

Wine-Grower-News #27 ***(Next Issue in 2 Weeks!)***
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Midwest Grape & Wine Industry Institute: <http://www.extension.iastate.edu/Wine>

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Iowa Tourism Publications That Should be in Your Winery

Much of the Iowa wine industry is closely connected to tourism. Luckily we have a very capable office of Tourism that resides within the Iowa Department of Economic Development. There are four excellent “FREE” Iowa Tourism publications that should be available to your winery customers as they come in the door: They are:

1. Iowa Travel Guide (can also be found online here):
<http://iowatravel.dirxion.com/Main.asp>
2. Calendar of Events
3. Transportation Map
4. Iowa Wine & Beer Promotion Brochure

The Iowa Travel Guide, Calendar of Events and Transportation Map can be ordered by contacting Kathy Bowermaster, at 515-242-4708 or kathy.bowermaster@iowalifechanging.com or by noting what you want in the comments box here:

<http://www.traveliowa.com/travelapp/publications/pubform.asp?strnav=travelnav.html>

The Iowa Wine & Beer Promotion Brochures can be ordered by contacting LuAnn Reinders at 515-242-4732 or luann.reinders@ided.state.ia.us or noting what you want in the comments box here:
<http://www.iowawineandbeer.com/>

Jim Trezise of the New York Grape & Wine Foundation visits Iowa

Jim Trezise, president of the New York Grape & Wine Foundation (NYGWF) recently visited several Iowa wineries with his friend John Martini, owner of Anthony Road Winery in NY. The Iowa wineries they visited were: Prairie Moon, Eagle City, John Ernest, Tassel Ridge, Tabor Home, Jasper, Summerset and Snus Hill. Jim then put the following article in their *The Wine Press* 12-22-07 newsletter:

IOWA WINERIES definitely have their act together, especially for such a young industry. Last week, John Martini (Anthony Road Winery) and I had the opportunity to visit about 10 wineries in different regions, and came away impressed by how savvy they are already. They understand that (1) without quality, you have nothing, (2) it's important that EVERY winery produce quality wines, (3) you should grow the grapes that grow well in your region, and buy the others from elsewhere, (4) sharing information and working together is vital, (5) the wine business is really the entertainment business, and (6) the business climate shaped by public policy is a key ingredient to success. The other thing that struck us is how much Iowa felt like home—pretty landscape, small towns, friendly people. With over 50 wineries and counting, the Iowa wine industry is booming, and that's great for the American wine industry. Traditionally, wine is consumed on the east and west coasts, and beer in the middle of the country. Every new winery gets people thinking (and drinking) "wine!", some local but some also from other regions of the world. New York State is already benefiting: several Iowa wineries mentioned that they sourced their out-of-state fruit or juice from Walker's, a major brokerage in the Lake Erie region that uses lots of New York grapes. Visits to local wineries anywhere also remind consumers that wine comes from the earth, is a farm product, and preserves agricultural land. And it's great to have so many wineries represented by Iowa Senator Tom Harkin, who chairs the Agriculture Committee (and has endorsed Senator Hillary Rodham Clinton for President). Wine is now produced in all 50 states, which equates to 100 Senators, which means great potential if we all work together through WineAmerica. Wine—the all-American art form.

This was a significant visit for our Iowa Wine industry. *The Wine Press* newsletter is sent to over 3,600 wine enthusiasts around the world. The NYGWF represents the third largest wine producing state in the U.S.

THANK YOU Jim Trezise for your encouraging words.

Additional Resources:

- a. *Uncork New York*: <http://newyorkwines.org/index.asp>
- b. *The Wine Press* newsletter: http://newyorkwines.org/maillist/learn_more.asp
- c. Anthony Road Winery: <http://www.anthonroadwine.com/>

Kirkwood Hosts Wine Society Organization Meeting

Jan. 20 Discussion to Launch Local Chapter of National Group

A group of wine-interested Iowans are looking to find more of their kind. An organizational meeting for the Eastern Iowa Chapter of the American Wine Society will be held Sunday, Jan. 20, 2008 at Kirkwood Community College. The 2:30 p.m. gathering is set for the Horticulture building on the east side of the main Cedar Rapids campus.

The American Wine Society is a nation wide organization of almost 5,000 members. It was organized in 1967 as a non-profit, educational, consumer-oriented organization for those interested in learning

more about all aspects of wine. While the society has its roots in developing an appreciation of grape growing and home wine making, the vision has expanded to cover all aspects of wine appreciation and education.

American Wine Society Eastern Iowa Chapter Chairman, Mel Schlachter, will share his vision for the formation of a local chapter. Others who attend are also invited to add their interests and ideas. Schlachter, himself is a member of the American Wine Society for many years and a longtime home winemaker who has entered many regional and national competitions.

