

Wine-Grower-News #23 (next issue in 2 weeks!)

November 9, 2007

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

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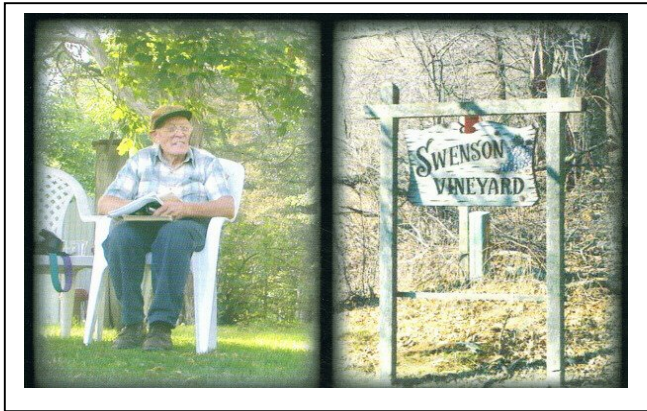
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Neeto-Keeno WWW Stuff

Who was Elmer Swenson?

Just about everyone who has been involved with cold climate grapes knows who Elmer Swenson was. Still, there are many newbies in this industry who need to be informed about this humble man. John Marshall of Great River Vineyard & Nursery located in Lake City, Minnesota once called him the patron saint of northern grape growing.

Elmer first became interested in grapes at the age of 5 when his grandfather gave him a book on grape growing “*Foundation of American Grape Culture*” by T. V. Munson. He then converted some land on the family’s 120 acre homestead in Osceola, Wisconsin in the early 1940’s to grapes. After taking over his grandfather’s farm, marrying and starting a family, he ordered 15 French hybrid cuttings and started his own vineyard laboratory in 1943. Elmer attended a University of Minnesota open house introducing some new grape varieties in 1944. Several of these varieties made it back to the Swenson farm. He cultivated his vines quietly for the next 25 years as he ran the dairy farm and raised two sons and two daughters with his wife, Louise. Then, in 1969 he took a basketful of grapes back to the Horticultural Research Center in Chanhassen, MN. The breeders were very impressed at how well the grapes tasted. Elmer walked away from the farm with a job as the senior plot manager. Not bad for someone who had not even graduated from high school.



Elmer Swenson , August of 2004.

Photos courtesy of Mark Hart. More pictures: <http://www.littlefatwino.com/trippictures3.html>

In 1978, Swenson and the University of Minnesota jointly released two of Swenson’s table grape creations: Edelweiss and Swenson Red. Elmer retired from the UMN soon after these two grapes were released to go home and continue to breed grapes. Swenson and another breeder and teacher formed a corporation in the mid-1980’s to develop and market grape varieties. The corporation was dissolved 10 years later when the royalties didn’t make enough to do the research. Still, this team managed to patent St. Croix, St. Pepin, LaCrosse, Esprit and Kay Gray.

Elmer Swenson died at the age of 91 on December 24, 2004. The results of his grape breeding efforts will be around for many, many years. The progeny of his breeding are now being planted around the world. Here is a list of Elmer Swenson varieties that have been named. There are many more numbered varieties breeders are continuing to work with.

Red Wine Grapes	White Wine Grapes	Table Grape/Desert Wine	
Delisle	Aldemina	Alpenglow	Edelweiss
Petite Jewel (seedless)	Esprit	Kay Gray	Kandiyohi
Sabrevois	LaCrosse	Louise Swenson	Lorelei
St. Crois	Prairie Star	Shannon	Magenta
Trollhaugen (Seedless)	St. Pepin	Swenson White	Montreal Blue
	Briana		Norway Red
			Somerset(seedless)
			Swenson Red

Variety listed were taken from from Soren Larsen’s Elmer Swenson’s Grape Breeders page: http://www.winemanager.com/slarsen/Grapebreeders/ES_parent.htm and from Bruce Smiths 11-11-06 presentation of Elmer Swenson’s varieties at the University of Nebraska: <http://agronomy.unl.edu/viticulture/New%20Cultivars%20Presentation.pdf>

Information for this article came from various articles and information posted on the Blue Door Vineyard’s - Elmer Swenson Blog page: <http://www.grapelog.com/2006/09/13/elmer-swenson/>

Cross Merchandizing by Using Grocery Store Pausing Areas

Cross merchandizing involves selling one item in connection to another item. Setting up a salad dressing display next to the lettuce in the produce department would be an example of cross merchandizing. You can do the same with wine. Grocery store marketing research shows that the meat department is one of the longest “pause areas” in a grocery store, followed by the dairy, produce and floral departments. Pause areas are where large numbers of people will pause to consider important shopping choices. (a)

The holiday season is here. See if the grocer who is carrying your wine would be willing to let you display that sweet red or white next to the turkey or semi-dry white next to the chicken. Better yet, how about that dry *Iowa* red wine next to the *Iowa* Angus beef. The dairy department could certainly

use a wine display next to the cheese and the floral department is just begging for your locally produced Iowa wine display.

