

## ***Wine-Grower-News #104***

***October 9, 2009***

***(Next Newsletter in two weeks!)***

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

***Information in this issue includes:***

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***American Association of Wine Economists / Journal of Wine Economics***

***Message on the Bottle: Colors and Shapes of Wine Labels***

White Paper #42 – American Association of Wine Economists

This paper set out to explore consumer preferences over colors and shapes in wine label design on the basis of survey responses from a group of graduate students in Spain. This paper's main finding was that there are strong preferences for selected combinations of colors and shapes in the composition design of wine labels. The findings reported in this paper may give us a better understanding of how color-shape compositions can improve a winemaker's marketing strategy.

When color preference was tested alone, none of the colors (black, blue, brown, gold, green, orange, violet, purple, white or yellow) showed any preferred significance. Of the 13 shapes tested without a color influence (circle, diamond, ellipse, pentagon, round edged rectangle, isosceles triangle, square, hexagon, trapeze, right-angled triangle, rectangle, or octagon), there seemed to be a significant preference towards rectangles and round edged rectangles. When label color and shape was combined, there seemed to be a positive preference toward the brown, yellow or green rectangle label and a negative preference for the brown and yellow and hexagon label.

You can read the entire paper here: [http://www.wine-economics.org/workingpapers/AAWE\\_WP42.pdf](http://www.wine-economics.org/workingpapers/AAWE_WP42.pdf)

*“So, what did I get out of this white paper? It confirmed in my mind that label design is important and it would probably be wise to solicit opinions from a diverse group of people before going to the printer.”*

--- ©mike white

## *Average date of a killing Spring/Fall frost in your area?*

Horticulturalists consider a killing frost for most annual plants to be temperatures at or below 28°F for a 4 hour period. This temperature is generally cold enough to drop the leaves off of perennial plants like trees, shrubs and grapes. Here are some average killing frost dates, ie. = 1<sup>st</sup> day there is a 50% chance of a killing frost in the spring and fall for the following Iowa cities:

<b>City</b>	<b>Ave Killing Frost Date</b>	<b>Ave. Killing Frost Date</b>	<b>Ave. Growing Season Length</b>
Albia	April 25	October 24	200 days
Ames	April 15	October 16	186
Decorah	April 25	October 8	166
Des Moines	April 8	October 26	201 (concrete city effect)
Estherville	April 20	October 9	172
Forest City	April 17	October 14	180
Ft. Madison	April 9	October 24	210
Glenwood	April 14	October 26	185
Indianola	April 12	October 19	189
<b>Iowa Average</b>	<b>April 12</b>	<b>October 22</b>	<b>193</b>
Mason City	April 22	October 13	174
Maquoketa	April 18	October 17	182
Sibley	April 25	October 7	164
Sidney	April 6	October 28	204
Sioux City	April 15	October 15	183
Waterloo	April 18	October 12	179

You can access the average weather records at the Iowa Environmental Mesonet – ISU Department of Agronomy WWW site and determine when the average date of a killing frost is expected in your area. Weather data from 1951 to 2009 is averaged to determine these dates. You can access this information here: <http://mesonet.agron.iastate.edu/climodat/index.phtml>

## *Preparing the Post Harvest Vineyard – A-Z To-Do List*

The harvest season has come to an end. Now is the time to start preparing your vineyard for winter and your next crop. Here is a suggested general post harvest “To-Do” list for this fall:

- a. Continue to monitor for Powdery Mildew and Downy Mildew foliar diseases and apply fungicide sprays if needed. Heavy disease pressure can prematurely defoliate and lessen the photosynthate root and trunk reserves necessary to carry the vines through winter.
- b. Remove grow tubes to help plants acclimate to colder temperatures. Some may just pull the tubes up high on the plant. They may lower them down to the ground in the winter if rabbits become a problem or they can reuse them next spring in those cases where the plants need to be cut back low to the ground due to winter cold damage. (Ideally grow tubes should be removed in August.)
- c. Remove debris, old prunings, mummies, and dropped fruit from the vineyard and either