For further information on this meeting, you may contact Mel Schlachter at m.schlachter@mchsi.com or Kirkwood Viticulture Technician Tom Moore at 319 398-5899, Ext. 4010. For further details you may also visit the society Web site: www.americanwinesociety.org

New IRS Limits on Small Winery Business Expense

In May, President Bush signed the Small Business and Work Opportunity Tax Act into law. There is one portion that is important to wineries: the limit for Section 179 has been increased. Section 179 of the tax code allows businesses to expense equipment purchases. The limit has been increased from \$112,000 to \$125,000, with the phase-out amount increased from \$450,000 - \$500,000. The technical and very detailed explanation of this Act you could share with your accountant can be found here: <http://www.house.gov/jct/x-29-07.pdf>

Wineries Unlimited 2008 Just Released Schedule and List of Speakers

What: Wineries Unlimited 2008 – largest vine/wine industry convention and trade show east of the Rockies

When: March 4-7, 2008

Where: Valley Forge Convention Center, King of Prussia PA

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

Sponsored by: Vineyard & Winery Magazine: <http://www.vwm-online.com/>

Details: <http://wineriesunlimited.vwm-online.com/>

Several Forms of Agriculture to Pick From – Where Do You Fit?

There are many crop management systems with many different names and theories behind them. The five most common crop management systems are summarized below. Definitions can vary slightly depending on the source but the major facets behind each system are described here.

Conventional Agriculture

Conventional agriculture is an industrialized agricultural system characterized by mechanization, monocultures, and the use of synthetic inputs such as chemical fertilizers and pesticides, with an emphasis on maximizing productivity and profitability. Conventional agriculture is closely aligned with mainstream commodity organizations and government farm programs. Industrialized agriculture has become “conventional” only within the last 60 or so years (since World War II). This is the system that is most commonly used on our farms today.

Integrated Pest Management

Integrated Pest Management (IPM) is a long-standing, science-based, decision-making process that identifies and reduces risks from pests and pest management related strategies. It coordinates the use of pest biology, environmental information, and available technology to prevent unacceptable levels of pest damage by the most economical means, while posing the least possible risk to people, property, resources, and the environment. IPM provides an effective strategy for managing pests in all arenas from developed residential and public areas to wild lands. IPM serves as an umbrella to provide an effective, all encompassing, low-risk approach to protect resources and people from pests. (*North Central IPM Center definition*)

The daily practice of IPM in the vineyard most likely would involve the constant monitoring of pests, determining if and when they may cause economic damage and controlling them before an economic loss occurs.

Additional Resources:

- a. Internet Integrated Pest Mgt. (IPM) Resource Guide for Grapes: <http://ipmnet.org/cicp/fruit/grape.html>
- b. North Central IPM Center” <http://ncipmc.org/>
- c. Database of IPM Resources: <http://www.ipmnet.org/cicp/>

Sustainable Agriculture

Many different definitions of sustainable viticulture exist in the grape industry, but most people agree that the current sustainable viticulture movement in the U.S. began with sustainable agriculture. This grew out of organic farming practices and the ‘green revolution’ of the 1950s and the earth movement of the 1970s. The term ‘sustainable agriculture’ first came into common use in the 1980s, and is gaining momentum within the agriculture community and with consumers. It’s not uncommon to find sustainably produced products promoted in general media publications and at farmer’s markets nationwide.

Sustainable agriculture as defined by the U.S. Congress is an integrated system of plant and animal production practices having site-specific applications that will, over the long term:

- Satisfy human food and fiber needs
- Enhance environmental quality and the natural resource base upon which the agricultural economy depends
- Make the most efficient use of non-renewable resources and on-farm resources
 - Integrate, where appropriate, natural biological cycles and controls
 - Sustain the economic viability of farm operations
 - Enhance the quality of life for farmers and society as a whole

To put it simply: Sustainable agriculture is economically viable, socially supportive and ecologically sound.

Additional Resources:

- a. New York Sustainable Viticulture Workbook, 125 p.: <http://www.vinebalance.com/>
- b. ISU Leopold Center for Sustainable Agriculture: <http://www.leopold.iastate.edu/>
- c. Washington State’s Guide to Sustainable Viticulture: <http://www.vinewise.org/208.html>

d. Low Input Viticulture & Enology, Salem OR: <http://liveinc.org/>

e. Sustainable Agriculture, Research & Education Organization: <http://www.sare.org/>

Organic Agriculture

The National Organic Food Production Act was enacted with the U.S. Farm Bill of 1990. Unfortunately not all the terms, definitions and certification requirements were determined at that time. Regulations were proposed in 1997, modified in 1998, and went into effect on October 21, 2002. Producers who meet USDA standards are permitted to display the seal pictured here on their packaging.



