

## ***Wine-Grower-News #12***

Midwest Grape & Wine Industry Institute

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<http://www.extension.iastate.edu/Wine>

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### ***Veraison is a Good Time For Petiole Testing***

Petiole tests are the primary tool used to determine fertility needs once the vineyard is established. Petioles (stem portion of the leaf) is the tissue recommended for determining the nutritional needs of grape vines. Obtaining a representative sample is critical. Optimum nutrient ranges are based on petioles sampled at specific times during the season. The following guidelines should be used for proper sampling and handling procedures:

1. Full bloom (now) and veraison (1st week of August) are the two times of the season to sample grapes. The full bloom sample is primarily used for nitrogen. The veraison sample is more reliable for all the other nutrients.
2. At least 25-50 vines should be selected for a sample collection. Vines not typical of the vineyard should be avoided.
3. Vines should be of the same age, variety, and rootstock growing on similar soil/site conditions.
4. For full bloom sampling, take the petioles from leaves opposite the bottom flower cluster. For samples taken at veraison, take the petioles from the most recently developed matured leaf.
5. Collect from 75 to 100 petioles. Short petioled varieties like Marechal Foch will need 150 to 200 petioles collected. Do not pick more than one petiole from any one shoot and do not sample any petioles connected to heavily diseased, insect or mechanical damaged leaves.
6. Dusty or dirty petioles should be rinsed with distilled water and patted dry with a paper towel. Place the collected samples in a paper bag and send into a testing laboratory. Make sure to record all

the necessary information required by the testing laboratory.

7. Make sure to contact the testing laboratory prior to sending in the petiole test. You want to do it right the first time!

Many factors can affect the nutrient composition of plant tissue. Soil moisture, soil fertility, diseases, insects, crop load, weather, and cultural practices can directly affect petiole tests. But, when properly used, petiole testing will provide the most reliable method to determine fertilizer needs for established vineyards. Comparing petiole tests from year-to-year often will show more reliable trends over time. Charges vary, but most fees will range between \$20 - \$27 to do a complete petiole analysis.

Additional Resources:

1. Midwest Small Fruit Pest Mgt. Handbook: <http://ohioline.osu.edu/b861/index.html>
2. ISU Petiole Sampling Guidelines with a list of plant analysis labs: <http://viticulture.hort.iastate.edu/info/pdf/leafsampling.pdf>
3. Iowa Dept. of Ag list of soil test labs certified to do business in Iowa. Many of them will to petiole tests: <http://www.agriculture.state.ia.us/certlabs.htm>

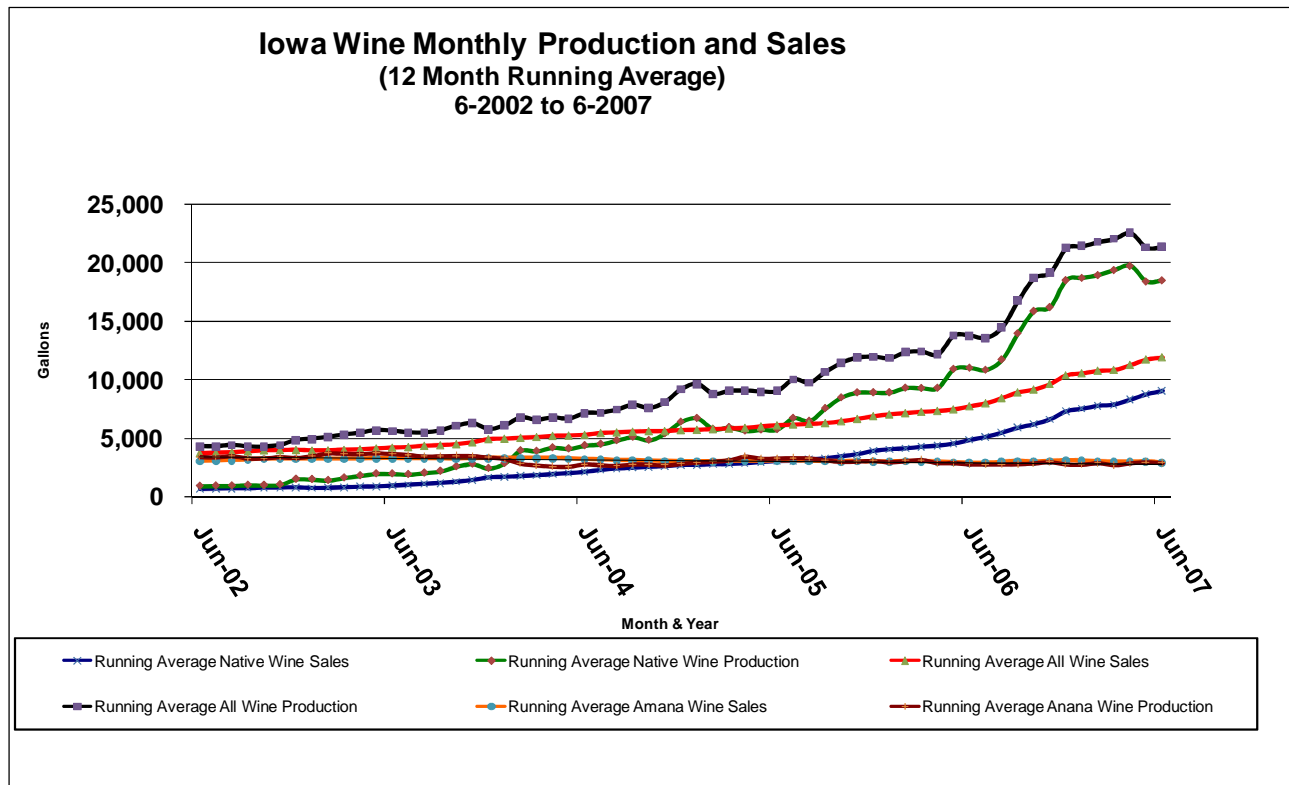
### ***Monitor Soybean Aphid Populations Online***

