

***Wine-Grower-News #28 (Next Issue in 2 Weeks!)***  
***January 18, 2008***

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

*Information in this issue includes:*

***2008 IWGA Conference - Better Than Ever***

***Iowa Wine Growers Homepage Being Revised***

***Preparing for USDA Rural Development Energy & Value Added Ag Grants***

***News from the Vermont Cold Climate Grape Growing Folks***

***2008 Midwest Commercial Small Fruit & Grape Spray Guide Now Available***

***2007 Census of Agriculture – 24 pages – Ouch!***

***Surprise, Surprise - Alcohol Wholesalers Contribute \$50mm To Protect Turf***

***Kevin Kelly's Deer War with the Iowa DNR - Chapter Two!***

***Snapshot: Arkansas Wine Industry***

***South African Wine Exports up for 2007***

***Increasing the Price Seems to Increase the Taste?***

***Red wine compound could treat diabetes, obesity***

***Neeto-Keeno WWW Stuff***

***2008 IWGA Conference - Better Than Ever***

The 2008 Iowa Wine Growers Association Annual Conference should be better than every this year. Our new site at the Des Moines Area Community College (DMACC) in Ankeny will offer more room for both our attendees and Vendors. The conference is scheduled for Friday and Saturday, February 8<sup>th</sup> and 9<sup>th</sup>. Registration materials were sent out both by e-mail and snail mail several weeks ago. Registrations are coming in fast right now from both vendors and attendees. We currently have the following vendors signed up to participate:

Acclaim ID Products	Arrowhead Vineyards	Criveller Company
Arton Glass & Ceramic Imprinters	BASF	CA Education Programs
Darlington Dairy Supply	DRS Manufacturing	Hummer International
Infinity Packaging	Iowa Grape Vines	Iowa Wine & Beer Promotion
Iowa State University	Kaufman Container	Macro Plastics
MDT & Associates	Midwest Grower Supply	Midwest Vineyard Supply
Moon Valley Vineyard	Northeastern Vine Supply	Penoach Nursery
Prospero Equipment	Swihart Sales	The Label Gallery
Thermo Fischer Scientific	TRICOR Insurance	VESTA
Vitro Packaging	Walkers Wine Juice	Winterhaven Vineyard & Nursery

If you have not sent in your registrations yet, please do so. Conference fees increase for registrations received after January 28<sup>th</sup>. Registration forms can be obtained via e-mail or snail mail by contacting Joan O'brien at 800-383-1682 or [joano@agribiz.org](mailto:joano@agribiz.org)

### ***Iowa Wine Growers Homepage Being Revised***

The Iowa Wine Growers WWW homepage has been in need for an overhaul for several years. Finally, things are starting to change for the better thanks to Cindy Brunner at Art A La Cart in Newton, Iowa. Cindy is a graphics designer and co-founder of Art A La Cart. You can check out Cindy's business here: <http://www.artalacarte.com/> Cindy and here husband Gary also have a vineyard near Newton and are members of the Iowa Wine Growers Association. The new WWW site is now up and construction is in progress. Thank You Cindy for working on this!

<http://www.iowawinegrowers.com>

### ***Preparing for USDA Rural Development Energy & Value Added Ag Grants***

On Tuesday, January 29, 2008 the Iowa USDA Rural Development office will be hosting workshops on the Iowa Cable Network (ICN) to inform and help people prepare for commercial renewable energy and/or commercial energy efficiency grants and/or loans or Valued Added Agriculture and Producer grants and/or loans. Wineries and vineyards wanting to install energy saving systems would qualify to apply for the energy grants and/or loans. Details of the Renewable Energy Systems & Energy Efficiency Improvement Program can be found here:

[http://www.rurdev.usda.gov/ia/rbcs\\_RE-EE\\_Section\\_9006.html](http://www.rurdev.usda.gov/ia/rbcs_RE-EE_Section_9006.html)

Grants or loans made available through the Value Added Agriculture and Producer program can be used by Value added agriculture enterprises to help develop feasibility studies, business plans, or marketing plans. These funds can also be used as working capital to help get a business established. The funds cannot be used for hard assets. Details can be found here:

[http://www.rurdev.usda.gov/ia/rbcs\\_VAPG.html](http://www.rurdev.usda.gov/ia/rbcs_VAPG.html)

The Energy grant/loan workshop will be held from 9:00AM to 11:00AM followed by the Valued Added Ag and Producer grant/loan workshop from 11:30AM to 12:30PM. Pre-registration is requested. These workshops will be hosted at ICN sites in the following towns:

Des Moines	Iowa Falls	Waverly	Tipton
Mt. Pleasant	Albia	Indianola	Atlantic
LeMars	Storm Lake	Humboldt	

Those not able to make these ICN workshops can participate at their leisure in a "Webinar". Participants of this online workshop will receive a workbook prior to taking this online grant information and grant writing workshop. Details here: <http://www.rurdev.usda.gov/ia/>

## *News from the Vermont Cold Climate Grape Growing Folks*

The following two items were posted to the Cold Climate IPM website toward the end of December:  
<http://pss.uvm.edu/grape/IPM/>.

