

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

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### *New IWGA Grape Exchange Site*

In response to the larger supplies of grapes for sale this season, the Iowa Wine Growers Association board decided to offer a free website that growers or wineries can use to buy or sell grapes.

Both members and non-members can post Grape Exchange ads by creating a username account on the IWGA homepage. Once your registration has been confirmed, login. You will see links to post your ad. After they review your ad it will be posted. If you have any questions, just use the contact button

<http://www.iowawinegrowers.org>

The screenshot shows the Iowa Wine Growers Association website's Grape Exchange section. The header includes the IWGA logo and a navigation menu. The main content area is titled "Grape Exchange" and contains a search filter, a table of items for sale, and a summary of results.

Item Title	Hits
Frontenac, Prairie Star & LaCrosse for Sale	29
Cayuga White Grapes for Sale	34
Grape Exchange	37

Summary of results:

- Grapes and Wine for Sale (1 Item)
- Equipment (7 Items)
- Vines/Seedlings (0 Items)

## ***Iowa's Wine Industry is Maturing!***

The days of Iowa wineries buying anything that resembles a grape for \$1,000 per ton is coming to an end. Many wineries are filling up and turning down grapes. They are becoming very selective in what they buy. Here are some of the comments I have heard from some wineries recently:

- *"We no longer buy poor quality grapes."*
- *"These grape growers should have contacted us earlier, our tank space is now booked full. We cannot take any more grapes."*
- *"Did you apply a regular fungicide spray program and do you plan to net your grapes? If not, we are not interested in your grapes."*
- *"We don't care if they want to go on vacation. We will take the grapes when the grapes are ready, not when the grower is available to pick them."*
- *"They just showed up from nowhere with 3 tons of Foch and just expected us to buy them! Dude, give me a break!"*
- *"We had a verbal agreement to buy their grapes and they sold to someone else without letting us know. We could have purchased the same grapes from other growers. It is now too late."*
- *"Why pay \$1,000 per ton for poor quality grapes when I can purchase good quality juice at a cheaper price with less handling hassles."*

I mention these comments not to denigrate our grape growers, but to instead emphasize how our winegrape industry has matured. The day of part-time grape growers practicing sub-par growing, handling and marketing methods is passing very quickly. The grape supply/demand curves are coming together. Wineries can now demand more from grape growers.

### **Tips for Winegrape Growers in a Maturing Market:**

1. Grow quality grapes.
2. Grow quantities that the wineries are willing to work with. Example: 800 gallons of juice fits well into a 1,000 gallon tank. This amounts to approx. 5.3 tons of grapes. Consider growing different cultivars in quantities of at least 5+ ton lots.
3. Be able to harvest and deliver when the winery wants you to, not when you want to.
4. Consider onsite portable or permanent cold storage. A University of Illinois survey completed in 2004 indicated that 31% of the reporting vineyards had access to cold storage for their grapes. Having the ability to store your picked grape crop for short periods of time prior to delivery is a key marketing weapon to gather higher prices and manage your workforce more efficiently.
5. Market your grapes early in the season.
6. Test for pH, °Brix and TA often and keep your winery informed.
7. Be able to handle and deliver in forklift sized grape bins.
  
8. Last but not least! The growth in Iowa produced wine sales is slowing. The "New" seems to be wearing off. The wineries need to make Quality Wine and WE ALL need to promote Iowa wines every chance we get. Nothing ever happens until after the sale is made!

### **Growth of our Iowa Winegrape Industry Over the Last Six Years:**

2002 - 18 IA licensed wineries, 175+ growers/350+ acres of vineyards, 51,500 gals. produced  
2003 - 26 IA licensed wineries, 200+ growers/400+ acres of vineyards, 75,000 gals. produced  
2004 - 33 IA licensed wineries, 230+ growers/500+ acres of vineyards, 111,000 gals. produced  
2005 - 53 IA licensed wineries, 305+ growers/600+ acres of vineyards, 134,000 gals. produced

2006 – 68 IA licensed wineries, 340+ growers/700+ acres of vineyards, 246,000 gals. produced  
2007 - 70 IA licensed wineries, 384+ growers/875+ acres of vineyards, 267,000 gals. produced

Note: The Iowa licensed wineries and the gallons they produced data comes from the Iowa Alcohol & Beverage Division and the number of growers and acreage estimates originate from Mike White's client database. There are currently 54 Iowa wineries listed on the [Iowawineandbeer.com](http://Iowawineandbeer.com) WWW site. Several other are open for business, but are not listed.

