

***Wine-Grower-News #25***      ***(Next Issue in 2 Weeks!)***  
***December 7, 2007***

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

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***14<sup>th</sup> Annual a Taste of Generosity 2008 Wine Auction Benefit for Multiple Sclerosis***

**When:** Saturday, February 16, 2008

5:30 – 6:30PM Wine Tasting

6:30 – 8:00PM Wine Tasting & Silent Auction

8:30PM Live Auction

**Where:** Des Moines Marriott Downtown

**Note:** Premium wines, vacation packages, and other surprises will be sold at the live auction. Simon Lambert of The Chicago Wine Company will preside over the live auction.

**Host & Benefit for:** National Multiple Sclerosis Society - North Central States Chapter

**Information & Reservations:** <http://www.tasteofgenerosity.org> or 800-344-4867 opt 2

***Vines to Wines On-site Winemaking Business in Des Moines***

There was a good article in the November 10, 2007 Des Moines Register about *Vines to Wines*, an on-site winemaking business where people come to learn how to make wine and then get to make their own on-site. The on-site winery is located in the Sherman Hill area just west of downtown Des Moines in the home of Jane and Eric Welch. The basement of their 105 year old home is used as the

wine cellar. You can read the entire *Oenophiles Make, Take Wine Home* article here: <http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=2007711100301>

### ***Jasper Winery Moving to Des Moines***

Many of you have already heard this by now, but it is worth repeating. Jean and Paul Groben are moving their winery to Des Moines from their original location in Newton. Construction costs of the new winery is expected to exceed \$1 million and will be located just 3 blocks west of Fleur Drive at 2400 George Flagg Parkway. This location is approximately 3 blocks west of Grays Lake on the south side of Water Works Park. Site preparations started on 11-26-07. The new winery site will also have a one acre demonstration vineyard. The winery will be up and running and taking grapes prior to the 2008 harvest season.



Architects rendition of the new Jasper Winery

Jasper Winery was first opened in July of 2004. Since that time their business has grown approximately 30% per year with approximately 15,000 gallons being sold in 2007. The new winery will have an initial capacity of 27,000 gallons. Jean and Paul's son Mason (UC Davis enology graduate) will continue to be the winemaker. They will still maintain their 10 acre vineyard in Newton.

Jasper Winery has represented Iowa well with their quality wines. I am sure this new facility will be a good move for the Grobens as well as for our industry. "A rising tide lifts all boats."

*Jasper Winery Coming to Des Moines*, 11-24-07 Des Moines Business Record

<http://businessrecord.com/main.asp?FormCall=31&SectionID=5&SubSectionID=10&ArticleID=5248>

*Jasper Winery is Moving to Des Moines*, 11-26-07 DM Register article:

<http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=200771126022>

*Seeking expansion, winery set to move from Newton to D.M.*, 11-27-07 DM Register article:

<http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=2007711270372>

### ***Quick Survey Shows Upward Trends in Iowa's Wine Industry***

Just prior to Thanksgiving, Craig Tordsen did a quick mail and telephone survey of Iowa's wineries to get a trend line of where our wine industry is going. Craig Tordsen is a program manager with the ISU Value Added Ag Program on campus. Here are the results of his *quick* survey:

Number of wineries asked to participate in the survey	66
Number of replies received from wineries	47
Percentage response	71%
Total number of wine labels from 47 wineries	500
Iowa average price for a bottle of wine	\$11.52
Projected production for 2008 from 39 wineries in gallons	381,536
Projected value of 2008 wine sales	\$22,088,068
Projected production for 2012 from 33 wineries	515,595
Projected value of 2012 wine sales	\$29,981,378

As you can see, not all the wineries filled out all or parts of the survey. The majority of the wineries that did not fill out the survey had just started or had not opened up for business yet.

