

***Wine-Grower-News #33***

*March 7, 2008*

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

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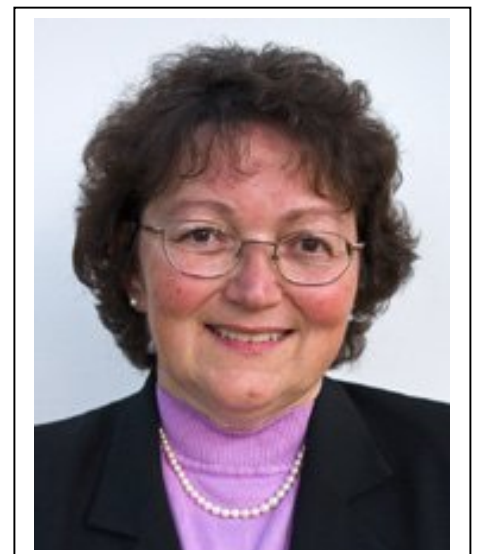
***Tight Supplies Causing Ag Inputs to Go Sky High***

Heads Up! The price of Ag chemicals and fertilizer has jumped 50% to 100%+ over the last few months. One example would be glyphosate (generic Roundup). Glyphosate supplies are VERY tight and the price has doubled since last fall. I would strongly suggest locking in your vineyard ag chemical and fertilizer inputs now instead of later.

***Dr. Gail Nonnecke Racks up Another Teaching Award***

Last November in (Wine Grower News #24) I reported that Dr. Gail Nonnecke, (ISU Horticulture instructor, grape researcher, all around good person, etc...etc...etc.) received the Iowa Professor of the Year award from the Carnigie Foundation for the Advancement and Support of Education. Well,... she has now racked up another award for her trophy case. Dr. Nonnecke recently received the Excellence in International Agriculture Award from the ISU College of Agriculture. Gail has shared her expertise with scientists in Uganda, China, India, Latvia and Hungary. She is also a leader in the ISU horticulture global program. She collaborated with a peer to initiate a study abroad program in Scotland in 1998 which has attracted more than 100 students.

Congratulations Gail. Well deserved!



Dr. Gail Nonnecke

## ***Experimental ISU Grape & Wine Science Course Well Received***

Dr. Gail Nonnecke (Horticulture), Dr. Murli Dharmadhikari (Extension Enologist) and Dr. Cheryl Reitmeier (Food Science) worked together to offer an experimental course at Iowa State University this spring. *Understanding Grape & Wine Science*, FSHN/Hort 120x is a 3 credit course offered for this first time has attracted 107 students.

The course covers grape species and cultivars, fruit quality, geography, history, principles of fermentation and aging, wine classification, appreciation, evaluation, storage and service, regulations, wine as food. Legal age requirements required that no wine tasting be allowed in this class.



Dr. Murli discussing wine filtration with students in *Understanding Grape & Wine Science* class at ISU

## ***New, Presidio Fungicide From Valent Registered for Grapes***

Presidio (fluopicolide) is a new class of fungicides (acylpicolides) with a novel and very effective mode of action against Downy Mildew. It is considered a preventative with some reach back, meaning it can be used to clean up newly established infestation. There are no known tank mix limitations. The label will call for tank mixing with another fungicide for both resistance management and to provide a broader range of disease control.

Valent USA received a Federal Registration for Presidio from the EPA in February of 2008. According to Rich Krause, Product Manager with Valent, Presidio will receive state registration this March. The formulation will be a 4SC Flowable (4 lbs active ingredient/gallon), come in quart containers and will have a labeled use rate of 3-4 oz. per acre. Price will be available after state registration. Presidio will be labeled on leafy vegetables, cucurbits, fruiting vegetables and grapes. This newsletter will notify you when labels, product and pricing is available.

2-8-08 news release: [http://www.valent.com/news\\_events/news.asp?industry=2&src=article](http://www.valent.com/news_events/news.asp?industry=2&src=article)

## ***Online Videos from Washington State University Vine/Wine Workshop***

The following Power Point and streaming video presentations from a November, 2004 Vine and Workshop are posted online. A lot of good basic information on the following topics:

Vineyard Site Selection	Vineyard Layout	Plant Material
Canopy Management and Crop Estimation	WSU Wine Grape Project	Fermentation
Overview of Winemaking	Must Additions	Red Wines
Secondary Fermentation	Aging, Clarification and Bottling	

Check it out here: <http://ext.nrs.wsu.edu/Video/Wine/index.htm>

## ***U.S. Wine Exports UP in 2007***

U.S. wine exports (\$951 million) were up 8.6% in value and 12% in volume in 2007. Over 95% of this wine (much of it bulk) originated in California. Here is where all this wine is going:

50%	European Union	25%	Canada	6.6%	Japan
2.7%	Switzerland	2.5%	Mexico	13.2%	Other

*U.S. Exports Reach \$951 million*, Wine & Vines Magazine, 3-3-08:  
<http://winesandvines.com/template.cfm?section=news&content=53590>

## ***Vineyards and Tasting Rooms Go Together***

I recently visited George Spencer Vineyard and Tasting Room at Gibbon, Nebraska on my way to the Nebraska Wine & Grape Growers Annual Conference held at Kearney, NE. The first grapes were planted in 1998. Today they have a 7 acre vineyard composed of Edelweiss, Seyval, Traminette, Brianna and Marquette. A tasting room and gift shop was added in 2004. Dr. L. R. Smith and Barb Vendra are partners in this operation. Barb told me that they hosted over 200 events the first year (2004) the tasting room was open. The customers come from the higher population towns of Hastings, Kearney and Grand Island. They also get a quite a few customers off of I-80 that lies 3 miles south of them. One current event that goes over well is a 5-course meal paired with wine they serve every other Friday evening.