Reports are coming in from Northeast and Central Iowa that some farmers are starting to spray insecticides for soybean aphids in soybean fields. Populations seem to be rising rapidly. The Multicolored Asian Lady Beetle (MALB) population will also increase relative to the soybean aphid population. With time, soybean aphid populations could well increase statewide. The North Central Soybean Aphid Suction Trap Network can be assessed online to monitor populations across the Midwest. Aphid count reports from 43 sites (4 in Iowa) can be monitored online here: <http://www.ncipmc.org/traps/>

### ***Iowa Native Wine Production as of June 2007***

By Craig Tordsen, Iowa State University, [ctordsen@iastate.edu](mailto:ctordsen@iastate.edu)

Data collected from the Alcoholic Beverages Division of the State of Iowa indicates the number of licensed native wineries has increased to 67 as of June 2007 from 13 in July 2001. Annual wine production has increased from 51,500 gallons in June 2002 to 256,035 gallons in June 2007. The average monthly production of wine has increased from 4,293 gallons in June 2002 to 21,336 gallons in June 2007. The average monthly wine sales have increased from 3,744 in June 2002 to over 11,939 gallons in June 2007. The market value of the wine produced in the last year is \$15.4 million. The chart below represents the monthly sales and production of Iowa's wineries since June, 2002.



Another interesting fact is of the 67 licensed wineries in Iowa, 5 are in the Amanas, and 60 are spread across the state. Sixty Two wineries have reported a June 2007 inventory of wine from a low of 40 gallons to a high of 30,000 gallons. Five of the wineries have no production or sales as of June 2007. All five are *native wineries*.

### ***Iowa Wine and Beer Promotion Board Increases Event Funding to \$28,000***

The Iowa Wine and Beer Promotion board met on 7-16-07 and approved the fiscal year 2008 budget that runs from July 1, 2007 to June 30, 2008. The board increased the 2008 “Event” 50/50 grant program to \$28,000. This 50/50 grant program funded 20 events with \$23,602.26 in fiscal year 2007. The board made some modifications to the application process, including these key changes:

#### **1. Grant Amount:**

Two awards are allowed per group per fiscal year. Total budget for FY2008 is \$28,000, (Fiscal year is July 1, 2007 through June 30, 2008, or until funds are exhausted).

There are two levels of funding:

**Level 1:** Grant amount up to \$1,500 for a group of 3-9 native Iowa wineries OR native Iowa breweries.

**Level 2:** Grant amount up to \$3,000 for a group of 10 or more native Iowa wineries OR native Iowa breweries. (If there are less than ten licensed native Iowa wineries OR native Iowa breweries in the state, all of the licensed native Iowa wineries OR native Iowa breweries must be included in the group to qualify for funding.) Note: As of 7/16/2007 there were 69 licensed native Iowa wineries and four licensed native Iowa breweries.

**2. Deadline:** Applications will be accepted on an ongoing basis until funds are expended or June 30, 2008, whichever comes first. Application must be submitted a minimum of two months prior to the event, for example if an event is December 1 then the application must be in by October 1.