*"An Initial IPM Strategy for New Cold Climate Winegrape Growers"*

*"Relative Disease Ratings for Winegrape Varieties Grown in Vermont"*

### **2008 Midwest Commercial Small Fruit & Grape Spray Guide Now Available**

The 88 page/1.5mb pdf *2008 Midwest Commercial Small Fruit & Grape Spray Guide* can now be downloaded from Purdue University here: <http://hort.agriculture.purdue.edu/pdfs/08SprayGuide.pdf>  
An updated version of this North Central Extension 11 state publication is published each year. Hard copies of this publication can be ordered from Purdue here for \$6.00 each:

<https://secure.agriculture.purdue.edu/store/item.asp?itemID=18265>



Hardcopies can also be ordered through the ISU Extension store for \$6.00 each here:

<https://www.extension.iastate.edu/store/> Just type in "PM1375" in the search box. I noticed that the 2008 version has not been listed yet. Only a few old 2007 versions are available for \$6.00 each. The 2008 version should be available soon. This is the #1 book commercial vineyard operators use to guide their herbicide, insecticide and fungicide spray applications.

### **2007 Census of Agriculture – 24 pages – Ouch!**

Well, by now many of you grape growing entrepreneurs have encountered your first U.S. Census of Agriculture survey. All 24 pages! Yep, you all have to fill it out and it needs to be in back in the mail by February 4, 2008. Response to the survey is required by Title 7 of the U.S. Code. The same law keeps your report confidential and will only be used for statistical purposes. If you are adverse to snail mail, you can fill out the survey form online here:

[http://www.agcensus.usda.gov/Online\\_Response/index.asp](http://www.agcensus.usda.gov/Online_Response/index.asp)

The first Census of Agriculture was taken in 1840. The U.S. Census of Agriculture is now taken every 5 years. It is the only source of uniform, comprehensive agricultural data from every county in the nation. You can learn all about the U.S. Census of Agriculture here:

<http://www.agcensus.usda.gov/>

### **Surprise, Surprise - Alcohol Wholesalers Contribute \$50mm To Protect Turf**

The Specialty Wine Retailers Association have just completed a comprehensive report showing the amount of money the American alcohol distributors in each state have contributed to support political

policies that protect their turf. Over \$50mm in political campaign contributions were made from 2000 to 2006. This amount is significantly larger than is being contributed by any other sector of the alcohol industry or many other types of commercial industries. The Specialty Wine Retailers Association maintains that this has resulted in laws passed in nearly every state that protect the shrinking number of wholesalers from competition, prevent consumer access to the thousands upon thousands of wines now available in the United States and serve to severely impede the growth of the American wine market. Here are the amounts that have been contributed in Iowa and our neighboring states from 2000 to 2006:

IA = \$356m	IL = \$5.7mm	KS = \$195m	MN = \$98m
MO = \$211m	NE = \$47m	SD = \$46m	WI = \$680m

The entire 15 page report was released on January 8, 2008 and can be found here:  
[www.specialtywineretailers.org/documents.html](http://www.specialtywineretailers.org/documents.html).

The Specialty Wine Retailers Association is a nationwide organization of wine merchants organized to advocate on behalf of retailers and consumers for fair, constitutional laws concerning alcohol distribution and direct-to-consumer sales. Through lobbying and litigation SWRA seeks to legally provide US consumers with the wine they want from wherever it is available.

### ***Kevin Kelly's Deer War with the Iowa DNR - Chapter Two!***

On March 19 of 2007 Kevin Kelly, owner of Kelly's Tree Farm went to court in Cedar County, Iowa to see if landowners have to allow deer to destroy their private property. On March 21 he was found guilty by a 6 person jury of a simple misdemeanor. He was fined \$1500 for the replacement of a deer he shot. Many Iowan's at the time of this case were on Kevin's side in his fight and many even sent in money to help pay his legal fees. Kevin Kelly has written an update of this story and placed it on his Kelly's Tree Farm WWW page. You can read how things went this year and how Kevin is dealing with his deer problem. He also has a long list of legal advice on how to deal with Iowa DNR. Check it out:  
<http://www.kellytreefarm.com/info.html>



The January 2007 issue of Wallace's Farmer had a good article describing Kevin's fight against deer and the Iowa DNR here: <http://magissues.farmprogress.com/WAL/WF01Jan07/wal009.pdf>

### ***Snapshot: Arkansas Wine Industry***

1. State population of 2.73 million
2. Grapes have been grown in Arkansas since the 1870's when Swiss-German immigrants started vineyards in the Ozark Mountains.
3. More than 1,400 acres of grapes. The primary wine grapes would include, Niagara, Concord, Catawba, Norton/Cynthina, Muscadine, America hybrids and a few Vinifera.
4. Wiederkehr Wine Cellars was established in 1890 and is considered the oldest and largest winery in Mid-America.
5. 75 cents/gallon excise tax on all native and imported wine with an additional 5 cents/case tax
6. 43 of the 75 counties are dry allowing only private club permits. The remaining 32 wet counties have dry townships and cities intermixed within.

