

## ***Wine-Grower-News #15***

Midwest Grape & Wine Industry Institute: <http://www.extension.iastate.edu/Wine>

August 17, 2007

*Information included in this issue includes:*

***Carroll County now boasts 6 vineyards and 2 wineries!***

***Final Northwest Iowa Viticulture Workshop – August 20<sup>th</sup>***

***Vineyard Signs are Worth 1,000 Words***

***Aronia Berry (Chokeberry) Field Day - August 25<sup>th</sup>, Missouri Valley, IA***

***Should You Consider Cold Storage?***

***“Vines & Wines” New DVD available for \$24.95***

***Illinois Direct Shipping Law Passes both House & Senate***

***Quote of the Week***

***TTB Suspends all AVA Petitions***

***2006 U.S Wine Sales Up 13<sup>th</sup> Consecutive Year***

***Neeto-Keeno WWW Stuff***



***John Guinan discusses winemaking at his Santa Maria Winery near Willey, IA***



***Tour group dines on hot dogs and sips some Spotted Horse Vineyards wine.***

***Carroll County now boasts 6 vineyards and 2 wineries!***

The ISU Carroll County Extension office organized a tour of 3 vineyards on the evening of Thursday, August 16<sup>th</sup>. The weather was perfect, as were the hot dogs that Dennis Molitor, Carroll County's Extension Director cooked up. The following vineyards hosted a group of 18 people on this tour:

Dale, Virginia and son Scott Schweers of Spotted Horse Vineyards & Winery near Arcadia, Iowa, <http://www.spottedhorsevineyards.com/>, Dennis and Julie Kennebeck's 4 acre newly planted vineyard located south of Carroll and John & Rosey Guinan's Santa Maria Vineyard and Winery located at Willey, Iowa.

Approximately 2 years ago the Carroll County Extension office sponsored a series of 4 viticulture and winery classes. About 20 people attended this series. There were only two commercial vineyards

comprising about 4 acres of grapes at that time. Today, Carroll County boasts 6 vineyards covering approximately 20 acres and two wineries. What a success story for such a short period of time! I think we will hear a lot from this group of vineyard & winery entrepreneurs in the future.

### ***Final Northwest Iowa Viticulture Workshop – August 20<sup>th</sup>***

**What:** Pre-Harvest & Harvest Issues, and Fall Clean-Up

**Where:** Richard Black Farm, 3228 Xenia Ave. Northwest of Farnhamville

From Rinard, Iowa go 2 miles east on county road D46 and then 1 1/4 miles south on Xenia Avenue. From Farnhamville go 2 1/2 miles west on Highway 175 then 3 3/4 miles north on Xenia Avenue. Farm is located on the east side of the road

**When:** 6 – 9 p.m., Monday, August 20<sup>th</sup>, 2007

**Who:** Dr. Paul Domoto, ISU Extension Fruit Specialist

**Cost:** \$12 each

**Sponsored by:** Richard Black, ISU Extension – Calhoun County

**Further info & Registration:** Contact ISU Calhoun Co. Extension office at: 712-297-8611  
or [jwchizek@iastate.edu](mailto:jwchizek@iastate.edu)

**Meeting Flyer:** <http://viticulture.hort.iastate.edu/events/07nwiggevents.pdf>

### ***Vineyard Signs are Worth 1,000 Words***



***Rod & Cathy Wilson  
Milo, IA***



***Chrisa Mari Vineyard  
Pierce, SD***



***Cattle Ear Tag  
JJ-T Vineyard, Knoxville, IA***



***White Oak Winery  
Cambridge, IA***



***James Arthur Vineyards  
Raymond, NE***



***Illinois Vineyard?***

I must admit that have a pet PEEVE! I hate walking into vineyards that do not have designated grape variety signs on the trellis posts. I am not good enough to be able to tell all the varieties apart and get tired of always asking while walking through the vineyard. Whether they be visitors or workers, signs are worth 1,000 words. Every vineyard should consider a vineyard sign at the end of each trellis row. Including the block or row number is another good idea. Tourist information, record keeping, and employee directions are all aided with trellis row signs.

