

Wine-Grower-News #18

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

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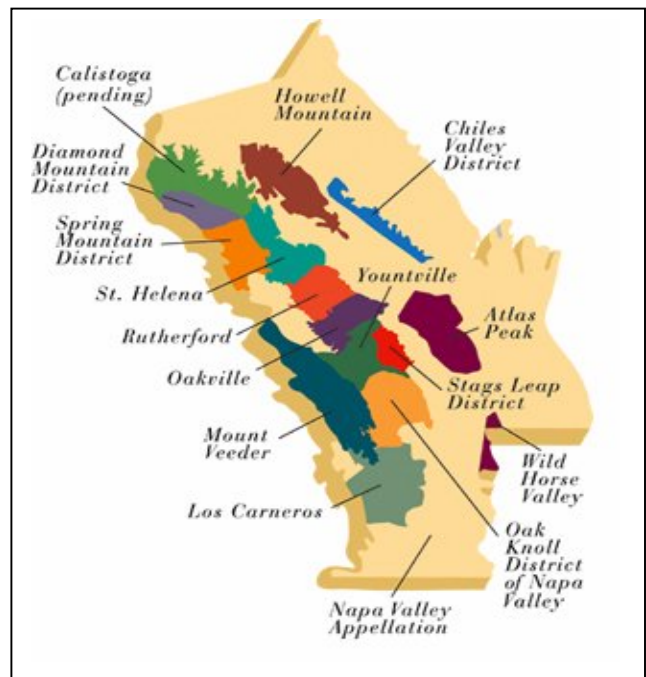
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Brief History of Napa Valley

Napa Valley is known throughout the world as the premier wine growing area in the U.S. The 290+ wineries in Napa Valley produce 4% of California's wine. The 45,275+ acres of grapes in Napa Valley represents approximately 5% of the entire U.S. acreage. The valley itself is about 38 miles long and 20 miles wide consisting of 485,120 acres, just over (758 square miles).



***Napa Valley American Viticultural Area
(AVA) has 14 sub-AVA's***

Pictures courtesy of Napa Valley Vintners Assn.

Napa Valley is truly a unique place. The Valley lures people from all over the world to its wineries, vineyards, restaurants, mineral springs and health spas. Napa Valley is a 1 hour drive north from San Francisco and 7 miles west of I-80. The average rainfall runs around 24" per year. January temperatures range from 37 – 58°F in January and 52 - 82°F in July. Light winds prevail from the southwest with relative humidity's ranging from 80% in the winter to 62% in the summer. It truly is a beautiful and "EXPENSIVE" place to live. Undeveloped vineyard land typically sells for \$150,000 to \$200,000+ per acre (if available) with a zoning ordinance requiring 40 acre minimum sale divisions. Below is a brief history of the Napa Valley Wine Industry:

- 2000 BC -1938 Native Wappa Indians succumb to small pox and other "white man" diseases. The Wappa Indian word "Napa" means Land of Plenty".
- 1846 – George Calvert Yount established first homestead in Napa Valley at Yountville and planted the first winegrapes.
- 1848 – California Gold Rush & Napa City founded by Nathan Combs
- 1858 – Napa Valley silver rush
- 1858 – Charles Krug produced 1,200 gallons of wine using a cider press in first commercial winery. (This winery is now the Mondavi Family Winery)
- 1860 – Charles Krug planted grapes on land near St. Helena, CA
- 1889 – 140 Napa Valley wineries in operation
- 1874 – Napa City reincorporated as the city of Napa
- 1875 – Charles Krug organized St. Helena Viticultural Club and was its first president
- 1880 – Robert Louis Stevenson moved to Napa Valley
- 1884 - Anton Nichelini established "Nickelini Winery" the oldest family owned/operated winery in Napa Valley
- 1893 – ½ of the vineyards in Napa Valley infested with phylloxera louse
- 1920 – Prohibition
- 1932 – Christian Brothers moved their wine making operation to Napa Valley
- 1933 – Prohibition repealed. Of the 60 wineries that started up after prohibition, only 3 survive today: Christian Brothers, Louis Martini Family Winery and Mondavi Family Winery.
- 1943 – Napa Valley Vintners Assn. started to meet on a regular basis for good food and wine. The association is dedicated to sell Napa Valley wine domestically and abroad.
- 1953 – 500,000 gallons of wine produced in Napa Valley
- 1963 – 500,000 people visited Napa Valley Wineries
- 1975 – Napa Valley Grape Growers Association established
- 5-24-76 Famous French vs. California blind wine testing contest judged by a group of France's greatest wine experts. California reds and whites were ranked above France's. The French wine monopoly was permanently crushed!
- 2-27-81 Napa Valley Created as 1st American Viticultural Area (AVA) in U.S. There are now 14 AVA's within the Napa Valley AVA with a 15th pending approval.
- 1981 – 1st Napa Valley Wine Auction sponsored by Napa Valley Vintners Association held at Meadowood Resort. Today it is the worlds most successful charity wine auction.
- 1983 – 400,000 people toured the Christian Brothers Greystone Winery
- 1990 - Number of wineries in California tripled to over 900
- 6-10-07 A record \$9.8mm collected over a period of 4 days at the Napa Valley Vintners annual Charity Wine Auction
- 2007 – 290+ wineries in Napa Valley

