

Wine-Grower-News #34 *March 14, 2008*

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

Information in this issue includes:

2nd Warning – Get those Vineyard Inputs Purchased Now!

Check Out You Tube Pruning Videos

Comments from a Disgruntled Winemaker

How can I get one of those Iowa Vineyard and Winery Maps

Snapshot Maryland Wine Industry

VESTA- Wine Sensory Workshop, March 28/29 at Park Farm Winery

VESTA Looking for Field Training Sites

Enroll Now For Summer/Fall VESTA Online Vine/Wine Courses

Vineyard Records are Key to Optimum Fruit & Yield

Online Wine Forums

Why Do People Come To Your Winery

USDA Risk Management Agency – New Grape Insurance Policy

Quote of the Week

Neeto-Keeno WWW Stuff

2nd Warning – Get those Vineyard Inputs Purchased Now!

I have been talking to several ag-chemical wholesalers and retailers over the last week. Glyphosate (generic Roundup), Roundup, Manocozeb and Princep (simazine) supplies are tightening up dramatically and prices are moving up quickly. The entire ag-chemical industry is under very strict supply allocations worldwide on a vast array of products. This is a historical first. Isn't it amazing what \$5 corn, \$15 beans, \$4 oats, and \$13 wheat will do to entice more land into production.

Check Out You Tube Pruning Videos

I typed in "grape pruning" in the You Tube search engine and brought up 14 videos about pruning grapes. Check it out: <http://www.youtube.com/>

Comments from a Disgruntled Winemaker

I recently received the following comments from a disgruntled Iowa winemaker after we had a discussion about what happens in the winery once unripe or diseased grapes get pressed and into a wine tank. It emphasizes the saying that you cannot make good wine out of bad grapes.

Here's an example of what one 1,000 gallon tank of bad grapes/juice cost us this season, not to mention the tank space it took up that we didn't have for other good quality juice. I also does not account for the extra

time and labor needed to blend other wines into it.

250 gallon racking loss x \$8.50 per gallon = \$2,125
Three separate sessions in the chiller for a total of 6 weeks, unknown electricity cost
Extra plate filters \$125
Extra lab tests about \$50 - \$90
Extra sugar about \$125
Other stuff \$740

Total \$3,165 loss, no joke.

How can I get one of those Iowa Vineyard and Winery Maps

I was asked again this week about where I can get one of those Iowa vineyard and winery maps.

Since 2004 I have used my vineyard database and the list of Iowa licensed wineries from the Iowa Alcohol & Beverage Division to produce the map to the right. The 2007 map was done in October of 2007. At that time I was aware of 382 vineyards and the Iowa ABD had 67 Iowa licensed wineries in the state.

The 2007 map and maps from 2004, 2005, and 2006 can be accessed on the Midwest Grape & Wine Industry Institute WWW site. The 2007 map has a high resolution 2 mb jpeg file that can be downloaded to make a wall mounted poster map. These maps look good in tasting rooms and make for good conversation. Last year I had a local sign company print the 2006 map on a vinyl 24" x 36" poster for \$45. The maps can be found here:

<http://www.extension.iastate.edu/Wine/Resources/iowasvineyardgrowth.htm>



**October 2007 Iowa Vineyard & Winery Map
382 vineyards, 67 Iowa Wineries**

Snapshot Maryland Wine Industry

Maryland Vine/Wine Statistics:

- 30 wineries licensed in Maryland.
- Boordy Vineyards is Maryland's oldest winery (1945): <http://www.boordy.com/>
- Maryland wineries sold 228,657 gallons (approximately 1,154,056 bottles) of wine in fiscal year 2007– a 19.2% increase over 2006.
- Annual sales of Maryland wine in FY07 are estimated at \$12.7 million.
- Maryland's wineries produce over 240 different wines.
- Maryland wine is sold at more than 600 retailers and is served at over 100 restaurants.
- Maryland's wineries grow most of the grapes in the state – comprising nearly 120 acres of vines.
- Top 10 varieties grown in Maryland and acreage from 2006 survey:

Cabernet Franc – 44 ac.

Vidal Blanc – 31 ac.

Cabernet Sauvignon – 41 ac.
 Chambourcin - 38 ac.
 Chardonnay – 36 ac.
 Merlot – 33 ac.

Seyval Blanc – 25 ac.
 Sangiovese – 10 ac.
 Cayuga – 10 ac.
 Pinot Gris – 9 ac.