### ***VinoEnology.com - Free Winemaking Calculators Online***

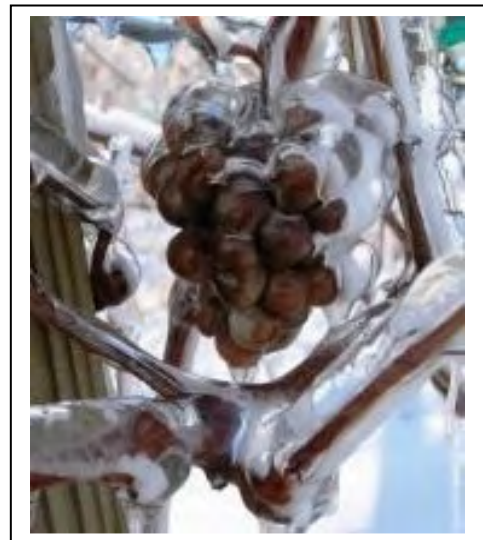
A newly launched website, [VinoEnology.com](http://VinoEnology.com), is helping professional winemakers during their hectic crush. It was founded by Peter Kirilov, an industry consultant and winemaker for reverse osmosis and de-alc specialist Vinovation. Visitors to the website can instantly access winemaking calculators for:

- Fermentation (Brix, yeast, nutrients);
- Chaptalization and water dilution (sugar and water additions);
- SO<sub>2</sub> (addition of potassium metabisulfite and liquid SO<sub>2</sub> solution);
- Acid addition (tartaric, malic and citric acid addition);
- Fining and oak addition (clarification and oak wood chips addition);
- Fortification (alcohol addition);
- Blending and cost calculator (wine blending and cost).

Read about it here in *Winemaking Calculators Go Online*, 9-4-08 Wines and Vines Magazine:  
<http://winesandvines.com/template.cfm?section=news&content=58279>

### ***Too Many Grapes? - Consider Freezing***

Your tanks are full and the grapes are still coming in. What to do? One option is to call up your local cold storage warehouse and freeze them. Dr. Murli Dharmadhikari (ISU Extension Enologist) tells me that winegrapes can be safely frozen for 2-3 months without deterioration and then processed into wine. (There is more than one way to make ice wine.) I would suggest starting out by looking under “warehouse – cold storage” in the yellow pages. Most major cities will have one or more cold storage facilities to select from. I called two different cold storage facilities here in Des Moines and asked them how one would go about storing grapes in their freezer. First you set up an account. They will need to know the approximate amount of grapes you want to store and the type of containers they will be in. They will require some type of sealed packaging. Plastic forklift bins with lids should be acceptable. I asked them what it would cost for me to store 1,500 lbs of grapes. They indicated that I would be charged a first time handling fee of approximately 90¢/100 lbs., a first time freezing charge of approximately 70¢/100 lbs. and a monthly storage fee of approximately 80¢/100 lbs./month. I am sure that these prices will vary between locations and for different quantities being stored.



Frozen LaCrosse Grapes

## *WineAmerica Annual Fall Membership and Board Meeting*

**What:** National Association of American Wineries Fall meeting

**When:** Wednesday – Saturday, November 12-14, 2008

**Where:** The Ridges Resort, Lake Chatuge, Georgia <http://www.theridgesresort.com/>

**Transportation:** There are multiple area airports within a few hours of the facility, including Atlanta, Ga, Asheville, NC, Chattanooga, TN, and Greenville, SC. For information on directions and transportation refer to the Ridges Resort WWW site.

**Reservations:** To book a room in the block of lodge rooms for \$99 per night set aside for WineAmerica members, please call The Ridges' reservation line at (888) 834-4409 or (706) 896-2262. NOTE: please be sure to mention WineAmerica Annual Fall Meeting when making a reservation for special room rate.