1. Napa Valley Vintners Assn

a. History –Timeline:

http://www.napavintners.com/about/ab_2_overview.aspx

- b. Industry Statistics:
http://www.napavintners.com/about/ab_4_ncindustry.aspx
- c. Napa Valley Vinters Assn video – excellent!:
http://www.napavintners.com/about/ab_1_poetry.aspx
- 2. Napa Valley Grape Growers Assn: <http://www.napagrowers.org/>
- 3. Napa Links-History: <http://napalinks.com/history.htm>
- 4. Napa History.com: <http://www.napahistory.com/default.htm>
- 5. Napa Valley Wine Tours: http://www.inetours.com/PagesWT/WTareas/Napa_Valley.html
- 6. Sight Seeing World: <http://www.sightseeingworld.com/SanFrancisco/winecountry.htm>
- 7. List of Napa Valley Wineries: <http://www.napavalleyonline.com/directory/wswine.html>
- 8. 2005 Napa Valley Wine Industry Economic Impact Study:
http://www.napavintners.com/downloads/visitor_profile_study.pdf
- 9. Printable Map of Napa Valley: http://napavalley.com/visitorsinfo/Napa_Valley_Winery_Map.pdf

Preparing the Post Harvest Vineyard – A To-Do List

The harvest is finally over and now is the time to start preparing the vineyard for winter and your next crop. Here is a general post harvest “To-Do” list for this fall:

- a. Continue to monitor for Powdery mildew and Downey mildew foliar diseases and apply fungicide sprays if needed. Heavy disease pressure can prematurely defoliate and lessen the photosynthate root and trunk reserves necessary to carry the vines through winter.
- b. Remove grow tubes to help plants acclimate to colder temperatures.
(ideally this should be done in August)
- c. Remove debris, old prunings, mummies, and dropped fruit from the vineyard and either burn or compost outside of the vineyard.
- d. Soil sample those special problem areas identified during the season.
- e. Apply non-nitrogen fertilizers and lime as required by a soil sample analysis.
- f. Move mulches away from the trunk so that rodents will not set up house and girdle the trunk during the winter.
- g. Remove bird netting and store in rodent proof areas or containers.
- h. Inspect and repair trellis.
- i. Reduce trellis wire tension prior to winter. An 80° - 20°F drop in temperature on a 12.5 ga. high tensile wire 500’ long can increase the wire tension by 130 pounds.
- j. Shut down electric deer and/or raccoon fencing.
- k. Apply 2,4-D to the vineyard turf between the rows if broadleaf weeds are present and aesthetics are a concern. Wait unit after the first killing frost in mid-October. Keep the 2,4-D on the turf and away from the trunks.
- l. Apply glyphosate (Roundup) to perennial weeds under the vineyard wire. October is a good time to do this before soil gets too cold in November.
- m. Consider dormant applications of herbicides like Princep, Surflan, Chateau, or Karmex in late October to early November. Do not apply to frozen or snow covered soils. Use the higher rates listed on the label. This will free up valuable time in the spring. An early summer touch up with post-emergent herbicides will be necessary in most cases for season-long weed control.
- n. Identify prolonged wet areas of the vineyard and consider subsurface tile installation or surface drainage options..
- o. Soil sample future vineyard expansion sites, apply fertilizer and lime if needed, incorporate into the soil.
- p. Order grapes plants for next year.

- q. Clean up your sprayers and pump antifreeze solution through the spray systems.
 - r. Perform year end maintenance to all tractors, mowers, etc. so that they will be ready to go next spring.
 - s. Begin building your vineyard action plan for next year.
 - t. Last but not least – ***DETERMINE IF YOU REALLY WANT TO WORK THIS HARD!***
1. Fall, 2004 Missouri State Grape Newsletter:
<http://mtngrv.missouristate.edu/GrapeNewsletter/V3Fall04.pdf>
 2. “Post Harvest Vineyard Care” Univ. of NE Vine Lines, Sept. 2002:
<http://agronomy.unl.edu/viticulture/september2002.htm>
 3. “Annual Care for Bearing Vineyards – ppt” Eli Bergmeier, 1-29-05:
<http://viticulture.hort.iastate.edu/info/pdf/anncarebearingvineyards.pdf>
 4. 2007 Midwest Small Fruit Spray Guide: <http://www.hort.purdue.edu/hort/ext/sfg/>

Wine Analysis Made Easy

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Wonder what’s in your wine? Find out by sending a sample to the Wine Lab at the Midwest Grape and Wine Industry Institute. Being part of ISU Extension, we offer detailed analysis of wine and juice at reasonable prices. We can also teach you how to perform basic tests at your own facility. Check out our services at www.extension.iastate.edu/Wine/lab.htm to see what we can do for you.