Records from the Iowa Alcohol and Beverage Division (IA ABD) for the fiscal year ending in June of 2007 showed Iowa wine sales of approximately 256,000 gallons from 66 Iowa licensed wineries. This is up from 51,200 gallons for the fiscal year ending in June of 2002 when we had 18 licensed wineries. According to an IA ABD report I received on 12-1-07, Iowa now has 70 licensed wineries. So,... will Iowa be producing 515,595 gallons of wine by 2012? No problem!

### ***Reminder #2 – Reduce Trellis Wire Tension Now!***

High tensile trellis fruiting wires (not catch wires) are normally tightened to a tension of 200 to 250 pounds . A tension above 250 pounds is not needed and can damage some of the fasteners used to construct the trellis. A 80°- 20°F drop in temperature on a 12.5 gauge high tensile wire 500' long can increase the wire tension by 130 pounds. It is a common practice to loosen up those trellis wires before cold temperatures start occurring or fasteners can pop out and brace posts will begin to move.

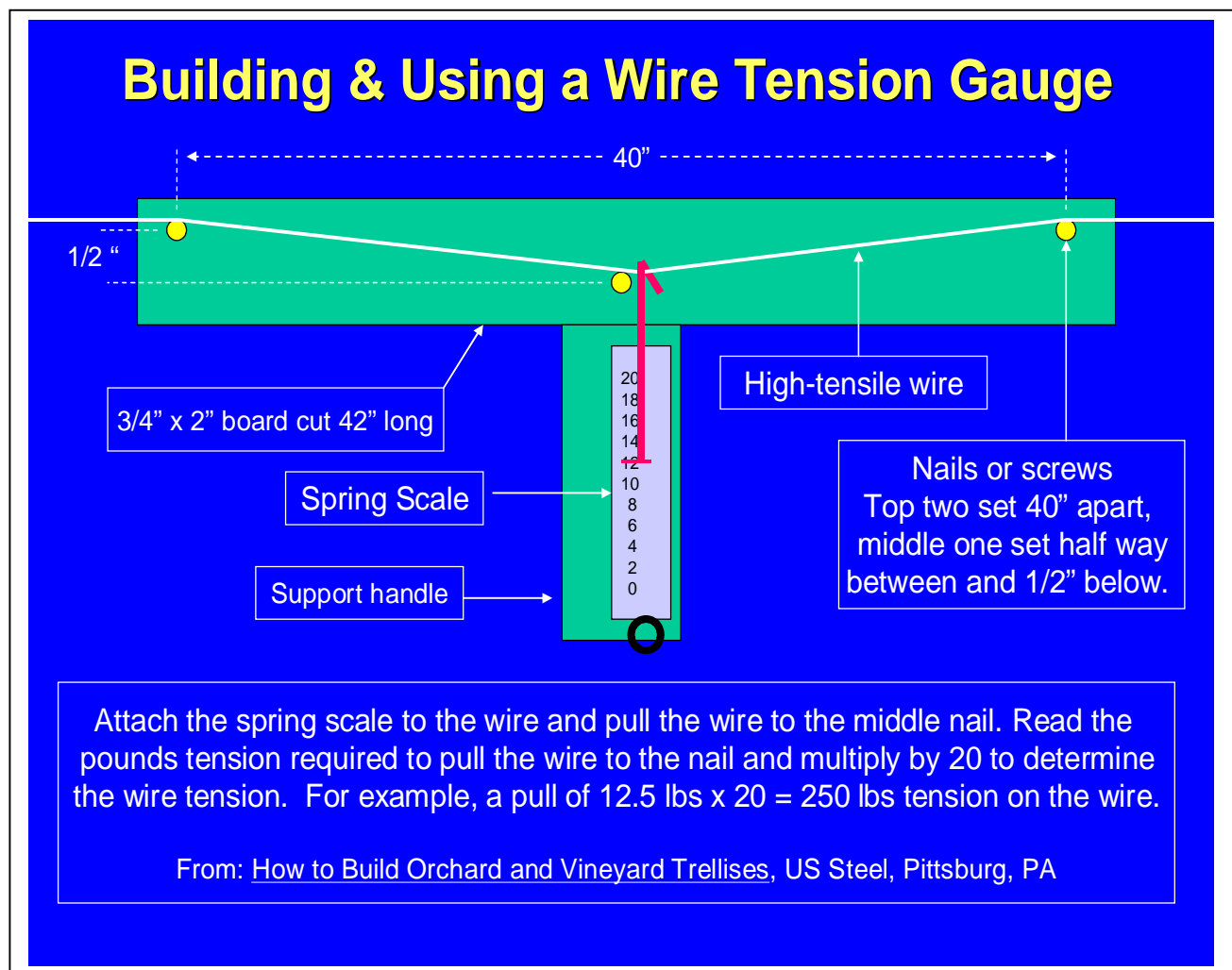


Diagram taken from Dr. Paul Domoto's trellis presentation given at the 1-26-02 Iowa Wine Growers Association Annual Conference.



Introduction to Winemaking for Distance Learners	3 credit hrs
Wine Production for Distance Learners	4 credit hrs
Quality Control and Analysis in Winemaking	4 credit hrs
Wine Stability and Sensory Analysis for Distance Learners	4 credits hrs
Viticulture for Winemakers	3.5 credit hrs
Total 18.5 credit hrs	

The "Introduction to Winemaking for Distance Learners" is open to anyone at a cost of \$600 each. Those interested in completing the certificate program first need to apply by paying a \$75 acceptance fee. The cost of the additional 4 courses is \$2,000. There is currently a 12-16 month waiting list to be accepted. You can learn more about this distance learning opportunity here::

