

Wine-Grower-News #69

January 2, 2009
(Next Newsletter in Two Weeks!)

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

Information in this issue includes:

Kirkwood Community College - Vineyard Management Certification – 2009

U.S. Bonded Winery #1

ISU - Rock Rapids Commercial Winegrape 101 Series

ISU - Sioux City Commercial Winegrape 101 Series

Upcoming State Conference Dates

IMAGE & QUALITY is Everything in the Restaurant Wine World

15th annual - A Taste of Generosity – Wine Auction 2009

Champagne Cork Speed Measured

Strategies for Up-selling Wine and Spirits in a Down Economy

Quote of the Week

Show n Tell

Comments from Readers

Neeto-Keeno WWW Stuff

Market-Maker Homepage

Kirkwood Community College - Vineyard Management Certification – 2009

Kirkwood Community College is offering an 8 part series on vineyard establishment and management. The courses will be covering all aspects of planning, planting, maintenance, and harvesting of your vineyard. Each course (except the first one in February) will offer 2 evenings of classroom instruction and 2 evenings of in-the-vineyard practical experience. Over ½ of the student's time will be spent working in the vineyard under close instructor guidance. For maximum scheduling flexibility, each course offers unique instruction so that students may take them individually or in any sequence. Upon successful completion of all 8 courses, students will earn the vineyard management certificate. All courses will be taught by Tom Moore, Kirkwood's Viticulture Technician. For more information, you may contact him at tmoores@kirkwood.edu or by calling him at 319 398-5899x4010. You may sign up for classes online at www.Kirkwood.edu/ce

Vineyard Establishment CBEM-600-XSL02

Discover the basics of setting up your own commercial wine grape vineyard. Explore site selection, soil preparation, cultivars, trellising systems, pest control, how to make a profit and much more! This class is the only one that will be lecture only and is the first in our eight part series on vineyard management.

Tuesdays: Feb 10, 17, 24

Winter into Spring Vineyard Management CBEM-602-XSL02

Now is the time to prepare your vineyard for the upcoming growing season. This class will cover fertilization, planting, trellis maintenance, and balanced pruning.

Tuesdays & Wednesdays: March 10, 11, 24, 25

Spring Vineyard Management 1 CBEM-604-XSL02

The Spring work schedule continues in the vineyard with trellis maintenance, dormant spraying and pruning.

Tuesdays & Wednesdays: April 7, 8 21, 22

Spring Vineyard Management 2 CBEM-606-XSL02

This is when the growing season is really starting to kick off. Weed control and canopy management will be the next big tasks. Tuesdays & Wednesdays: May 19, 20, 26, 27

Summer Vineyard Management 1 CBEM-608-XSL02

The Summer schedule continues with pest control and canopy management.

Tuesdays & Wednesdays: June 9, 10, 23, 24

Summer Vineyard Management 2 CBEM-610-XSL02

This is the critical time to be watching for insect and disease pests.

Tuesdays & Wednesdays: July 7, 8, 21, 22

Harvest Vineyard Management 1 CBEM-612-XSL02

Soon the harvest will begin. It will be critical to continue pest control, spray schedules, and closely monitor grape harvest parameters.

Tuesdays & Wednesdays: Aug 11, 12, 25, 26

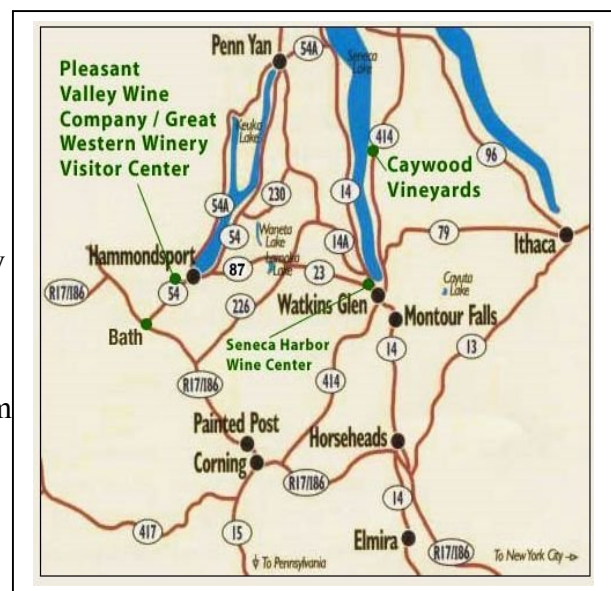
Harvest Vineyard Management 2 CBEM-614-XSL02

The harvest will be in full swing as we bring forth the fruits of our labors. Now is the time to finish up this year and make your plans for the next growing season.

Tuesdays & Wednesdays: Sept 8, 9, 22, 23

U.S. Bonded Winery #1

The 18th Amendment to the U.S. Constitution along with the Volstead Act which defined intoxicating liquors excluding those used for religious and medicinal purposes established Prohibition in the United States. Ratification was completed on January 16, 1919 when thirty-six of the forty-eight states then in the Union had ratified it. On January 29, acting Secretary of State Frank L. Polk certified the ratification and the law went into effect one year from the ratification. It should be noted that several states enacted prohibition prior to this. In fact, Iowa had statewide prohibition in 1916, four years before the national policy of 1920. The amendment was subsequently repealed by the 21st Amendment on



December 5, 1933. It remains the only constitutional amendment to be repealed in its entirety.