Trellis row signs need not be elaborate or costly. Some vineyards simply purchase blank cattle ear tags for approximately 75 cents to \$1.00 each and write on them with a permanent marker. Another source of cheap signs can be utilized by purchasing a 10' roll of white 6" wide aluminum flashing from a discount home supply store for around \$6.00. The flashing can be easily cut into small signs, printed on with a \$5.00 black paint pen and stapled onto a post.

### ***Aronia Berry (Chokeberry) Field Day - Sat. August 25<sup>th</sup>, Missouri Valley, IA***

**What:** Aronia Berry (Chokeberry) Field Day

**Where:** Vaughn & Cindy Pittz, ph: 712-648-2432, vpittz@iowatelecom.net  
Sawmill Hollow Inc., 2159 Kennedy Ave, Missouri Valley, IA 51555-8045  
Located approximately 7 miles north of Missouri Valley in Harrison County.  
Use Rand McNally for detailed map: <http://www.randmcnally.com/>

**When:** 9 a.m. – noon, Saturday, August 25, 2007

**Cost:** Free!

**Pre-Registration Required:** Contact Eldon Everhart at 712-249-3868 or everhart@iastate.edu

**Speakers:** Vaughn Pittz, Sawmill Hollow Inc.

Dr. Eldon Everhart, ISU Extension Horticulture Specialist

This field day will be about sustainable organic commercial production and home garden culture of black chokeberry (*Aronia melanocarpa*). Talks will be repeated two to three times during the field day. The field day will be at a farm owned by Vaughn and Cindy Pittz, known as Sawmill Hollow Inc. Aronia berries contain high levels of vitamins, antioxidants, and polyphenols that reduce the potential for cancer and heart disease. They are native to the Midwest and are well adapted to commercial berry production. They are easy to grow and highly productive. Field day participants will get to sample and purchase jams, jellies, juice, and other products made from Aronia berries. Aronia plants will also be available for sale.

1. Winemaking with Aronia Berries: <http://winemaking.jackkeller.net/aronia.asp>
2. "Aronia Berries, What's Their Potential" Washington State University Report: [http://mtvernon.wsu.edu/frt\\_hort/aronia01.htm](http://mtvernon.wsu.edu/frt_hort/aronia01.htm)
3. Aronia Berry Wine - Indiana State Fair (2001) Gold Medal Award winner: [http://www.ferrinsfruitwinery.com/santas\\_secret.htm](http://www.ferrinsfruitwinery.com/santas_secret.htm)

### ***Should You Consider Cold Storage?***

A good rule of thumb for hand harvesting grapes is to start at dawn and quit by 11 a.m. on hot days and then get the grapes delivered to the winery within 2-4 hours. Quite frankly, most of our vineyards have trouble following this rule. They often just don't have enough labor to get the picking done before the grapes start to warm up in the afternoon sun. It takes a lot of energy to cool down hot grapes!

A University of Illinois survey completed in 2004 indicated that 31% of the reporting vineyards had access to cold storage for their grapes. Having the ability to store your picked grape crop for short periods of time prior to delivery is a key marketing weapon to gather higher prices and manage your workforce more efficiently. Your intended customer will perceive and probably receive a higher quality product at a time that is convenient for both you to deliver and the winery to receive

There are only a few vineyards or wineries in Iowa today that have cold storage available. A few vineyards that I know of have purchased or leased used refrigerated semi-trailers or single axle refrigerated trucks. I know of one vineyard that purchased a used milk delivery truck with an electric cold plate you plug in at night and then it keeps the truck cool all day when delivering the grapes. A few wineries have fixed cold storage rooms. I recently visited a Wisconsin vineyard that put a oversized window air conditioner on a garage. They could easily get the temperature down to about 60°F and keep the grapes fresh for several days prior to shipment.