The entire organic production and processing process must be certified by an approved organic certifying agency prior to being approved as organic. Organic farms must be certified as not having used any non-organic approved inputs for a 3 year period. An annual certification process by an independent outside agency is needed to maintain certification. Most organic producers in Iowa use the Iowa Department of Agriculture as their certifying entity.

According to the USDA National Organic Standards Board (NOSB), organic agriculture is defined as "an ecological production management system that promotes and enhances biodiversity, biological cycles, and soil biological activity. It is based on minimal use of off-farm inputs and on management practices that restore, maintain, or enhance ecological harmony. The primary goal of organic agriculture is to optimize the health and productivity of interdependent communities of soil life, plants, animals and people.

The regulations prohibit the use of genetic engineering, ionizing radiation, and sewage sludge in organic production and handling. As a general rule, all natural (non-synthetic) substances are allowed in organic production and all synthetic substances are prohibited. The National List of Allowed Synthetic and Prohibited Non-Synthetic Substances, a section in the regulations, contains the specific exceptions to the rule.

Production and handling standards address organic crop production, wild crop harvesting, organic livestock management, and processing and handling of organic agricultural products. Organic crops are raised without using most conventional pesticides, petroleum-based fertilizers, or sewage sludge-based fertilizers. Animals raised on an organic operation must be fed organic feed and given access to the outdoors. They are given no antibiotics or growth hormones.

Additional Resources:

a. Organic Agriculture Homepage ISU Extension: <http://extension.agron.iastate.edu/organicag/>

b. Organic Agriculture Homepage Iowa Department of Agriculture & Land Stewardship:
<http://www.agriculture.state.ia.us/agdiv/organic.htm>

c. National Organic Program USDA homepage: <http://www.ams.usda.gov/nop/>

d. Ohio State University Organic Grape Disease Management Guide:
<http://www.oardc.ohio-state.edu/fruitpathology/organic/PDF/OSU-Organic-Grape-Diseases.pdf>

e. Organic Grape Production Guide 44 p. Appropriate Technology Transfer to Rural Areas (ATTRA) : <http://www.attra.org/attra-pub/PDF/grapes.pdf>

f. Organic Viticulture Homepage Cornell University, NY :

<http://www.nysaes.cornell.edu/hort/faculty/pool/organicvitwkshp/tabofcontents.html>

- g. Lon Rombough (Oregon grape consultant) recently published an organic grape growing book. Excellent book. This is Lon's WWW page: <http://www.bunchgrapes.com/>.
- h. National Organic Materials Review Institute: <http://www.omri.org/>

Biodynamic Agriculture

Biodynamic farming began in 1924 when 2 groups of concerned German farmers approached Dr. Rudolf Steiner who, at that time in Europe, was a highly respected philosopher and scientist. With some urging Dr. Steiner presented a series of lectures introducing the theory of Biodynamic farming principles. Biodynamic farm management relies on close attention to the interrelation of the farm's parts (i.e. fertility management, water management, pest control, etc.), rather than solely isolating and concentrating on its individual parts. In practice this entails managing a farm in such a way that inputs, which otherwise would need to be imported from off the farm, arise from within the living dynamics of the farm itself.

At some point in time there was a divergence from the fundamental thought underlying organic farming. The concept that time, rhythm, location and cosmic forces were included as a major part of the natural biodynamic process. Natural systems are based on seasons, weather patterns, sunrise and sunset. It was the biological time that dictated how quickly a farm could reach a level of fine tuned efficiency and maximum productivity. Further, the earth is in a clear mathematical and gravitational relationship with the sun and all the planets in the solar system..

Many would consider Biodynamics one step beyond organic. It treats the vineyard as an organic whole within our natural universe. Its practitioners link agricultural work periods to cosmic forces like moon phases and planetary positions. Feng Shui, the ancient art of placement and arrangement is often used to locate the vineyard and trellis rows. Crops are nourished with specific composts, and sprayed with infusions brewed from plant materials. Bird houses are used to attract species the prey on insect pests and a diversity of plants are planted to enhance the soil microflora and attract beneficial insects. Biodynamic vineyards are becoming common on the West Coast. A few vineyards are just beginning to utilize biodynamic practices in the Midwest.

