keeping MALB's out of the grape bunches is not easy. Severe infestations may require dumping the grapes in a water tank and floating the beetles to the top for removal. That is a lot of work! Over the last few years growers have experienced good results using Sevin (7 day pre-harvest interval), Aza-Direct (natural neem oil tree derived insecticide (0 day PHI), and Malathion (3 day PHI). Baythroid XL (3 day PHI) and Mustang Max (0 day PHI) are two pyrethroid insecticides that may also offer options due to their fast knock down action and repellency. Scouting for this MALB should start a least one week prior to grape harvest.

ISU's new Soybean Aphid pub: <http://www.extension.iastate.edu/Publications/SP247X2007.pdf>
UMN's MALB pub: <http://www.extension.umn.edu/distribution/horticulture/DG8232.html>

10 Distribution "Do's" for Wineries

1. Make the best wine you can.
2. Know your market. Know who your competition is—whose place are you going to take in the market? Do your homework!
3. Create a presence in the market. Have someone from your winery in the market, someone who knows buyers.
4. Know what makes your product different. Be able to articulate what separates you from the rest? Portfolio? Style? What's your hook or niche?
5. Work with a distributor whose culture fits your winery's culture.
6. Maintain an open, ongoing relationship with your distributor rep.
7. Keep product presentations short, light and to the point.
8. Don't get so wrapped up in your own story that you ignore the needs and likes of your buyers.
9. Run realistic programs for your market. Meet with your rep to tailor an individualized, realistic plan.
10. Ask your distributor rep for advice on approaching accounts. Take notes on "ride withs" and always follow up with buyers.

These 10 points were taken from a 8-15-05 Wine Business Monthly article, “ Industry Roundtable – the Dynamics of Distribution” by Lance Cutler”

<http://www.winebusiness.com/SalesMarketing/webarticle.cfm?dataId=39466>

Free Shipping Compliance Tool Coming for Entire Wine Industry

Inertia Beverage Group, based in Napa, California is the premier provider of web-based technology used by wineries to manage direct sales and marketing. They intend to provide a free online direct shipping compliance tool available to wineries in the third quarter of 2007. . More information about Inertia Beverage Group is available at <http://www.inertiabev.com>. Information about the RETHink direct shipping compliance tool can be found here:

<http://www.rethinkcompliance.com/compliance/index.jsp>

Chocolate Cheese For Your Tasting Room & Gift Shop?

Did you know that Chocolate Cheese Confection was first developed in the 1960's by Michigan State University and they continue to sell it on their online Dairy Store today? Check it out here:

<http://shop.msu.edu/ProductDetails.asp?ProductCode=DAIRY-4>

Double Gold for "Two Buck Chuck" at CA State Fair

Charles Shaw's 2005 Chardonnay (Two Buck Chuck) received the highest score and a double gold from a field of 350 Chardonnay's submitted to the California State Fair's wine competition. Over 3,029 wines from 640 wineries entered the competition. Sixty-four judges were involved in the rating these wines. http://www.pressdemocrat.com/EarlyEdition/article_view.cfm?recordID=6975&publishdate=06/28/2007

Neeto-Keeno WWW Stuff

1. Lon Rombough's (author of The Grape Grower) Grape School: <http://www.grapeschool.com/>
3. ISU's online newsletter directory: <http://www.extension.iastate.edu/ag/newslet.html>
4. Orange County Wine Society: <http://www.ocws.org/>

Past issues archived here: <http://www.extension.iastate.edu/Wine/Resources/winegrowernews.htm>

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