**Further Info:** Check out WineAmerica's newly designed homepage here:  
<http://www.wineamerica.org/>

## *Vineyard Readings from our ISU Research Farms*

Week of Sept. 1 - 5, 2008		9/3/2008	9/2/2008	9/3/2008	9/2/2008
		Armstrong, IA	Ames, IA	Nashua, IA	Crawfordsville, IA
Brianna	Brix		19	20	
	Initial pH		3.27	3.14	
	Titrateable Acids		0.55	0.77	
Cayuga White	Brix	18.9	18	16.8	
	Initial pH	3.28	3.01	2.92	
	Titrateable Acids	0.54	1.05	1.17	
Chambourcin	Brix		16.8	13	
	Initial pH		2.79		
	Titrateable Acids		1.65		
Chancellor	Brix		17.6	15.2	17.2
	Initial pH		2.88		3.28
	Titrateable Acids		1.1		0.98
Corot Noir	Brix	16.3	15.2	15	16.3
	Initial pH	3.4	2.92		3.33
	Titrateable Acids	1.17	1.07		0.95
De Chaunac	Brix	18.4	11	17.8	19.3
	Initial pH	3.59		3.17	3.29
	Titrateable Acids	1.05		0.96	0.93
Edelwiess	Brix			15	
	Initial pH			3.07	
	Titrateable Acids			1.17	
Esprit	Brix	17	17.2	15.1	17
	Initial pH	3.44	2.95	3	3.31

	Titrateable Acids	1.05	1.03	1.14	1.07
Foch	Brix		19.4	17	
	Initial pH		3.04	3.24	
	Titrateable Acids		1.11	0.83	
Frontenac	Brix	20.2	19.7	16.5	
	Initial pH	3.42	3.12	3.13	
	Titrateable Acids	1.53	1.81	1.34	
Frontenac Gris	Brix	20.3	20.2		
	Initial pH	3.36	3.02		
	Titrateable Acids	1.17	1.69		
GR - 7	Brix	18.2	18.2	17	19.5
	Initial pH	3.67	3.03	3.12	3.29
	Titrateable Acids	1.21	1.2	1.25	1.19
La Crescent	Brix		20.4	20.5	22.8
	Initial pH		2.99	3.03	3.31
	Titrateable Acids		1.69	1.5	1.25
La Crosse	Brix		15.7	17	
	Initial pH		2.85	3.68	
	Titrateable Acids		1.1	1.25	
Landot	Brix		17.8	17.5	19.2
	Initial pH		2.96	3.22	3.41
	Titrateable Acids		0.97	0.87	0.69
Leon Millot	Brix		20.8	17.5	
	Initial pH		3.19	3.29	
	Titrateable Acids		0.89	0.89	
Marquette	Brix		22	22	
	Initial pH		2.9	3.17	
	Titrateable Acids		1.48	1.07	
MN 1198	Brix	22.8	23	22	
	Initial pH	3.47	2.94	3.02	
	Titrateable Acids	1.48	1.26	1.32	
Noriet	Brix		16.2	14.8	16
	Initial pH		2.8		3.18
	Titrateable Acids		1.18		1.13
NY 76	Brix	18.2	17.4	15.3	18.3
	Initial pH	3.37	2.78		3.14
	Titrateable Acids	1.06	1.29		1.13
NY 84	Brix		18.8	20.2	
	Initial pH		3.05		

	Titratable Acids		1.02		
Prairie Star	Brix		17.4	17.1	
	Initial pH		3.18	3.15	
	Titratable Acids		1.33	1.1	
Seyval Blanc	Brix		20.4	19.8	
	Initial pH		2.97	3.03	
	Titratable Acids		0.98	1.22	
St. Croix	Brix	17.1	17.6	17	
	Initial pH	3.68	3.2	3.22	
	Titratable Acids	1.06	0.94	1.02	
St. Vincent	Brix		13	16	
	Initial pH				
	Titratable Acids				
Swenson White	Brix		18.2	19	
	Initial pH		3.02	3.01	
	Titratable Acids		0.81	1.07	
Traminette	Brix	15	16.8		17.8
	Initial pH	3.28	2.61		3.14
	Titratable Acids	1.26	1.38		1.02
Vidal Blanc	Brix	16.2	17.4	17	
	Initial pH	3.34	2.88		
	Titratable Acids	1.14	1.41		
Vignole	Brix	19.1	18.4	17.2	20.3
	Initial pH	3.33	2.83		3.19
	Titratable Acids	1.11	1.72		1.12

Note that your maturity readings can vary greatly from these. Location, site characteristics, training system and crop load will all have an affect on these readings.