Information and application forms for The Iowa Wine and Beer Grant Program can be found here:

<http://www.iowawineandbeer.com/grant.html>

The Iowa Wine and Beer Promotion Board was formed by the State Legislature in 1986. The funding comes from a tax assessed on "native wholesale Iowa wine and beer that includes: \$5.89 per 31 gallons of beer and \$1.75 per gallon of wine. Board participants are class A wine or beer permit holders. In the case of brew pubs, those that also sell liquor or other wines do not qualify as native beer or wine establishments, and they don't pay tax into the special fund. Board members for fiscal year 2008 (July 1, 2007-June 30, 2008) are:

- Teresa Albert, Millstream Brewing Co., Amana.
- Bob Wersen, Tassel Ridge Winery, Leighton.
- LuAnn Reinders, research and welcome center manager, Tourism Office, Iowa Department of Economic Development.

### ***Wine Pricing & the 6-28-07 U.S. Supreme Court Leegin Decision***

The Supreme Court's June 28th ruling on "Leegin Creative Leather Products vs. PSKS, Inc. dba Kay's Closet," the Court ruled that it is now legal for a manufacturer to set the minimum price a distributor can charge for the manufacturer's goods. In the 5-4 ruling, Justice Anthony Kennedy's decision overturned the 1911 "Dr. Miles Medical Co. vs. John D. Park & Sons Co." decision, which until now, made it illegal to do so. Therefore, the new law applies to all manufacturers. (a)

The Leegin decision itself refers to three "factors" that should be considered in the Rule of Reason analysis:

1. The number of suppliers or retailers using resale price maintenance (the more subject to such agreements at either level, the more potential for an anticompetitive effect.
2. Whether retailers as opposed to the supplier are the source of the restraint, if so, it is more likely to be found illegal, and...
3. whether there is a "dominant" supplier or retailer with market power that could be abused. Wineries, micro distillers and similar suppliers of high end goods may wish to consider how these factors would apply to their circumstances in evaluating the pros and cons of adopting a minimum resale pricing policy. (b)

Chris Sackett, attorney with BrownWinick in Des Moines and IWGA member recently sent a letter to the IWGA board explaining this court ruling. The IWGA e-mailed this letter out to its members on 7-26-07. I would suggest contacting Chris Sackett directly for further clarification of this ruling and how it may affect your winery at 515-242-2470 or [sacket@brownwinick.com](mailto:sacket@brownwinick.com) (c)

(a) 7-26-07 - "The Supreme Court's Leegin Decision: What it means to you. By Gary Korb  
<http://cigaradvisor.com/news.cfm?id=422>.

(b) 7-2-07 Supreme Court Ruling Opens Door for Setting Retail Prices, Farella, Braun & Martel, LLP: <http://www.fbm.com/index.cfm/fuseaction/publications.home/publications.cfm>

(c) BrownWinick: <http://www.brownwinick.com/>

### ***Aug. 8<sup>th</sup>, IWGA Western Iowa Roundtable to be held at Prairie Crossing Winery***

The three roundtable meetings, the 3<sup>rd</sup> of which will be held August 8<sup>th</sup> are intended to give an opportunity to growers and winemakers alike to voice concerns, hopes and vision for the industry. It is also a chance for the IWGA Board to clarify and to share information with members regarding the direction they would like to see this industry heading.

The agenda for the 7-9pm, Wednesday, August 8<sup>th</sup> meeting will include the following discussion items:

- Making the Iowa Wine Industry Successful
- Barriers and Threats to the Iowa Wine Industry
- Establishing the First Mid-America Vintners Quality Alliance
- IWGA's Focus for 2007 and 2008

**Cost** – Free to IWGA members.

**Please RSVP** prior to noon, August 7<sup>th</sup> by calling the IWGA office at 800-383-1682.

**Directions** to Prairie Crossing Vineyard & Winery, 31506 Pioneer Trail, Treynor, IA 51575 (712-487-3812) can be found here: <http://www.prairiecrossingwine.com/contact.php#Directions>

### ***“Introduction to Wine” being offered this Fall at DMACC in Ankeny***

By Randall Vos, DMACC Viticulture Instructor, [rjvos@dmacc.edu](mailto:rjvos@dmacc.edu)

This fall DMACC is offering 2 sections of ‘Introduction to Wine’ on the DMACC Ankeny campus, one section meets during the day and the other in the evening. We will also be offering 2 new classes this fall, ‘Grape and Wine Science’ and ‘Cellar Operations and Technology’. The 2 new classes will be offered in a blended format where the theoretical portion is done online and then during the semester the students are required to come in for a 3 day lab session to ensure the practical components are covered as well. The registration is not fully open yet for these 2 classes but they are being offered this fall and registration will open soon. We will send out a notification when registration opens and also people can keep checking our website or contact us for more information.

Check this WWW site for class updates: <http://www.dmacc.edu/programs/viticulture/>

### ***Synthetic Cork, Screw Caps, Now Plastic Bottles! What’s Next?***

Is nothing sacred? Plastic bottles may be the next big move in wine packaging. They look like glass, bounce when dropped, use less energy to produce and are cheaper than glass. Sainsbury’s Supermarket Chain in England will soon start marketing their higher priced wine in plastic.