- burn or compost outside of the vineyard.
- d. Soil sample those special problem areas identified during the season.
- e. Apply non-nitrogen fertilizers and lime as required by a soil sample analysis.
- f. Move mulches away from the trunk so that rodents will not set up house and girdle the trunk during the winter.
- g. Remove bird netting and store in rodent proof areas or containers.
- h. Inspect and repair trellis.
- i. Reduce trellis wire tension prior to winter. An 80°F - 20°F drop in temperature on a 12.5 gauge high tensile wire 500' long can increase the wire tension by 130 pounds.
- j. Shut off electric deer and/or raccoon fencing.
- k. Apply 2,4-D to the vineyard turf between the rows if broadleaf weeds are present and aesthetics are a concern. Wait unit after the first killing frost in mid-October. Keep the 2,4-D on the turf and away from the trunks.
- l. Apply glyphosate (Roundup) to perennial weeds under the vineyard wire. October is a good time to do this before the soil gets too cold in November.
- m. Consider dormant applications of herbicides like Princep, Prowl H2O, Surflan, Chateau, Karmex, and Kerb in late October to early November. Do not apply to frozen or snow covered soils. Use the higher rates listed on the label. This will free up valuable time in the spring. An early summer touch up with post-emergent herbicides will be necessary in most cases for season-long weed control.
- n. Identify prolonged wet areas of the vineyard and consider subsurface tile installation or surface drainage options..
- o. Soil sample future vineyard expansion sites, apply fertilizer and lime as needed and incorporate into the soil.
- p. Order grape plants for next year.
- q. Change the oil and service all the motorized equipment used in the vineyard.
- r. Sharpen and spray a protective oil coating on all pruning equipment.
- s. Clean out the sprayer and winterize by pumping an antifreeze solution through the sprayer and then draining the hoses and pump.
- t. Drain and/or blow out drip irrigation tubes.
- u. Clean, repair and store away all harvest equipment.
- v. Repair/repaint any trellis row signs lost or damaged during the season.
- w. Organize and file away vineyard operation records for easy access in the future.
- x. Begin to prepare a Plan of Work for next season.
- y. Watch for upcoming vine/wine training events in [Wine Grower News](#).
- z. Relax!

### ***Vineyard Financing Presentation at next Scenic Rivers Association Meeting***

**What:** Vineyard Financing Discussion at [Scenic Rivers Grape & Wine Association meeting](#).

**When:** 7 p.m. Monday, October 12, 2009

**Where:** Lee County Fair Grounds, Donnellson, Iowa

**Who:** Steve Showalter, USDA-FSA Farm Loan Manager, Keosauqua, Iowa

**Cost:** Free

**Further info, contact:** Kim Orth, Baxter's Vineyards, 217-453-2528, [kalogan81@hotmail.com](mailto:kalogan81@hotmail.com)

## ***\$45 Winery Sustainability and Design Education Series Online from VT***

In early 2008 the Virginia Tech wine department organized a very successful Winery Sustainability and Design program covering many winery sustainability issues. Because of the success of this event and the importance of the subject, Dr. Bruce Zoeklein posted an Adobe Presenter version of this Online. The subjects included in these audio and Power Point slide presentations are as follows:

- Sustainability in Winery Design
- Sustainable Winery Architecture
- Why Solar, Why Now
- Gravity Flow Design, Principles and Practices
- Cellars, Caves and Earth-Sheltered Design
- Winery Construction and Sustainable Building Materials



Each presentation is approximately 45 minutes long. Topics are discussed by some of the most respected winery architects, engineers, and winery planners from California and the Pacific Northwest.

This password-protected program is available for a donation of \$45 to the Enology-Grape Chemistry Group at Virginia Tech. These funds will be used to support graduate student education. Check it out at: <http://www.vtwines.info/>

## ***Winery Tasting Room Design and On-Site Marketing***

**When:** 8 a.m. to 5 p.m., Saturday, November 14, 2009

**Where:** Surry Community College Auditorium located on the Dobson, North Carolina campus

**Organized by:** Dr. Bruce Zoeklein, Head, Enology-Grape Chemistry Group, Virginia Tech and **Hosted:** by [Surry Community College](http://www.surry.edu).

**Agenda:** This one-day program will bring some of the country's leading marketers and winery tasting room designers together to discuss and highlighting the relationships between design components and wine marketing. The program will include the following topics:

- Winery Design Components and On-Site Marketing
- Winery Tasting Room Design
- Strategies for On-Site Marketing
- Common Winery Marketing Mistake
- Winery Sustainability and Branding
- Designing your Tasting Room Staff
- Winery Tourism
- Winery Business Planning and Cash flow

**Cost:** \$150 each prior to October 26, 2009. \$200 each afterwards.

**Registration information available at:**

<http://www.surry.edu/news/2009/70709winery-design-workshop.html>

(Des Moines, Iowa to Dobson, North Carolina = 1,118 miles)



**Show n Tell** (Note: Pictures are always welcome from readers.)



(Above Left) Question Mark butterfly, *Polygonia interrogationis* on Concord grape leaf at [Summerset Winery](#), Indianola, IA. 10-7-09. This common butterfly is often found around open areas near woodlands where it prefers elm, hackberry, and nettles. It primarily feeds on carrion, dung, rotting fruit and tree sap. I am sure it was attracted to the over-ripe fruit left after harvest. The question mark name comes from the (?) marking found on the underside of the hind wing (Above Right).