- Maryland grape growers harvest an average of 800 tons a year.
- There are more than 450 acres of grapevines planted in Maryland.
- There are more than 200 members in the Maryland Grape Growers Association

MARYLAND GRAPE INDUSTRY GROWTH					
	2001	2006	2007 Forecast	2006 Percent Increase from 2001	2007 Percent Increase from 2006
Vineyards	75	121	130	61.3%	7.4%
Vines	141,686	295,657	355,536	108.7%	20.3%
Acres	212	431	513	103.3%	19.0%

Maryland Vine/Vine Resources:

1. Maryland Wine Growers Association:
<http://76.12.73.188/main/index.shtml>
2. Maryland Wine Industry:
<http://www.marylandwine.com/>
3. 2006 Maryland Vine/Wine Survey:
<http://76.12.73.188/vineyards/statisticsmain.shtml>

FY	Gallons Sold	Bottles (apx)	Sales/Acre	% Change
2007	228,657	1,154,056	\$12,694,618	19.2%
2006	191,859	968,333	\$10,651,660	18.6%
2005	161,782	816,533	\$8,981,864	16.3%
2004	139,076	701,931	\$7,721,245	23.3%
2003	112,837	569,500	\$6,264,504	13.2%
2002	99,701	503,202	\$5,535,217	14.7%
2001	86,954	438,866	\$4,827,527	2.2%
2000	85,081	429,413	\$4,723,541	3.7%
1999	82,023	413,979	\$4,552,767	14.3%
1998	71,752	362,140	\$3,983,540	15.4%
1997	62,202	313,940	\$3,453,341	10.4%
1996	56,366	284,485	\$3,129,337	-1.4%
1995	57,186	288,624	\$3,174,862	n/a

Maryland Native Wine Sales

***VESTA- Wine Sensory Workshop
 March 28/29 at Park Farm Winery***

What: Wine Sensory Workshop

When: Friday/Saturday, March 28-29, 2008

Where: Park Farm Winery, Bankston, IA: <http://www.parkfarmwinery.com/>

Agenda: This two day workshop will focus on sensory components, wine faults and flaws, errors in perception, and tasting methodology.

Instructor: Ray Johnson, Santa Rosa Community College

Cost: \$150 each, class size limited to first 24 people

Register here: http://www.vesta-usa.org/VIN_266_Workshop.htm

VESTA Looking for Field Training Sites

A strong educational program is one that is closely tied to the industry it seeks to support. The VESTA program is successful because of the close relationship it has established with the grape and wine industry in the mid-America region and beyond. VESTA seeks the involvement of the industry as field practicum sites, internship sites, student mentors, and future employers. Click http://www.vesta-usa.org/industry_support.htm , for more information or call 417-836-5053.

Enroll Now For Summer/Fall VESTA Online Vine/Wine Courses

May 23 is the deadline to enroll into VESTA's summer classes and August 29 is the deadline for enrolling into fall classes. More info: <http://www.vesta-usa.org/>

Vineyard Records are Key to Optimum Fruit & Yield

Most of the research surrounding the concept of weighing last years cane growth and using a mathematical formula to determine the number of buds to retain for this years crop originated from research Dr. Nelson Shaulis led at Cornell University in the 1960's and 70's. The Geneva Double Curtain system was developed by Dr. Shaulis. These balanced pruning formulas varied by each cultivar's fruiting characteristics. Balancing a vine's vegetative growth to its crop production resulted in optimum quality and quantity while maintaining healthy vines. Examples of some of these formulas included:

Cultivar	Balanced Pruning Formula(s)
American	30 + 10
French Hybrids	20 + 10, 15 +10
American Hybrids	5 + 10, 20 + 20, 20 + 10
Seedless Table	30 + 10
Vinifera	15 + 10, 20 + 20

The first number in each formula established the initial number of buds to retain for the first pound of prunings collected per vine. The second number represented the additional number of buds to retain for each consecutive pound of prunings removed per vine. Normally, a maximum of 50 to 60 buds could be retained per vine. But again, this number would vary by cultivar, site and trellis system.

Experience has proven that the balanced pruning formulas work well for American grapes but tend be less accurate with hybrids. Hybrids tend to vary greatly in their fruiting characteristics and the number of shoots deriving from basal and latent buds. Clusters are often larger and more plentiful. Early shoot removal and cluster removal are more effective methods of balancing vine growth with hybrids. This is where good records come in handy to determine the targeted crop load each vine can maintain.

The targeted crop load system first takes the approach of leaving 4-6 buds per foot of cordon. This provides the basis for optimum canopy density later in the season. Cluster removal just prior or after pollination is then used to achieve a targeted crop load. The targeted crop load for most American hybrids often range from 8-12 lbs of crop for every pound of prunings removed.

Cultivar	Crop Removal lbs per vine	lbs of Prunings	Ave. Cluster wt. in lbs.	# of clusters needed for a crop load ratio of 10
Brianna	18	1.8	0.25	72
Edelweiss	20	2.0	0.35	57
Frontenac	16	1.6	0.30	53
GR-7	22	2.2	0.30	73
Marquette	16	1.6	0.25	64

Example chart showing a crop load of 10 lbs of crop per lb of prunings and lbs of clusters needed for this targeted crop load of 10.

Here are some ideal characteristics of balanced vine growth that Dr. Bruce Bordelon of Purdue University shared with us at this year's Iowa Wine Growers Association Conference. You can view his entire presentation here: <http://viticulture.hort.iastate.edu/info/08iawgamtg/bordelon.pdf>

1. Pruning weights of 0.2 to 0.4 lbs per foot of cordon.
2. Crop load ratio (yield/pruning wt) of 5-10 for vinifera and 8-12 for hybrids.
3. Internode growth lengths of 4-6"
4. Minimal lateral shoot growth.
5. Untrimmed shoot lengths of 4' to 6'
6. Maximum of 1.5 to 2.0 leaf layers in the canopy.