### ***Harvest Parameters – When to Pick?***

The questions come in often. At what Brix, Titratable Acidity (TA) and pH should I harvest so-and-so cultivar? The answer varies depending on harvest season, cultivar and style of wine the winemaker intends to make. Sometimes the birds, insects or upcoming weather forecast will make this decision for you. The following resources will enlighten the reader as to what cluster weights, berry weights, harvest dates, brix levels, pH's, TA's, crop load's, etc have been seen in the past for many of the varieties we grow in Iowa:

1. ISU Grape Research Homepage: <http://viticulture.hort.iastate.edu/research/researchmain.html>  
Check out the 2002 Leopold Center Grape Cultivar Management Systems Trial research reports and the 200 Wien Grapwe Cultivar Trial research reports.
2. Information on Grape Varieties released from Cornell University:

<http://www.nysaes.cornell.edu/hort/faculty/reisch/grapeinfo.html>

3. Univ. of MN Wine Profile for Frontenac, Frontenac Gris, LaCrescent & Marquette. Select the “Variety” and then select “Enology”: <http://www.grapes.umn.edu/wine.html>
4. Chateau-Z in Amherst County, Virginia keeps very detailed harvest data of all the varieties they sell. Check out their 2005, 2006 and 2007 data here: <http://www.chateau-z.com/about.html>
5. Super Gigantic Y2 Winegrape Glossary by Anthony Hawkins:  
<http://www.wine-lovers-page.com/wineguest/wgg.html#hybrid>

## ***Show n Tell***

I know I showed you pictures of the 2008 Farm Progress Show last week. But... I wanted to share this picture Bob Nichols (USDA photographer who was with the USDA Secretary of Ag) had sent to me.

Kyle Jensen (L) ISU Extension Agronomist tasting wine served by Ron Mark (C) of Summerset Winery and myself (R). There were over 30 exhibits in the ISU Extension hoop building.



## ***Comments from Readers***

Steve Payton (Midwest Vineyard Supply) wanted to inform me that the permanent site for the alternating year Farm Progress Show will be in Decatur, IL and **NOT** DeKalb, IL as I stated in last weeks newsletter. Steve is correct! I think my driving by the DeKalb seed corn tent at the Farm Progress Show about 20 times left a subliminal message in my mind.

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“Hey Mike,

*It appears that I have finally sold my production. Along with that I got a lesson learned and maybe an opportunity revealed. The lesson learned is one that I have heard for the past five to seven years in IWGA about getting contracts in place at the start of the year. I had gotten complacent in selling to a single party and not having to worry about it. The world has changed. The opportunity is that it has given me a chance to open conversations with other wineries without feeling like I was undermining my ongoing relationship.*

*Thanks for the help.”*

--- Eastern Iowa Grape Grower

## ***Quote of The Week***

### ***Comment regarding grape diseases and our wet season this year:***

*“As a famous poet once said, "If you don't spray, the grapes go away", might be a painful lesson this year.”*

---- Al Meyer, Vineyard at Springville, IA

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

1. Home Wine Pro: <http://www.homeprowine.com/>
2. Wine Press Northwest: <http://www.winepressnw.com/>
3. Subscribe to Cornell University's 11 issues/year *Finger Lakes Vineyard Notes* and weekly e-mail *Finger Lakes Vineyard Updates* for \$50/year. <http://flg.cce.cornell.edu/grape%20subscription.pdf>
4. *Wine-Lovers Share Grapey Goodness*, 9-2-08 by Bob Hansen of The Hawkeye. Good story about Dr. Don McCabe and Dr. Mike AbouAssaly owners of Lindon Meadows Winery in Burlington, IA: <http://www.thehawkeye.com/Story/Vineyard-090208>

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