Sebastian Donner discussing wine analysis with Nancy Litch, co-owner/winemaker of Old Bank Winery in Kanawha

40% of Normal Missouri Winegrape Crop Expected for 2007

Missouri wineries produced 958,000 gallons of wine in 2006, coming in as the 11th most productive state in the nation. This is approximately 4 times the 246,000 gallons produced in Iowa in 2006. Both of these figures pale in comparison to the 713 million gallons produced in California. Missouri vineyards are reporting a 85 -100% loss of some varieties with total losses expected to come in at around 60% of normal due to the Easter Freeze and heavy bird damage during this harvest season. The economic value of this loss is estimated to be between \$2 -\$3 million. Missouri wineries will need to ship in grapes and juice from the east and west coasts to meet demand.

1. “Missouri Wineries Expect a Tiny Harvest” 9-3-07, AP Press:
<http://ap.google.com/article/ALeqM5hlqGFjYIKqBmpwy3TSTnz7WN382Q>

Online Wine Making Guides & Recipes:

1. UC Davis Home Wine Making Guide online:
<http://wineserver.ucdavis.edu/content.php?category=Winemaking>
2. Nick Truman's Wine Making Website:
<http://home2.btconnect.com/ntruman/wine/vinefollywine.htm>
3. Wine Making Homepage by Jack Keller:
<http://winemaking.jackkeller.net/>
4. Jack Keller's Wine Blog:
<http://sarwg.jackkeller.net/ourrecip.asp>
5. Home Wine Maker Manual by Lum Eisenman:
<http://www.geocities.com/lumeisenman/contents.html>
6. Dina's Wine Page: <http://www.angelfire.com/hi/qheic/wine.html>
7. San Antonio's Regional Wine Guild Recipes:
<http://sarwg.jackkeller.net/ourrecip.asp>
8. E.C. Kraus Inc. List of Wine Recipes:
<http://www.eckraus.com/wine-making-recipes.html>
9. Dandeline and Stawberry Wine recipe's, Beer-Wine.com
<http://www.beer-wine.com/Wine-Making-Recipe.html>
- 10 Wine Recipes, Grape Stompers.com:
<http://www.grapestompers.com/recipes.htm>

U.S. Table Wine Volume Share by Color

COLOR	1991	1995	2004	2005	2006
Red	17%	25%	41%	42%	42%
White	49%	41%	40%	41%	42%
Blush	34%	34%	19%	17%	16%
TOTAL	100%	100%	100%	100%	100%

U.S. Supermarket data from The Nielsen Company

http://www.wineinstitute.org/industry/statistics/2007/wine_sales.php

New York Wineries Required by Law to post Grape Prices by August 15th Each Year

Grape prices generally reflect the increased overall demand, as well as the variations in demand among different varieties. Average price per ton is lowest among the Native American (*labrusca*) varieties, significantly higher for French-American grapes, and highest for European (*Vinifera*), although the respective "yields" (tons per acre) somewhat offset that disparity; Native American varieties yield most, followed by French-American and European. **New York State law requires that by August 15 wineries announce prices they will pay for different grape varieties, which cannot change during the harvest season.** Native varieties Concord (\$235), Catawba (330) and Niagara (215) remained roughly the same as last year, while Diamond (431) reflected increased demand due to all the Gold medals won in major competitions. French-American varieties like Baco Noir (631), Cayuga (632), Seyval (627), and Vidal (675) have clearly rebounded from lows of a few years ago, with Vignoles (803) and Traminette (1067) showing particular strength due to competition results, which are also driving up prices for Late Harvest Vignoles (1450) and Late Harvest Vidal

(2000!). European white wine varieties like Chardonnay (1375), (Riesling (1675), and Sauvignon Blanc (1633) are also strong, now joined by Pinot Blanc (1500) and Pinot Gris (1634); red wine varieties Cabernet Franc (1560), Cabernet Sauvignon (1815), and Pinot Noir (1675) were topped by Merlot (1968), for which Long Island is particularly well known. Not surprisingly, the prices paid for the different types of grapes are reflected in the prices of the wines on the shelves.

Taken verbatim from “ The Wine Press” 9-2-07 newsletter, New York Wines.org:
http://www.newyorkwines.org/maillist/learn_more.asp

Quote of the Week

“*Management of the tasting room is essential to your wine marketing effort. How things come off in that room will make or break your wine sales ability.*” Wine Group International - Global Wine Marketing & Consulting: <http://winegroupinternational.com/managment.html>

Neeto-Keeno WWW Stuff

1. Northwest Grape Network Vineyard Establishment Cost Online Calculator either juice or wine grapes grown either organically or conventionally. Sponsored by Washington State Wine Industry and USDA-Risk Management Agency: <http://www.nwgrapecalculators.com/>

2. Everything You wanted to know about American Viticultural Areas (AVA's), CA Wine Institute: <http://www.wineinstitute.org/industry/ava/>

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

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