More Iowa vineyards should consider building, purchasing or leasing cold storage space to use during harvest. Grapes will easily keep several weeks after maturity if picked and stored in at 30-32°F with 85 to 90% humidity. (2) I really doubt if many Iowa vineyards would need such low temperatures to store several weeks but, it can be done. The cold storage industry is very mature. There are many commercial dealers available to lease or purchase from. Short period leasing is common in the industry.

So what kind of cold storage should you get? Here are just some of the many factors to consider:

- a. Electric, diesel or propane cooling units
- b. Type of refrigerant gas
- c. Indoor or outdoor storage
- d. Semi-trailer, straight truck, pull type trailer, fixed facility
- e. Build, rent or buy
- f. New or used
- g. Cooler or fast freezing unit
- h. Wheeled or on skids

The following WWW resources should help guide you in your decision:

1. 2004 Illinois Grape & Wine Survey by Univ. of IL in Urbana: <http://www.illinoiswine.org/resources/grapewineindustry.pdf>
2. Growing Grapes in MO – Harvesting Chap. page 70: <http://mtngrv.missouristate.edu/Publications/grapeguide.pdf>
3. “Storage Options for Fruits & Vegetables: KSU publication: <http://www.oznet.ksu.edu/library/hort2/mf1030.pdf>
4. Portable Cold Storage Inc.: <http://www.portablecoldstorage.com/>
5. S & L Vineyards, Lodi, CA cold storage: <http://slvineyards.com/coldstorage.asp>
6. Sundale Vineyards builds new 3.6 mm sq. ft. grape cold storage facility, Jan. 2001, HPAC Engineering: <http://www.hpac.com/Columns/DesignSolutions/Article/23999/>
7. “Optimum Storage Conditions for Fruits” India Institute of Technology: [http://www.indiaagronet.com/indiaagronet/Technology\\_Upd/contents/cold\\_storage.htm](http://www.indiaagronet.com/indiaagronet/Technology_Upd/contents/cold_storage.htm)
8. American Cold Storage price list for fixed standard box units: [http://amtecs.biz/\\_wsn/page3.html](http://amtecs.biz/_wsn/page3.html)
9. Cold Storage Facilities in Iowa: [http://www.manta.com/mb\\_44\\_A90DE\\_16/refrigerated\\_warehousing\\_and\\_storage/iowa](http://www.manta.com/mb_44_A90DE_16/refrigerated_warehousing_and_storage/iowa)
10. Refrigerated Trailers for Rent, Nationwide Service: <http://refrigeratedtrailers.com/>
11. Polar King International – Sales & Rental: <http://www.polarking.com/coolersandfreezers/>
12. Barr, Inc. Oskosh, WI – Worlds Largest Inventory of new and used walk-in, drive-in refrigeration: <http://www.barrinc.com/>

## ***“Vines & Wines” New DVD available for \$24.95***

"*Vines & Wines: A Complete Video Guide to Growing Grapes and Starting a Winery*" is a new DVD in the series of presentations made at the 2006 Ohio Farm Science Review Small Farm Center. The first half of the 60 minute DVD covers the raising of various types of grapes whether in a backyard or large vineyard. Presenter Maurus Brown is a well known Extension Educator and considered one of the best in his field. Brown covers grape types, rootstock, pest, diseases and planting show examples on a large number of PowerPoint slides.

The second half of the DVD features Todd Steiner from Horticulture and Crop Sciences at OSU. Steiner guides the viewer through the planning of a winery including legal aspects, and gives tips on what you will need to set up a small or large winery. Once again, the extensive use of PowerPoint slides adds much to the presentation.