(a) Taken from “Successful Wine Marketing” Chapter 14 “Creating Pull Through” by Patrick Dore, VP of marketing & sales, ASV Wines.

“Community” instead of “Industry”

Often it is not what you say, but how you say it. Karen Ross, President of the California Association of Winegrape Growers encourages her members to use the word Community instead of Industry when referring to grape growers and wine producers. I agree! The word “Community” does put forth a warmer feeling of a group of growers and winemakers working together. Com by ya!

Freeze Damage Workshop being held in Columbia, MO on Dec. 5 & 6, 2007

What: Understanding and Preventing Freeze Damage in Vineyards

When: 8 AM to 7:30 PM, Wednesday December 5th, 2007

8 AM to 1 PM, Thursday, December 6th, 2007

Where: Memorial Union on the University of Missouri campus in Columbia, MO:

<http://map.missouri.edu/memorial-union-north.htm>

Cost: \$150 per person – Includes all workshop materials, printed proceedings, Wednesday evening reception, parking pass for on-campus parking, and break refreshments and lunch on both days.

Lodging: A block of rooms has been reserved for the evenings of Dec. 4 & 5, at the Holiday Inn Executive Center at \$79.95/night. You can make reservations by calling (573-445-8531):

http://www.ichotelsgroup.com/h/d/sl/1/en/hotel/coucc?_requestid=576491

Registration and Workshop brochure can be found here: <http://iccve.missouri.edu/events/>

Attendance limitation: 165 people

Host: Institute for Continental Climate Viticulture and Enology (ICCVE) at the University of Missouri.

Questions to: Eli Bergmeier at bergmeiere@missouri.edu or (573-882-8802)

Commercial Winegrape 101 Series – Nov./Dec. in Mason City

Times: 6 PM Registration, 6:30 PM to 9:30 PM Presentations

Where: Cerro Gordo ISU Extension Office, 2023 South

Federal Ave. Mason City, IA (641-423-0844)

Location: <http://www.extension.iastate.edu/cerrogordo/>

Who: Mike White, ISU Extension Viticulture Specialist

Nov. 20th - Introduction to the Iowa Vine/Wine Industry

Tuesday - AgMRC DVD Vine/Wine Video Series

- Grape Growing 101 Overview & Costs

Nov. 27th - Winegrape Cultivars

Tuesday - Trellis Systems

- Pruning & Canopy Management

Dec. 4th - Weed Control in the Vineyard

Tuesday - Disease Control in the Vineyard

- Vineyard Sprayers

Dec. 11th - Insect Control in the Vineyard

Tuesday - Animal Control in the Vineyard

- Establishing a Small Winery
Mt Valley Winery (Guest Speaker)

Notes: A CD of all the presentations, grape spray guides, etc. will be provided to all attendees at the end of this series. \$5 each for additional copies of CD. Refreshments will be provided.

Cost: \$25 / person / session or \$89 for all four sessions. Pay at the door. Maximum of 30 people.

Registration Required: Contact the Cerro Gordo County ISU Extension office at (641-423-0844) or verna@iastate.edu **Registration Deadline** – noon, Monday, Nov. 19th, 2007.

2008 MGGA Cold Climate Grape & Wine Conference - Feb 14-16, 2008

What: 4th Annual Cold Climate Grape & Wine Conference

When: 6PM – 9PM, Thursday, Feb. 14, 2008

7:30PM – 9PM, Friday, Feb. 15

7:30PM – 7PM, Saturday, Feb, 16

Where: Holiday Inn Select Hotel, Bloomfield, MN : <http://www.himspairport.com/>

Conference Brochure:

https://app1.associationonline.com/amos/mngrapes/uploaded_images/Documents/Brochure%202008.pdf

Online Registration:

https://app1.associationonline.com/amos/mngrapes/registration/public_event_register.cfm?pk_event=4

Questions? Contact: 651-264-0466 or nrwalsh1@yahoo.com

Host: Minnesota Grape Growers Association (MGGA)

CELEBRATING ORGANIC- 7th Annual Iowa Organic Conference in Ames

2007 marks the seventh year for the Iowa Organic Conference, which will be November 19 at the Scheman Building in Ames. This year also marks a decade since the Leopold Center set up the Long-term Agro-ecological Research (LTAR) initiative and research into organic methods at the Neely-Kinyon Research Farm near Greenfield. The project, still supported by the Leopold Center, is believed to be the largest randomized, replicated comparison of organic and conventional crops in the nation. More about the conference at: <http://www.ucs.iastate.edu/mnet/organic07/home.html> . For a summary of the LTAR initiative and its accomplishments, go to:

<http://www.leopold.iastate.edu/pubs/nw1/2007/2007-2-leoletter/ltar.htm>

Introduction – The Leopold Center for Sustainable Agriculture at ISU

The Leopold Center for Sustainable Agriculture explores and cultivates alternatives that secure healthier people and landscapes in Iowa and the nation. The Leopold Center is located on the ISU campus in Ames. It was first established under the Iowa Groundwater Protection Act of 1987 with three primary missions:

1. to conduct research into the negative impacts of agricultural practices
2. to assist in developing alternative practices
3. and to work with ISU Extension to inform the public of Leopold Center findings.