[http://extension.ucdavis.edu/unit/winemaking/certificate/winemaking\\_for\\_distance\\_learners/](http://extension.ucdavis.edu/unit/winemaking/certificate/winemaking_for_distance_learners/)

### ***8<sup>th</sup> Annual UC Davis Wine Executive Program***

**When:** March 9-13, 2008

**Where:** One Capital Mall, Sacramento, CA

**Cost:** \$3,600 for the 3-day program \$200 discount if registered prior to 1-22-07

\$4,800 for the 4-day program

\$ 200 for either program if registered by 1-22-07

**Presented by:** The UC Davis Graduate School of Management and Department of Viticulture & Enology

**Further Information:** <http://www.wineexecutiveprogram.com/>

### ***International Riesling Foundation Formed on 11-15-07***

Some of the world's leading Riesling producers have announced the formation of "The International Riesling Foundation" to promote and support Riesling producers. The foundation was officially incorporated as a non-profit 501-C-6 on November 15, 2007 in the state of Washington. The first formation meeting was held on November 30, 2007 in San Francisco at the west coast offices of Constellation Wines. Attendees at this meeting included representatives from California, Michigan, New York, Oregon, Washington, British Columbia, Germany and New Zealand. Some of the goals of this new organization will be to:

1. Promote Riesling Wine
2. Improve communications among worldwide Riesling producers.
3. Consumer education
4. Establish international standards with particular emphasis on brix levels.

A second meeting that will be open to a wider group of supporters will be held in conjunction with the Unified Symposium in Sacramento, California in late January. A larger, more global meeting is being planned in conjunction with the "Riesling Rendezvous" conference in Seattle organized by Chateau Ste. Michelle in late July. Riesling producers interested in attending either or both meetings should contact Jim Trezise at the New York Wine & Grape Foundation.