The DVD is produced by Pleasant Valley Productions in cooperation with the Sustainable Ag program of Ohio State University Extension and is available on the web here:

[http://www.back40books.com/get\\_item\\_pvpd-3004.htm](http://www.back40books.com/get_item_pvpd-3004.htm)

## ***Illinois Direct Shipping Law Passes both House & Senate***

House Bill 429 sailed through both chambers of the state legislature this week. The bill, which awaits the signature of Gov. Rod Blagojevich, will allow direct shipments to consumers from in- and out-of-state wineries alike—but will end direct-to-consumer shipments from out-of-state retailers to Illinois residents. If signed, the law will go into effect in July of 2008. Consumers have been permitted to order and receive wine shipments from out-of-state retailers since 1992. Illinois previously was a reciprocal wine shipping state. This new law is supposed to bring Illinois into compliance with the *Grandholm vs. Heald* Supreme decision, and grants authority to wineries to ship up to 12 cases of wine annually to customers in Illinois—but it does not grant equal rights to Illinois and out-of-state retailers.

The bill had support from a wide range of special interests, including the California Wine Institute, which represents California wineries, as well as the Associated Beer Distributors of Illinois. Since 2000, according to campaign contribution reports, Illinois distributors of alcohol have donated \$5.4 million to Illinois politicians. No other state in the country has recorded liquor-related donations surpassing that total in the same time.

Tom Wark, executive director of the Specialty Wine Retailers Association in Sacramento, California called the bill unconstitutional. He and other direct shipping concerns will most likely file a lawsuit against this new law.

1. Illinois Wine Direct Shipping Bill Passes to Cheers and Jeers- 8-10-07, Wine Spectator Online:  
<http://www.winespectator.com/Wine/Features/0,1197,3938,00.html>

## ***Quote of the Week***

*“But the rapid growth of wineries in recent years - the state Liquor Control Board estimates a new winery opens in Washington State every 6 days.”*

Taken from 8-16-07, "Wine agencies split amid industry growth" Walla Walla Union Bulletin:  
[http://www.union-bulletin.com/articles/2007/08/16/local\\_news/local02.txt](http://www.union-bulletin.com/articles/2007/08/16/local_news/local02.txt)

### ***TTB Suspends all AVA Petitions***

The U.S. Treasury Tax and Trade Bureau (TTB) has suspended any more requests for American Viticultural Areas (AVA's) while they take time to review the current process.

1. "The Big Freeze: Money and Politics Stop AVA Petitions in Their Tracks" 8-9-07, Appellation America.com:  
<http://wine.appellationamerica.com/wine-review/453/AVA-Petitions-Suspended.html>

### ***2006 U.S Wine Sales Up 13<sup>th</sup> Consecutive Year***

According to the Adams Wine Handbook, total U.S. wine sales for 2006 were up 3.4%. Domestic wine sales were up 2.6% with the following top 3 leading brands:

- a. Franzia Wine Taps – 22.8 mm cases
- b. Carlo Rossi – 12.7 mm cases
- c. Twin Valley – 8.9 mm cases

Imported wine sales were up 5.7% in 2006 with these top 3 leading brands:

- a. Yellow Tail – 8.1 mm cases
- b. Cavit – 3 mm cases
- c. Concha y Toro – 2.7 mm cases

1. "U.S. Wine Drinkers Finding More to Like Every Year" 8-13-07 Street Insider:  
<http://www.streetinsider.com/Press+Releases/U.S.+Wine+Drinkers+Finding+More+to+Like+Every+Year/2869607.html>

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

1. Wine Answers.com: <http://wineanswers.com/>
2. Afton Mountain Vineyards & Winery, Afton Va. Check out their excellent photo gallery show: <http://aftonmountainvineyards.com/>

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

Please reply with the word "unsubscribe" in the Subject Line if you wish to no longer receive this newsletter.

Michael L. White,  
ISU Extension Viticulture Specialist  
909 East 2nd St. Suite E, Indianola, IA 50125-2892  
ph: 515-961-6237, fax: 6017 or [mlwhite@iastate.edu](mailto:mlwhite@iastate.edu)

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.