Table 12. Ideal Vine Canopy Characteristics chart taken from Midwest Grape Production Guide: <http://ohioline.osu.edu/b919/0009.html>

Table 12. Ideal Vine Canopy.	
Canopy Characteristic	Optimum Values
Shoot density	4 to 6 shoots per foot of canopy
Number of leaf layers	1 to 1.5
Number of nodes per shoot	12 to 15
Canopy gaps	40% to 50%
Cluster exposure	50% to 75%
Ratio of leaf area to fruit weight (sq. inches per oz.)	44 to 53
Ratio of leaf area to fruit weight (cm ² per gram)	8 to 12
Vine size (pruning weight in lbs. per ft. of canopy)	0.3 to 0.4
Ratio of fruit produced (lbs.) for each pound of prunings removed.	5 to 12

So what does this all mean? It means that good vineyard managers should select several vines in each vineyard block and or variety and keep records of their growth and yield over time. This information becomes invaluable in determining the proper crop load required for optimum quality and quantity. **Recording yield per vine, pruning weight per vine, and number of clusters per vine would be required to accomplish this.**

Online Wine Forums

1. Wine Spectator Online: <http://forums.winespectator.com/6/ubb.x>
2. Wine Press Online: <http://www.winepress.us/forums/index.php>
3. WineWeb Forum: <http://www.wineweb.com/fusetalk/forum/categories.cfm?catid=19&entercat=y>
4. Brew-Wine Forum: <http://www.brew-wineforum.com/>

Why Do People Come To Your Winery

It may be hard for you to evaluate your own business and determine what is in it (emotionally) that attracts people to come to the winery or buy your wine. The best way to find the answer is to ask your best customers what motivates them to return, or buy, again and again. Their answers provide you with the motivations, reasons and language you need to attract more customers like your best customers.

Before You Ask, You Must Determine Who to Ask. First you must make a decision on who are your best customers.

Is it the neighbor who pops in every night after work for a glass of wine?

Are they the people who attend ever music event!

Is it the person you've never met who orders case after case on-line?

Is it the person who brings every one of their out-of-town guests out for a visit?

Is it the person who spends the most money with you each year?

Spend a little time this week thinking about your criteria for best customer. It is an important step in discovering your brand message.

Barbara Rasko, Publisher, Make Mine Wine
<http://www.makeminewinemagazine.com/>

USDA Risk Management Agency – New Grape Insurance Policy

The Risk Management Agency is working on a new Grape insurance policy. A proposed rule to amend the Grape and Table Grape crop insurance provisions was published in the Federal Register on February 29, 2008. You can make **comments on this proposal rule until April 29, 2008.**

Interested persons are invited to submit comments, titled "Grape Crop Insurance Provisions", by any of the following methods:

By Mail to: Director, Product Administration and Standards Division, Risk Management Agency, United States Department of Agriculture, Beacon Facility, Stop 0812, Room 421, PO Box 419205, Kansas City, MO 64141-6205.

By Express Mail to: Director, Product Administration and Standards Division, Risk Management Agency, United States Department of Agriculture, Beacon Facility, Stop 0812, 9240 Troost Avenue, Kansas City, MO 64131-3055.

E-mail: DirectorPDD@rma.usda.gov.

You will need to use the Federal Register Search Engine to access the proposed rule here: <http://www.gpoaccess.gov/fr/index.html> The proposed Grape Crop Insurance Rule is on page 11054 of Vol. 73, No. 41 of the Federal Register.

Quote of the Week

*“The success of the Oregon wine industry is not simply due to overall quality of wines like Pinot noir and Pinot Gris, in my opinion, but to the progressive attitudes of industry members. In this era of diminishing public support for agricultural research and extension, the Oregon industry has developed a plan to create an **Oregon State University Wine Institute**. This is a partnership between the industry and OSU for the overall purpose of expanding the economic potential of the Oregon industry. The Institute will focus on viticulture, enology, and wine business, both extension and research. As of the start of the February 2008 Oregon Wine Symposium, 18 wineries had pledged \$20,000 each for the creation of the Wine Institute!*

In this country, public funds to conduct grape and wine research are very limited, and declining. As recently suggested by Dr. Roger Boulton, UC-Davis, “Matching the Australian industry’s level of funding would just allow us to remain 10 years behind.”

Regional wine industries would be well advised to consider the OSU Wine Institute model, or some alternative, if they desire to see extension and research efforts maintained or expanded to help secure their economic future!”

Dr. Bruce Zoecklein, Head, Enology-Grape Chemistry Group, Virginia Tech University, 3-5-08
Enology Notes #139

Neeto-Keeno WWW Stuff

1. Sustainable Viticulture programs around the world:

<http://www.sarep.ucdavis.edu/production/viticulture/Broome.htm>

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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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

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