Additional Resources:

- a. Biodynamic Farming & Gardening Assn: <http://www.biodynamics.com/>
- b. Demeter Biodynamic Certifying Agency: <http://www.demeter-usa.org/>
- c. Michael Fields Agriculture Institute: <http://www.michaelfieldsagainst.org/>

Iowa Fruit/Vegetable Conference & Trade Show, Jan. 24-25 at Marshalltown

What: 2008 Iowa Fruit & Vegetable Conference
When: Thursday & Friday, January 24 & 25, 2008
Where: Best Western Motel, Marshalltown, IA

National speaker, author and agritourism expert Jane Eckert will be the featured speaker. Her seminar is on the agenda for the entire morning of Jan. 25. The topics include marketing and promotion of fruit and vegetables and agritourism.

The entire agenda and registration brochure can be found here:
http://www.iafruitvegetablegrowers.org/upcoming_events.html

WineAmerica Announces Spring Conference

What: WineAmerica 2008 Wine & Grape Policy Conference

When: March 9-12, 2008

Where: Grand Hyatt Metro Center, Washington, DC

Sponsored by: WineAmerica - The National Association of American Wineries, a non-profit organization of 800+ wineries from 48 states. <http://www.wineamerica.org/>

Cost: \$200 each by March 1st, \$250 afterwards

Registration Materials: <http://www.wineamerica.org/meetings/spring.htm>

Certificate of Label Approval (COLA) Online Workshops for 2008

The Tax & Trade Bureau (TTB) has announced four workshops dealing with COLA online label approvals in 2008. The workshops are scheduled for:

February	Deerfield Beach, FL
March	Dallas, TX
July	Charlottesville, VA
August	Boston, MA

Details can be found here: http://www.ttb.gov/pdf/posting_industry.pdf

Since its inception in 2003, COLAs Online has gone through several upgrades. They have improved the system to streamline the process and improve efficiency. It has been so successful, that now 51% of all label applications are filed electronically. The TTB are responding by changing the workshops for 2008 to include two different types of sessions. Session one will provide potential users with the benefits of filing online and the tools needed to do so. Session two will provide our current users with additional assistance in problem areas, help in resolving image issues, and the opportunity for hands-on experience.

The COLA Registry Manual can be found here:

<https://www.ttbonline.gov/colasonline/publicSearchColasBasic.do>

ABC TV's Supernanny Show Looking for a Winery Family

ABC's hit family show "Supernanny is looking for families who live on a farm and/or vineyard and make their living doing so. Americans often have a glamorous view of what it is to live the life of a farmer or winegrower. While there are many rewards to this lifestyle, kids are still kids. Supernanny will travel to a U.S. locale to tackle a family that's dealing with out-of-control kids. Casting calls are scheduled for January 19 in Minneapolis and January 26 in Omaha. For more information, check out the ABC Supernanny WWW site where you can fill out an application.

<http://abc.go.com/primetime/supernanny/index?pn=about>

U.S. Wine Sales are up 4% for 2007

U.S. Wine sales will be up 4% in 2007 according to Impact Databank, the number one source of alcohol beverage data in the nation. This makes 2007 the 15th year of wine upward consumption in the U.S. Much of this growth can be attributed to grocery store sales enhancing the fact that women buy more wine than men. Yellow Tail is the number one brand sold by volume through grocery stores. Chardonnay is the #1 varietal wine sold in the U.S. with people over 60+ years being the main purchasers of Chardonnay.

- a. Impact Databank: http://www.winespectator.com/Wine/Free/Impact_Main/0,1655,,00.html
- b. U.S. is Turned onto Wine, 1-2-08, Washington Post:
<http://www.chron.com/disp/story.mpl/life/food/5410631.html>

Quote of the Week

“Where states have made even moderate investments in wineries, they have been repaid with enormous economic dividends. Wineries enrich rural culture and tourism, lead to the growth of rural economies and create new sources of tax revenue. By assisting local producers and encouraging local development of supporting resources, the state becomes more likely to establish a unique, indigenous industry and reap significant benefits from relatively modest efforts”.

From: Page 13, Components of a Model Winery Law from WineAmerica:
<http://www.wineamerica.org/issues/modellawdescrip.pdf>

Neeto-Keeno WWW Stuff

1. Vinarium – Interesting CA-OR-WA-USA wine site maintained by Fred Zimmer of Brunn am Gebirge, Austria <http://www.vinarium-usa.com/>
2. The Winemakers Homepage: <http://winemaking.jackkeller.net/index.asp>
3. Cellar Tracker: Founded in 2003, CellarTracker is web-based, wine cellar inventory management software and a community of wine lovers. CellarTracker has more than 43,000+ registered users tracking 7+ million bottles and more than 450,000+ shared tasting notes. :
<http://www.cellartracker.com/intro.asp>

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

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