*The Riesling Foundation, by Dan Berger of Creators.com, 12-1-07:*

<http://www.creators.com/lifestylefeatures/dan-berger-on-wine/the-riesling-foundation.html>

## *Georgia On My Mind*

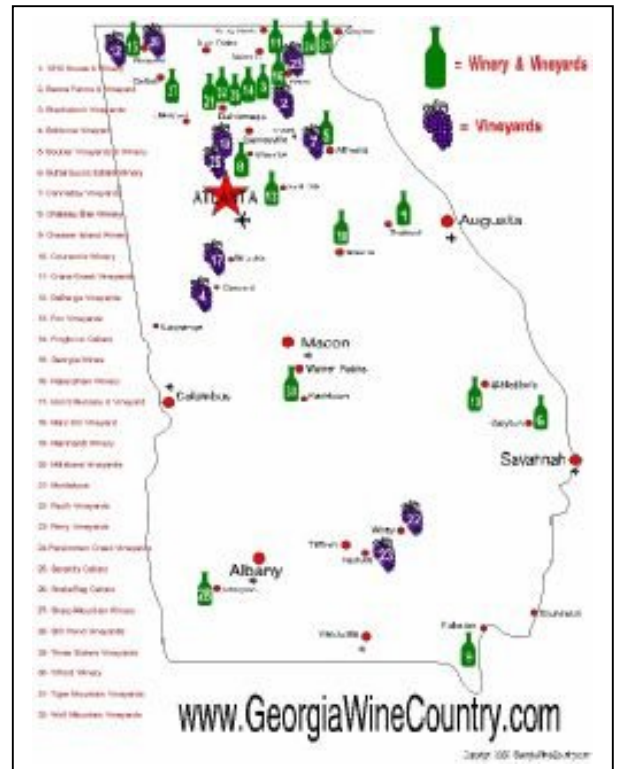
There had been several recent articles in wine business magazines lately about the Georgia Wine Industry. This caught my attention to the point of learning a little more about the wine industry in Georgia. I started out by reading a little history. In 1880 Georgia was the sixth largest winegrowing state in the U.S. with almost 3,000 acres of vineyards and nearly 1 million gallons of wine. But the wine industry died a quick death in 1907 when the state voted in favor of Prohibition, 10 years ahead of the rest of the country. The second coming of viticulture in Georgia was ushered in by Gay Dellinger, who planted three acres of vinefera and French-American hybrids near Cartersville in 1979. Georgia's farm winery law was passed in 1983. Georgia now has 22 licensed wineries.

I then decided to call Steve Gibson, President of the Winegrowers Association of Georgia. He is also the general manager of Habersham Winery, one of Georgia's largest and oldest wineries. Steve is also the current chairman of WineAmerica (National Association of American Wineries). Coincidentally, Steve mentioned meeting Bob Wersen (owner of Tassle Ridge Winery at Leighton, Iowa) at the last WineAmerica membership meeting held in Monterey, California this fall. (*That Bob, he gets around!*)

Steve went on to tell me about the wine industry in Georgia. Currently the 22 wineries in the state are producing approximately 250,000 gallons of wine. About a 40% of the wine is coming from the muscadine grape industry in the Southern half of Georgia. The other 60% is coming from the 11 wineries making wine from vinifera and French-American hybrids growing in the Georgia Mountain foothills in Northeast Georgia. They have cooler temperatures in the Georgia foothills which keeps Pearce's Disease out. Pearce's Disease is a deadly bacterium disease spread by the Glassy-Winged Sharp Shooter leaf hopper that survives in the warmer areas of the U.S. It is native to Southeast U.S. The native muscadine grapes grown in in Southern Georgia are resistant to Pearce's Disease.

I asked Steve about Georgia's farm winery law that was enacted in 1983. I was surprised to find out that the state law does not apply to all counties. Many of the counties are still "dry" and do not allow alcohol to be sold within the county or some counties allow only alcohol to be sold in select towns. Even the state excise tax can vary between counties. Steve pays a state excise tax of 82.5 cents per gallon for all the wine he sells at the Habersham Winery.