Marquette Vineyard Planted in 2006.



Old farmhouse built in 1909 with attached deck serves as tasting room, gift shop and dining area.



Largest Wine Bottle in Nebraska.  
Made out of hay bales located at  
George Spencer Vineyard

What is so unique about this business? Did you notice that not once did I mention their winery or wine maker? The reason is that they don't have either. They send their grapes off to other wineries to make wine they can sell at their tasting room. This is something we should do more of in Iowa. Our class B \$25 per year native Iowa wine license would allow vineyards to do this. It allows commercial establishments to sell Iowa made wine for off premises consumption in original unopened containers. No sales by the drink. Samples are permitted of 1 ounce or less. Not owning a commercial winery or paying a winemaker allows more room on the balance sheet for **black ink**.

Check them out here: <http://www.geospencervineyard.com/>

### ***License to Steal – National Wine Marketing Conference***

**What:** License to Steal

**When:** April 1-2-3, 2008

**Where:** Ohio's Wine Country Resort at Geneva State Park, 50 miles east of Cleveland, Ohio.

Room rates are \$79 per person. Book rooms directly by calling 440-466-7100 and ask for the "License to Steal" room rate. <http://www.TheLodgeAtGeneva.com>

**Who Should Attend:** Wine Marketers, Winery Owners, Tourism Specialists, State Officials, Local Visitor Bureaus, Chambers of Commerce, Community Leaders with wineries in their regions.

**Presented by:** Wine marketing programs in Illinois, Indiana, Michigan, Missouri, New York, Ohio and Pennsylvania.

**Host:** Donnie Winchel, Executive Director, Ohio Wine Producers Association, 800-227-6972, [dwinchell@ohiowines.org](mailto:dwinchell@ohiowines.org) or <http://www.nationalwine-marketing.com>

**Cost:** \$195 each for first registration, \$175 for additional registrations from same company or organization. Meals included.

**Register Online:** <http://www.nationalwinemarketing.com/>

### ***Every Winery Needs a Least One Mead!***



Viking Ceremonial Mead Drinking Horn

Yes, every winery needs to have at least one wine made from honey (mead). The myth and lore of mead runs long and deep. The first references of mead first started to show up in the 5<sup>th</sup> century. Mead was considered the Viking drink of choice. The story tells us of a Viking reaching into a hollow tree where rainwater and honey had mixed and fermented resulting in the origin of mead. From that point on, the Vikings did not go anywhere without a goblet or horn full of mead. But,... it is the Wedding story that requires each winery to have at least one mead for that special wedding gift.

There are many versions of the Mead Wedding Story. The story tells us of the Vikings giving newlyweds enough wine to drink from moon to moon (approx. 30 days) to help enhance fertility, virility and the chance of having a bouncing baby boy in nine months. Hence the term Honeymoon! Many a bottle of mead has been given as a wedding present with the honeymoon story written on the side. *Feel free to embellish this story as you wish and pass along. Everyone else does.*

## **Mead Resources:**

1. Got Mead.com: <http://www.gotmead.com>
2. 279 Mead Recipes:  
[http://www.gotmead.com/index.php?option=com\\_rapidrecipe&page=viewcategory&category\\_id=169&Itemid=6](http://www.gotmead.com/index.php?option=com_rapidrecipe&page=viewcategory&category_id=169&Itemid=6)
3. International Mead Festival: <http://www.meadfest.com/>
4. Honeywine.com: <http://www.honeywine.com>
5. Make Mead Complicated Organization: <http://www.meadmadecomplicated.org/>

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

Writer Jeff Siegel in the Fort Worth Star-Telegram says if you ask foreign winemakers what their biggest problem is, the answer is almost always the same: the historically weak U.S. dollar. "We're getting absolutely slagged," says Hugh Hamilton, an Australian whose brands include Hugh Hamilton. Taken from 2/08 International Sommelier Newsletter:  
<https://www.internationalsommelier.com/>

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

1. List of wine making clubs in the U.S., Canada, England and Australia:  
<http://winemakermag.com/referenceguide/clubs/>
2. Things you can make out of wine corks. From MakeMineWine Magazine:  
<http://makeminewine.wordpress.com/2006/12/11/these-corks-are-made-for-crafting/>
3. New York Grape Harvest Prices 1999 – 2007:  
<http://flg.cce.cornell.edu/Grape%20Harvest%20Prices.html>

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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