

Wine-Grower-News #29
January 25, 2008

Bonus Edition!
(Next Issue – February 1, 2008)

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

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Virginia Tech Wine Enology Grape Chemistry Group Has a New WWW Site

New Online Directory of 5,000 Wineries and 18,000 Industry People

Quote of the Week

Neeto-Keeno WWW Stuff

Picture submitted by Mike Epps, of White Oak Vineyards at Elkart, Iowa. Taken 1-31-07.



Still Time to Register for 2008 Iowa Wine Growers Conference on Feb. 8+9, 2008

The 2008 Iowa Wine Growers Association (IWGA) Annual Conference will be better than ever 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 8th and 9th. 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

Arton Glass & Ceramic Imprinters

Darlington Dairy Supply

Hummer International

Iowa Wine & Beer Promotion

Kaufman Container

Midwest Grower Supply

Northeastern Vine Supply

Arrowhead Vineyards

BASF

DRS Manufacturing

Infinity Packaging

Iowa State University

Macro Plastics

Midwest Vineyard Supply

Penoach Nursery

Criveller Company

CA Education Programs

Great River Vineyard & Nursery

Iowa Grape Vines

JDL Longhorn Inc.

MDT & Associates

Moon Valley Vineyard

Prospero Equipment

Scott Laboratories
Thermo Fischer Scientific
Vitro Packaging

Swihart Sales
TRICOR Insurance
Walkers Wine Juice

The Label Gallery
VESTA
Winterhaven Vineyard & Nursery

If you have not sent in your registrations yet, please do so. Conference fees increase for registrations received after January 28th. Registration forms can be here at the new IWGA WWW site here:
<http://www.iowawinegrowers.com/events2.php>

2008 Annual Vine/Wine Conference Dates to Remember

- Jan. 29-31, 2008 Unified Grape & Wine Symposium, Sacramento, CA
(Largest in U.S.): <http://www.unifiedsymposium.org/>
- Feb. 2-4, 2008 Midwest Grape Growers Conference, Tan-Tar-A Resort in MO
<http://www.missouriwine.org/MidwestGrapeWineConference.htm>
- Feb. 8 + 9, 2008 Iowa Wine Growers Assn Annual Meeting
DMACC campus, Ankeny, IA
<http://www.iowawinegrowers.com/events2.php>
- Feb. 14 - 16, 2008 MN Cold Climate Grape & Wine Conference, Holiday Inn Select
Bloomington, MN: http://mngrapes.org/?page_id=31
- Feb. 21 - 24, 2008 IL Grape Growers & Vintners Assn Annual
Conference Springfield, IL : <http://www.illinoiswine.org/conference.html>
- Feb. 29 - March 1, 2008 NE Grape Growers Annual Conference,
Kearny, NE
<http://cariregistration.unl.edu/CourseStatus.awp?~08AGROKR0228>
- March 4-7, 2008 Wineries Unlimited, King of Prussia, PA, (2nd largest in U.S.)
<http://www.vwm-online.com/dpage.asp?pid=185>

Midwest Grape & Wine Industry Institute Article in Iowa Farmer Today

Hanna Fletcher, writer on the Iowa Farmer Today staff wrote a nice full page article about the Midwest Grape & Wine Industry Institute in the 6-19-08 edition of the Iowa Farmer Today. Iowa Farmer Today is a weekly agricultural oriented newspaper that is sent to over 70,000 farmers and farm operators in Iowa. The reported numbers were not all correct but the trend line could be seen.



Check it out here:

http://www.iowafarmertoday.com/articles/2008/01/23/top_stories/05iawine.txt

06-07 Fiscal Year IA Grape & Wine Development Commission Report Posted

The 21 page 2007 Annual Report (July 1, 2006 to June 30, 2007) of the Iowa Grape & Wine Development Commission was posted this week on their WWW site.

This commission resides within the Iowa Department of Agriculture and Land Stewardship. This Commission was formed on July 1, 2001 with the passage of Senate File 524 and met for the first time on May 30, 2002. Commission duties and responsibilities are set forth in Chapter 175A of the Iowa Code. The five voting members are:

Karen Foster – Kings Crossing Vineyard & Winery, Mineola
Benjamin Jung – Ingersol Wine and Spirits, Des Moines
Linda Larson Melin - Snus Hill Winery, Madrid
Ron Mark – Summerset Winery, Indianola
Paul Tabor – Tabor Family Winery, Baldwin

Ex-officio members:

Mike Bevins – State Horticulturist & IDALS representative
Denny Michel, Forester III & IDNR representative
Gerald Miller, ISU Associate Dean of Extension, College of Agriculture
LuAnn Reinders, Research & Welcome Center Manager, Iowa Department of Economic Development

The Commissioners reviewed 43 grant proposals during the 2006/2007 fiscal year, of which 14 were approved for a total of \$394,194. You can read/download the entire report here:

<http://www.agriculture.state.ia.us/grapeAndWine.htm>

25 - “FREE” Online Vine/Wine Books

Grape Growing

1. Growing Grapes in Missouri, 88p, Missouri State University:
<http://www.mtngrv.missouristate.edu/publications/grapeguide.pdf>
2. Midwest Grape Production Guide, Bulletin 919, 158 p, Ohio State Univ.:
<http://ohioline.osu.edu/b919/pdf/b919.pdf>
3. Mid Atlantic Grape Growers Guide, 127 p, North Carolina State Univ.:
<http://www.ces.ncsu.edu/resources/winegrape/>
4. Growing Grapes in Wisconsin, 28p, Univ. of Wisconsin:
<http://learningstore.uwex.edu/pdf/A1656.PDF>
5. Growing Grapes in Indiana, 8p, Purdue Univ:
<http://www.hort.purdue.edu/ext/HO-45.pdf>
6. Growing Grapes for Wine and Table in the Puget Sound Region, Washington State Univ.:
<http://cru.cahe.wsu.edu/CEPublications/eb0775/eb0775.html>
7. Commercial Grape Production in Kansas, 29p, Kasas State Univ.:
<http://www.oznet.ksu.edu/library/hort2/mf2370.pdf>
8. Growing Grapes in West Virginia, West Virginia Univ.:
<http://www.wvu.edu/~agexten/hortcult/fruits/grograps.htm#Harvesting>
9. Muscadine Grape Growing Guide for North Carolina, 20p, NC State Univ.:
<http://www.smallfruits.org/Muscadines/production/MuscadineGuide2003.pdf>
10. Growing Winegrapes in Maritime Western Washington, 24p, Washington State Univ:
<http://cru.cahe.wsu.edu/CEPublications/eb2001/eb2001.pdf>
11. New York Guide to Sustainable Viticulture Practices, 125p, Cornell Univ.:
<http://www.vinebalance.com/>
12. Colorado Grape Growers Guide, 85p, Colorado State Univ.:
<http://www.ext.colostate.edu/pubs/garden/550a.pdf>

Canopy Management – Training – Trellising

13. Canopy Management for Pacific Northwest Vineyards, 12p, Washington State Univ.
<http://cru.cahe.wsu.edu/CEPublications/eb2018e/eb2018e.pdf>
14. Training & Trellising Grapes for Production in Washington, 16p, Washington State Univ.:
<http://cru.cahe.wsu.edu/CEPublications/eb0637/eb0637.pdf>

Pest Management & Spray Guides

15. 2008 Midwest Commercial Small Fruit & Grape Spray Guide, 88p, Purdue Univ.:
<http://hort.agriculture.purdue.edu/pdfs/08SprayGuide.pdf>
16. Midwest Small Fruit Pest Management Handbook, 234p Ohio State Univ.:
<http://ohioline.osu.edu/b861/>
17. Pest Management Strategic Plan for the North Central Region, 107 p :
<http://www.ipmcenters.org/pmsp/pdf/NorthCentralGrapePMSP.pdf>
18. 2007 Michigan Fruit Management Guide, 207p, Michigan State Univ.:
<http://web1.msue.msu.edu/epubs/pestpubs/E154/E154-2007.pdf>
19. Pest Control in Small Vineyards, 15p, Michigan State Univ.:
<http://www.emdc.msue.msu.edu/Bulletin/PDF/E2698.pdf>
20. 2007 Pest Management Guide for Grapes, 44p, Washington State Univ.:
<http://cru.cahe.wsu.edu/CEPublications/eb0762/eb0762.pdf>
21. NY & PA Pest Management Guide for Grapes, Cornell Univ. & Penn State:
<http://ipmguidelines.org/grapes/>
22. Prevention & Control of Wildlife Damage, 36mb, Cornell, Clemson, Univ. of NE, Utah State:
<http://icwdm.org/handbook/index.asp>
23. Iowa Pesticide Applicator Study Guide for Private Restricted Use Pesticide Test, 214p:
<http://www.extension.iastate.edu/PME/Publications.html>

Organic Grape Production

24. Ohio State University Organic Grape Disease Management Guide, 46p:
<http://www.oardc.ohio-state.edu/fruitpathology/organic/PDF/OSU-Organic-Grape-Diseases.pdf>
25. Organic Grape Production Guide, 44 p. Appropriate Technology Transfer to Rural Areas (ATTRA) : <http://www.attra.org/attra-pub/PDF/grapes.pdf>

Sustainability Issues in Winery Layout and Design Seminar, March 7, 2008

The Sustainability Issues in Winery Layout and Design Seminar is scheduled for March 7, 2008 in conjunction with Wineries Unlimited Conference in Pennsylvania. Registration information is now available at: www.wineriesunlimited.com

Agenda

- 8:00 Registration
- 8:15-8:30 Welcome and Program Overview - Bruce Zoecklein, Virginia Tech, Blacksburg, VA
- 8:30-9:15 Building a Sustainable Winery: Principles and Applications
Andy Hall, Hall and Bartley Architecture, Santa Rosa, CA
- 9:15-10:00 Sustainable Winery Architecture, LEED
Joe Chauncey, Boxwood Architecture, Seattle, WA
- 10:15-11:00 Winery Energy Options, Solar- Gary Sheehan, SunTechnics Energy Systems, Paoli, PA
- 11:00-11:45 Creative Options in Integration of Winery Equipment and Design