In 2002, a vision statement was adopted: *The Leopold Center for Sustainable Agriculture explores and cultivates alternatives that secure healthier people and landscapes in Iowa and the nation.*

You learn more about the Leopold Center here: <http://www.leopold.iastate.edu/> and you can subscribe to their free e-mail newsletter here: <http://www.leopold.iastate.edu/forms/mailing.php>

New York - Sustainable Viticulture Workbook Now Available

New York Guide To Sustainable Viticulture is a 125 page self assessment workbook on sustainable agriculture for grape growers. The workbook was written by Joe Ogradnick of the Cornell Cooperative Extension Service in New York. It is now available in hardcopy for \$30 here <https://www.nysaes.comell.edu/store/catalog/> The online pdf version can be viewed and/or downloaded and printed off for free here: <http://www.vinebalance.com>

Excellent Video about the USDA-ARS & the National Grape & Wine Initiative

Check this out. View a 7.5 minute online video about what the USDA-ARS (Agriculture Research Service) is doing as part of the National Grape & Wine Initiative. The video outlines how ARS researchers and cooperators in California, Washington, Idaho, New York and Massachusetts are helping increase the competitiveness of the \$160 billion U.S. grape and wine industry and are discovering new information about the health benefits of grapes and grape products. Check it out here: <http://www.ars.usda.gov/is/video/vnr/grapes.htm>

Michigan's Wine Grape Acreage Continues to Increase

According to a recent USDA-NASS survey, grape acreage in Michigan grew 12% from 2003 to 2006. Winegrape acreage has increased over 60% in the last 10 years. Michigan currently has 1800 acres of grapes and 49 wineries. http://www.drinksmediawire.com/afficher_cdp.asp?id=1952&lng=2

Maryland's Wineries Sold 19.2% more in FY 2007

The MD wine industry grew 19.2% in FY07, according to the Comptroller's annual report. MD wineries sold 228,657 gallons (1,154,056 bottles), with estimated annual sales of \$12.7 million. Check out details of this growth here: <http://marylandwine.com/mwa/learnmore/stats.shtml>

New - The Winemakers Answer Book by Alison Crowe



Wine Wizard

Alison Crowe, (the wine wizard of WineMaker Magazine): <http://winemakermag.com> has just released a new book aimed towards both hobby and commercial winemakers. "The Winemakers Answer Book – Solutions to Every Problem - Answers to Every Question", 384 pages is adopted from the Mr. Wine Wizard answer columns in WineMaker Magazine.

The Wine Wizard's identity was always kept secret, but with the release of this new book, the secret is out. The book is a collection of questions and answers from eight year's worth of the Wine Wizard. Alison Crowe has worked for Bonny Doon Vineyard, Byington Vineyard & Winery and Bodegas Salentein in Argentina. She is currently the winemaker for Plata Wine Partners, and is a contributor to Wine Business Monthly.

The book has been given a 4.5 star rating (out of 5 stars) at Amazon.com. The paperback has a suggested retail of \$14.95. I found it on Amazon.com for \$10.17: <http://www.amazon.com/Wine-Makers-Answer-Book/dp/1580176569>

Move over Stone Hill, Mount Pleasant Winery is coming to Branson

I can't tell you how many times I have had people tell me about visiting the Stone Hill Winery in Branson, Missouri. Many didn't even realize that the real winery with all its rich history is located in Hermann, Missouri: <http://www.stonehillwinery.com/>

Mount Pleasant Winery located in Augusta Missouri is scheduled to be opening a winery in Branson in March of 2008. The new 9,200 square foot winery will be located on 2 acres of land. 3,000 square feet will be for retail space, 1,500 square feet will consist of wine tasting rooms and over 2,500 square feet will be common areas.



Diagram of the New Mount Winery at Branson, MO

A unique feature of this new winery will be that customers will be able to bottle their own wines. You can learn more about Mount Pleasant Winery here: <http://www.mountpleasant.com/>

Quote of the Week or (Large foot in big mouth!)

"You should be thankful we don't make wine in Kansas," Sebelius said. "If you ever see Kansas wine, don't drink it." Comment by Kansas Governor Kathleen Sebelius to Washington State Governor Chris Gregoire at a fundraiser.

11-7-07, KansasCity.com: <http://www.kansascity.com/115/story/351617.html>

PS: I have been getting several e-mails from Kansas. The entire Kansas vine/wine industry has been rallied by this comment. The wineries are tallying their medals and the total economic impact they have in Kansas. I think the end result will be very positive for their industry.

Neeto-Keeno WWW Stuff

1. Wine Searcher.com: <http://www.wine-searcher.com/>
2. Center for Wine Origins: <http://www.wineorigins.com/>

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

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