Generally, the law defines a farm winery as a farm that grows fruit and has a winery located on the premises. It has to be owned and operated by those engaged in fruit and wine production and limits wine production to less than 100,000 gallons annually. Up to 24,000 gallons can be sold at wholesale if 100% of said wine was produced in Georgia. Wholesale wine must first be offered at a fair price to a licensed wholesaler. The winery can wholesale directly only if licensed wholesalers refuse to purchase and distribute. Mandatory Georgia fruit requirements are mandated on a graduated scale: 10% for 1st year wineries, 20% for 2nd year, 30% for 3rd year and 40% for wineries established 4 years or longer. The wine must be produced in Georgia. Georgia farm wineries can sell bulk or



bottled wine to each other. Farm wineries can ship in bulk wine in the amount up to 20% of their annual sales. The annual Georgia farm winery license costs \$50.

A wine tasting room is allowed to promote the farm winery by providing free samples and retail sales of wine, for consumption both on and off premises. The winery may have up to five wine tasting room locations in the state, in addition to a tasting room on the farm. Georgia law also allows winery tasting rooms, where locally allowed, to operate on Sundays, from noon to midnight. You can read Georgia's Farm Winery legislation by searching Georgia's Legislative Code here:

<http://www.lexis-nexis.com/hottopics/gacode/>

Additional Resources:

Georgia Wine Growers Assn: <http://www.georgiawine.com/>

Georgia's Winery Hwy Map: [http://www.georgiawine.com/map\\_highway.html](http://www.georgiawine.com/map_highway.html)

Georgia's Wine Council: <http://www.georgiawinecouncil.org/>

Georgia's Wine Country: <http://www.georgiawinecountry.com/main.asp>

Map of Georgia's wineries & vineyards:

<http://www.georgiawinecountry.com/support/pagepics/gwcmmap03.pdf>

List of Georgia's wineries and varieties being grown:

<http://wine.appellationamerica.com/wine/data/Georgia.html>

Georgia Winery Video: <http://www.foodreference.com/frvideos/html/winery-vid-001.html>

## ***Wine Gaining Ground on Beer***

A recent Nielsen survey shows that the 70 million strong U.S. Millennial Generation (21-30 year olds) is starting to consume more wine. Though beer is still the preferred alcoholic drink of choice, on a dollar basis it has shrunk from 59% to 47% with wine and spirits showing a growth of 27% to 26% respectively. The Millennial Generation is set to become the most influential group in terms of buying alcohol, at the same time as the U.S. is poised to become the top wine buying nation in terms of dollars by 2010.

1. Wine Gains on Beer as U.S. Youth Drink of Choice, 11-29-07, Decanter.com:

<http://www.decanter.com/news/164434.html>

## ***Online Wine Sales Flourish During Holidays***

12-6-06 WineBusiness.com

Online wine sales are surging this season, with wine related traffic is up a whopping 35 percent from 2006 according to Winezap.com, an aggregator of online wine shops from across the U.S. These numbers are more than double that of overall e-retail traffic, which was up only 15 percent from 2006, according to Hitwise.com. You can read the entire article here:

<http://www.winebusiness.com/news/DailyNewsArticle.cfm?dataid=51713>

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

How high might prices go? Bill Deutsch, chairman of W. J. Deutsch & Sons, which imports wines ranging from Georges Duboeuf to high-end Bordeaux like Château Léoville Barton, estimated that "wines tied to the euro would increase in price by 10, 20 or even 30 percent".

From: Drink and Be Merry, Wine Prices to Rise, NY Times, 12-5-07:

[http://www.nytimes.com/2007/12/05/dining/05pour.html?\\_r=2&ref=dining&oref=slogin&oref=slogin](http://www.nytimes.com/2007/12/05/dining/05pour.html?_r=2&ref=dining&oref=slogin&oref=slogin)

### *Neeto-Keeno WWW Stuff*

1. Vermont "Cold Climate Grape Page" <http://pss.uvm.edu/grape/>
2. Wine Label Collector Site – 100's of labels from 16+ different countries:  
<http://www.kwagga.de/mab/wein/etiketten.htm>
3. Here is a couple of good French on-line videos :  
French Wine Harvest: <http://www.megafilms.org/popup.php?p=videos&vid=73>  
French Cane Pruning: <http://www.moncontour.com/winemuseum/>

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

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