Plastic Fantastic, Is this the End of the Glass Wine Bottle, 7-25-07 Daily Mail:

[http://www.dailymail.co.uk/pages/live/articles/news/news.html?in\\_article\\_id=470825&in\\_page\\_id=1770](http://www.dailymail.co.uk/pages/live/articles/news/news.html?in_article_id=470825&in_page_id=1770)

Sainsbury’s Introduces the Plastic Wine Bottle:

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2007/07/25/nwine325.xml>

### ***Get Ready Grapes are Turning About 2-4 Days Ahead of Normal!***

Have you noticed that veraison is occurring sooner this year. Today (7-27-07) I heard of some Frontenac near Ames at 16 Brix. I tasted some Leon Millot and Edelweiss near Knoxville today that seemed like they could be harvested in 2 weeks. Bird damage is already being reported. WOW!! I decided to compare how many growing degree days base 50F (GGD) have accumulated this season compared to past seasons in Iowa. This would give me an rough idea of were we are with grape maturation.

The growth rates of insects and plants are dependent upon the amount of heat an organism receives during the season. Each species, whether a crop, weed, insect, or disease organism, is adapted to grow best over certain minimum temperatures and essentially ceases growth at its own maximum temperature. For corn we use 50F as the base temperature with 86F as the high. It just so happens that

this GDD base 50F fits well in predicting the growth, emergence, and development of many other organisms in the Midwest. The exact formula used to determine GGD's can be found here:

[http://www.maes.msu.edu/nwmihort/gdd\\_calculations.pdf](http://www.maes.msu.edu/nwmihort/gdd_calculations.pdf)

Iowa State University Agronomy Department maintains a network of 11 Mesonet automated weather stations across Iowa on the Internet. Past and current weather data can be compared by visiting the ISU Mesonet site. You can go in and compare GGD's at all 11 sites by date and year with a single click. I was quickly able to see that most of the sites were running 2-4 seasonal days ahead of normal using approximately 27 GDD's base 50F as a normal 24 hour day accumulation this time of the season. (Example:  $(68F \text{ low} + 86F \text{ high}) / 2 - 50F = 27 \text{ GDDs' base } 50F$ ). You can also go to the site here: <http://mesonet.agron.iastate.edu/GIS/apps/agclimate/gplot.phtml>

## ***Grape Growth Stages***

***Dormant*** - No visible indication of growth.

***Scale Crack*** - is the first visible indication of growth. A small crack occurs between the hard outermost bud scales as the bud begins to swell.

***Early Bud Swell*** - During First Swell (S-1), the bud has swollen out of the hard outer bud scale and is globular, light brown (dove-colored), and fuzzy. No green or pink is visible as of yet.

***Late Bud Swell*** - When Full Swell (S-2) occurs, the bud has elongated (about 1.5 to 2 times as long as wide) one or more bulges of leaf tissue are visible and appear green or pink. The bud remains closed around the growing point.

***Bud Burst*** - During the fourth step, Bud Burst (B), the leaves have separated at the tip, usually exposing the growing point. No leaf is, as yet, at a right angle to the growing stem.

***1-3" shoots*** - Expanded Shoot (ES) is the final step and occurs when the stem is 4-6 cm in length with 1-3 small leaves at right angles to the stem.

***4-8 " shoots*** - Shoots are 4 to 8 inches long. 10-16 " shoots 10-16 " shoots Shoots are more than 8 inches long. Flower Clusters are clearly visible. Many Growers talk about the number of leaves out perpendicular to the shoot.

***First Bloom*** - First flowers open.

***Bloom*** - Most of the flowers are open.

***Buckshot Berries*** - Berries are the size of buckshot pellets.

***Berry touch Berry*** - Touch or cluster tightening is when the berries begin to touch and it becomes impossible to protect the interior of the berry bunch from pests and diseases.

***Green Fruit*** - Berries are green and hard.

***Veraison*** - Berries soften and change color as they begin to ripen.

***Colored Fruit (reds) or Soft Fruit(whites)*** - Berries are soft and ripe colored as sugar content and berry size increase.

***Harvest*** The grapes are sweet enough to eat or use for juice or wine.

Michigan State University has an excellent grape growth stage site with pictures to describe each growth stage here: <http://web1.msue.msu.edu/fruit/grpgrw.htm>

## ***Neeto-Keeno WWW Stuff***

1. ISU Insect Information Notes: <http://www.ipm.iastate.edu/ipm/iin/>
2. Practical Winery & Vineyard Magazine Bookshelf. Excellent list of vine/wine

Books that can be ordered to enhance your library:

<http://www.practicalwinery.com/>

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

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