7. Native wineries can sell wine every day of the week. Wine sold by the glass for on-premise consumption must be accompanied with some type of food. Wineries selling by the glass must offer wine tours of their cellars.
8. Package wine sold by native wineries for consumption off-premise but be stamped with “*Not to be opened on date of sale*”.
9. Native wineries must maintain tasting rooms and offer wine tasting to customers.
10. There are no provisions allowing the movement of bonded wine into the state or within the state.
11. Direct wine shipments to customers are NOT allowed by in-state or out-of-state wineries.
12. The state maintains a strict 3-tier system involving 459 state owned liquor stores.
13. Legislation passed in October of 2001 allowed Native wine to be sold through grocery and convenience stores but distributed through the 3-tier system.
14. 3 American Viticultural Areas
  - Altus AVA
  - Arkansas Mountain AVA
  - Ozark Mountain AVA
15. Native wineries provisions apply to wineries producing less than 250,000 gallons per year.
16. 6 Native Wineries
  - Chateau Aux Arc: <http://www.chateauauxarc.com>
  - Cowie Wine Cellars: <http://www.cowiewinecellars.com/>
  - Keels Creek Winery: <http://www.keelscreek.com/>
  - Mount Bethel Winery: <http://www.mountbethel.com/>
  - Post Family Vineyards: <http://www.postfamilie.com/>
  - Wiederkehr Wine Cellars: <http://www.wiederkehrwines.com/>
17. Approximately 270,000 gallons of native wine produced in 2006 according to TTB

Information Resources:

- a. AR Dept. of Finance & Administration – Alcohol Beverage Control Division: [http://www.arkansas.gov/dfa/abc\\_administration/abcadm\\_index.html](http://www.arkansas.gov/dfa/abc_administration/abcadm_index.html)
- b. AR alcohol law: [http://www.arkansas.gov/dfa/abc\\_administration/documents/abc\\_regs.pdf](http://www.arkansas.gov/dfa/abc_administration/documents/abc_regs.pdf)
- c. Appellation.com – Arkansas: <http://wine.appellationamerica.com/wine-region/Arkansas.html>
- d. Univ of AR Enology & Viticulture Program: <http://www.uark.edu/depts/ifse/grapeprog/table.htm>
- e. Arkansas Wine Legislation.org: <http://arkansaswinelegislation.org/>
- f. AR IPM 2003 Crop Profile: <http://www.ipmcenters.org/CropProfiles/docs/ARgrapes.html>

### ***South African Wine Exports up for 2007***

South African total wine exports are on the rise again, reflecting a 16% volume increase for the first 11 months of 2007 compared with the same period in 2006. **Exports to the U.S. are up 9%** for the same time period. According to: *SA Wine Back on Growth Track*, 1-7-08 , Wine.co.za: [http://www.southafrica.info/doing\\_business/sa\\_trade/exporting/wine-040108.htm](http://www.southafrica.info/doing_business/sa_trade/exporting/wine-040108.htm)

### ***Increasing the Price Seems to Increase the Taste?***

Antonio Rangel, associate professor of economics at the California Institute of Technology, led a team to test how marketing shapes consumers' perceptions and whether it also enhances their enjoyment of a product. They asked 21 volunteers to sample five different bottles of cabernet

sauvignon and rate their taste preferences. The taste test was run 15 times, with the wines presented in random order. The taste test was blind except for information on the price of the wine.

The study found that inflating the price of a bottle of wine enhanced a person's experience of drinking it. Volunteers consistently gave higher ratings to more expensively labeled wines. Read the entire 1-14-08, Newsweek.com article here: <http://www.newsweek.com/id/92587>

### ***Red wine compound could treat diabetes, obesity***

1-14-08, DecanterNews.com

A compound found in red wine may eventually treat age-related diseases such as obesity and diabetes. A Massachusetts-based drug company, Sirtris Pharmaceuticals, has found that a reformulated version of resveratrol, a compound found in red wine, improved the body's ability to break down sugar - and prevented mice from becoming obese. In trials Sirtris's SRT501 drug was showed that those taking resveratrol improved their score on an oral glucose tolerance test, which measures the body's ability to break down and use sugar, a fundamental problem for diabetics. You can read the entire article here:

<http://www.decanter.com/news/174011.html>

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

1. "What You Need to Know About Wine Labels" Excellent TTB brochure:  
[http://www.ttb.gov/pdf/grape\\_wine\\_labels0706.pdf](http://www.ttb.gov/pdf/grape_wine_labels0706.pdf)
2. TTB "Compliance Seminar for Bonded Wine Premises" Sept. 2007 22mb pdf document:  
[http://www.ttb.gov/pdf/ttb\\_p\\_5120-001ca.pdf](http://www.ttb.gov/pdf/ttb_p_5120-001ca.pdf)
3. Latest list of U.S. licensed Wine Producers and Blenders by state:  
<http://www.ttb.gov/foia/frl.shtml>
4. THE BEVERAGE ALCOHOL MANUAL (BAM) - A Practical Guide - Basic Mandatory Labeling Information for WINE Volume 1, from the TTB:  
<http://www.ttb.gov/wine/bam.shtml>

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.