(Left) Netting apparatus fabricated by and attached to tractor loader bucket by Larry Engbers of [Black Creek Vineyards](#) located at Pella, Iowa. 8-12-09

### ***Comments from Readers***

Michael:

*“Our vinifera reds are speculator this year, we have achieved 24 brix on our Cabernet Franc. Our Cab Sauv, Petit Verdot and Mourvedre is still hanging”.*

10-2-09 - Michael Amigoni, Amigoni Vineyards: <http://www.amigoni.com/>  
(located approximately 7 miles west of Warrensburg, MO)

## *Quotes of the Week*

*“Wine cocktails are definitely a trend,”*

--- Todd Thrasher, sommelier at the fine dining Restaurant Eve and mixologist at the hip PX lounge, both in Alexandria, Va. Taken from *Cocktail Cru*, article in 6-8-09 issue of [Cheers Magazine](#).

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*“For the past three years [the Collver Family Winery’s](#) pumpkin wine has been Vintage’s Tasting Room’s biggest seller.” The semi-dry dessert wine, spiced with ginger and nutmeg, has sold more than any of the other 175 varieties we offer.”*

--- Owner Julie Haugland of [Vintage Tasting Room & Wine Garden](#), Galesburg, IL (Taken from Illinois Grape Growers and Vintners Association October 5, 2009 newsletter.)

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*“I think it is a great error to consider a heavy tax on wines as a tax on luxury. On the contrary, it is a tax on the health of our citizens.”*

--- Thomas Jefferson

## *Articles of Interest*

1. *Maryland Winery’s Packaging Stands Out*, 10-5-09 – Vines & Wines Magazine (Check out the square wine box.)

<http://winesandvines.com/template.cfm?section=news&content=68041&htitle=Maryland%20Winery%27s%20Packaging%20Stands%20Out>

2. *Northwest Vintners Eye Refillable Bottles*, 10-1-09 – Vines & Wines Magazine (British Columbia group considers bottle washing cooperative.):

<http://www.winesandvines.com/template.cfm?section=news&content=67964&htitle=Northwest%20Vintners%20Eye%20Refillable%20Bottles>

3. *Plastic not fantastic for wines shelf life*, Canada.com (Sydney, Australia study revealed the green alternative to glass was only good for wines that are drunk within a maximum of 12 months after bottling, with some wines starting to oxidize as early as eight months):

<http://www.canada.com/life/food/Plastic+fantastic+wine+shelf+life/1812349/story.html?id=1812349>

4. Check out the September Issue of *The Grapevine*. (published in Ft Dodge, IA) Sign up for a free subscription. Articles in this issue include: <http://www.thegrapevinemagazine.net/>

a. *It’s Harvest Time* by Lucas McIntire, [Daly Creek Winery](#)

b. [Summerset Winery](#) Prepares for Fall Harvest

c. *Techniques For Dealing with Difficult Tour and Tasting Room Situations* (Excellent!) by [Craig Root](#).

d. *Caring for the Post Harvest Vineyard* by Andy Allen, [ICCVE](#)

e. *Making Wine from Fresh Fruit*

5. *Phomopsis Cane & Leaf Spot of Grape*, 9-30-09, ISU Horticulture Home PestNews: <http://www.ipm.iastate.edu/ipm/hortnews/2009/9-30/phomopsis.html>
6. *Tips on Marketing Wine to Millenials with Emphasis on Wine 2.0*, 6-29-09 – Wine Business Monthly (Excellent article on marketing to 21-32 year olds via Online media). <http://www.winebusiness.com/news/?go=getArticle&dataid=65623>

***Videos of Interest***

1. (Right)Grape Harvest at Chalkridge Vineyard, Ft. Madison, Iowa. 10-6-09 - Western Illinois University WIUTV3. The vineyard segment is in the middle of the broadcast. Chalkridge Vineyard is operated by Ray & Carla Pilkington and John & Becky Lake: <http://www.wiu.edu/users/wwir/Video/News/Tuesday.html>



2. (Left) Iowa Wine Label Tells Story of Survivors, 10-5-09, KCCI TV8 News. [Madison County Winery sells “Inspire” wine to help in the effort against Breast Cancer:](http://www.youtube.com/watch?v=AxfYoHL5AHY) <http://www.youtube.com/watch?v=AxfYoHL5AHY>

***Neeto-Keeno WWW Stuff***

1. Beverage Information Group: <http://www.beveragenet.net/ME2/Default.asp>
2. The 10 Most Common Wine Cellar Problems and how to overcome them – handbook from Gurdies Winery, Australia: <http://www.vinote.com/Site/Information/storage.pdf>
3. World’s #1 Wine/Food Event Calendar – FREE: <http://wwwLocalWineEvents.com>
4. 6 lb. bags of frozen winegrapes for sale at Midwest Homebrewing & Wine Making Supplies in Minneapolis, \$75 to \$105 each. (Sounds like a good marketing idea!) <http://www.midwestsupplies.com/products/ProdBySubCat.aspx?SubCat=11200>

**Post & View Classified Ads here: <http://iowawinegrowers.org>**

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## American Association of Wine Economists

### The Journal of Wine Economics

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#### Journal of Wine Economics

American Association of Wine Economists

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