Michael Shaps, Michael Shaps Consulting, Crozet, VA
 11:45-12:00 Morning session Q&A
 1:00-1:45 Sustainable Building Materials - Gary Black, Integrated Structures, Berkeley, CA
 1:45-2:30 Cover Caves; Gravity Flow Design: Principles and Practices
 Larry Ferar, Larry Ferar and Associates, Portland, OR
 2:30-3:00 Cellars, Caves and Earth Sheltered Design
 Larry Ferar, Larry Ferar and Associates, Portland, OR
 3:15-4:00 Tasting Room Design Considerations - Kristofer Sperry, Kristofer Sperry Architects,
 Akron, OH
 4:00-4:45 Winery Design Case Studies - Howard Bursen, Winery Design Consultant and Winemaker,
 Sharpe Hill Vineyard, Pomfret, CT

Summary - 2007 Wine Sales by John Gillespie, President of Wine Market Council

- U.S consumption hit 3.2 gallons per capita capping 17 years of rising per capita consumption exceeding the previous peak in 1982
- U.S. topped Italy as world's 2nd largest wine market behind France that is still #1
- U.S. total sales exceeded 300mm cases = 1.5 billion gallons
- Wine consumption if moving toward the Millennial Generation (21-31 yrs. Old)
- 57% of U.S. alcohol consumers didn't drink wine in 2000, now 57% do
- 32% of U.S. adult population does not drink alcohol
- Grocery store \$ sales were up 8.5% in 2007, with volume up 3.5%
- Grocery store sales increased greatest for wines in the \$12-\$15 range
- Grocery store sales were slowing in the last 12 weeks of 2007
- Import wine sales were up 7.1% vs. 6.7% for domestic wines
- Red wine at 50.3% of sales, up 8.5%
- White wine at 42.1% of sales, up 6.2%
- Blush wine at 7.5% of sales, down 1.3%
- Premium Rose's showed excellent growth
- Organic wines were up 29% though a very small segment of the market
- Chardonay, #1 at 22% of varietal sales
- Cabernet Sauvignon, 14% of varietal sales
- Merlot, 11.6% of varietal sales
- Pinot Noir, 5% of varietal sales
- Pinot Grigio, 7.5% of varietal sales
- 4,000 brands are now on U.S. Shelves with 3,300 these being new since 2000
- Top 10 brands now represent 23% of sales
- Huge growth in premium 3 liter boxes (up 47%) and Tetrapaks (up 52%)
- Olive Garden Survey – 40% of people not intending to order wine did so after tasting samples
- Sommeliers and bar keeps like screw caps with consumers having no problem with them. Screw caps now account for 4% of the market.
- Wine bars are hot among women
- Men now equal women in wine consumption for the first time

Summary – It looks like U.S. wine sales will continue to increase in 2008 and that U.S consumers like and want a wide variety of wines to choose from.

1. Wine Market Council: <http://www.winemarketcouncil.com/>
2. *Wine Market Council Reports that Wine has passed Tipping Point*, 1-21-08, WineBusiness.com: <http://www.winebusiness.com/news/dailynewsarticle.cfm?dataId=52602>

3. *Watershed Year for Wine*, 1-18-08, Wine Enthusiast Online:
<http://www.winemag.com/homepage/index.asp?adid=WEMAGTAB>
4. *U.S. Wine Consumption on the Rise*, 1-24-08, St. Helena Star:
http://www.sthelenastar.com/articles/2008/01/24/features/food_and_wine/doc479811e15abe7776921327.txt

Virginia Tech Wine Enology Grape Chemistry Group Has a New WWW Site

Check it out: <http://www.vtwines.info/>

New Online Directory of 5,000 Wineries and 18,000 Industry People

NEW Online, the just launched website, winesandvinesdirectory.com features the Winery and PhoneBook Quick Search sections of the directory. Site users can quickly search comprehensive listings for 5,000-plus wineries, and access pinpoint locations for each winery with the GoogleMaps integrated system. The newly added PhoneBook section will allow users to quickly search and connect to more than 18,000 industry people across the North American wine industry. Access is free, although subscribers to the print directory are able to access the fully expanded online reports.
<http://www.winesandvines.com/directoryonline/>

Quote of the Week

“no one has a palate superior to anyone else's, and that there's nothing wrong with liking wines many experts consider tacky” Tim Hanni - he was one of the first two Americans to hold the highest credential in the field, Master of Wine. *The Wine Antisnob*, 1-19-08 Wall Street Journal:
http://online.wsj.com/article/SB120069310588201343.html?mod=weekend_leisure_banner_left

Neeto-Keeno WWW Stuff

1. Harpers Search Engine, the wine and spirits professional's search engine:
<http://www.harperssearch.com/>
2. NEW! Vitisearch – Huge vine/wine Search Engine: <http://www.vitisearch.com/>
3. Blue Wine – Wine & Spirits Search Engine: <http://www.bluewine.com/>

Past issues archived as html: <http://www.extension.iastate.edu/Wine/Resources/winegrowernews.htm>
Past issues archived as pdf: <http://www.extension.iastate.edu/ag/newsletters/winegrowers.html>

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