Extensive winery regulations were instituted by the Federal government after Prohibition was repealed. Wineries were required after Prohibition to bond their pre-tax inventories to insure tax future tax payment to the Federal government.

Pleasant Hill Winery (AKA – Great Western Winery) located just southwest of Hammondsport, New York became the first Bonded winery in the U.S. Pleasant Hill Winery is the oldest winery in the Finger Lakes region. It was established in 1860 and has eight stone buildings on the Natural Historic Register. In its first year of operation it produced approximately 3,960 gallons of wine from a combination of Isabella and Catawba grapes. In 1865 the winery started to produce sparkling wine from Catawba grapes. In 1867 it became the first American winery to win a sparkling wine award in Europe.

Pleasant Hill Winery has the largest plantings of the vinifera cultivars Chardonnay and Riesling in the East, pioneered French-American varieties in the 1960's, was the first New York State winery to produce natural ice wines and is the only New York winery to have won the Governor's Cup for the "Best Wine in New York" two years in a row. The winery is the largest producer of bottle-fermented sparkling wines in the eastern United States and for over a century their sparkling wines have been the most-honored American sparkling wines in European competition and have enhanced the wine lists of some of the most prestigious American hotels and restaurants.

Check the winery out here: <http://www.pleasantvalleywine.com/>

ISU - Rock Rapids Commercial Winegrape 101 Series

Times: 5:30 p.m. Registration, 6 to 9 p.m. Presentations

Where: Forster Community Center 404 1st Ave. Rock Rapids, IA 51246 (712-472-9000)

Who: Mike White, ISU Extension Viticulture Specialist

- Jan. 13 - Introduction to the Iowa Vine/Wine Industry
 - Tuesday - Commercial Grape Growing 101 Overview & Costs
 - Jan. 20 - Winegrape Cultivars
 - Tuesday - Trellis Systems
 - Pruning and Canopy Management
 - Jan. 27 - Weed Control in the Vineyard
 - Tuesday - Disease Control in the Vineyard
 - Vineyard Sprayers
 - Feb. 3 - Insect Control in the Vineyard
 - Tuesday - Animal Control in the Vineyard
 - Establishing a Small Winery
 - Strawbale Winery, Renner, SD Presentation and Wine Tasting
- <http://www.strawbalewinery.com/>

Cost: \$35 per person per session or \$125 for all four sessions. Pay at the door. Maximum of 30 people.

Pre-Registration Required: Contact the Lyon County ISU Extension office at 712-472-2576 or Loralye Wibben at wibben@iastate.edu

Registration Deadline: Monday, January 12, 2009.

ISU - Sioux City Commercial Winegrape 101 Series

Times: 5:30 p.m. Registration, 6 to 9 p.m. Presentations

Where: ISU Design West Studio, 1014-1/2 Design Place, Sioux City, IA 51101-1807,
712-258-8999 <http://www.design.iastate.edu/ISUDesignWest/>

Who: Mike White, ISU Extension Viticulture Specialist

- Jan. 14 - Introduction to the Iowa Vine/Wine Industry
Wed. - Commercial Grape Growing 101 Overview & Costs
- Jan. 21 - Winegrape Cultivars
Wed. - Trellis Systems
- Pruning and Canopy Management
- Jan. 28 - Weed Control in the Vineyard
Wed. - Disease Control in the Vineyard
- Vineyard Sprayers
- Feb. 4 - Insect Control in the Vineyard
Wed. - Animal Control in the Vineyard
- Establishing a Small Winery
- Timber Ridge Winery, Castana, Iowa: guest speaker with wine tasting:
http://www.timberidgeiowa.com/web_pages/WINERY.html

Cost: \$35 per person per session or \$125 for all four sessions. Pay at the door. Maximum of 30 people.

Pre-Registration Required: Contact the Woodbury County ISU Extension office at 712-276-2157 or Mimi Shanahan at mimishan@iastate.edu

Registration Deadline Monday, January 12, 2009.

Upcoming State Conference Dates

January 4-6 **Wisconsin Grape Growers Association Annual Meeting**

Chula Vista Resort, Wisconsin Dells: <http://www.wisconsinfreshproduce.org/WFFVC/>

January 9-10 **23rd Annual Kansas Grape Growers and Winemakers Association Conference**

Emporia, KS: <http://kansasgrapesandwines.com/>

January 27-29 **Unified Wine & Grape Symposium**

Sacramento Convention Center, Sacramento, CA: <http://www.unifiedsymposium.org>

February 7 **North Dakota Grape Growers Assn.**

Winter Meeting, Carrington, ND: <http://www.ndgga.org>

February 7-9 **Missouri Midwest Grape & Wine Conference**

Tan-Tara Resort, Osage Beach, MO: <http://www.midwestgrapeandwineconference.com>

February 12-14 **Minnesota Grape Growers Assn. Cold Climate Conference**

Bloomington, MN: <http://mngrapes.org/>

February 19-21 **Illinois Grape Growers & Vintners Assn. Annual Conference**

Hilton Hotel, Springfield, IL : <http://www.illinoiswine.org/conference.html>

February 19-21 **Illinois Grape Growers & Vintners Association's Annual Conference**
The Hilton Hotel in downtown Springfield, IL: <http://www.illinoiswine.org/>

March 5-7 **Nebraska Grape Growers Spring Forum**
Holiday Inn, Kearney, NE : <http://agronomy.unl.edu/viticulture/>

March 6-7 **Finger Lakes Grape Growers' Conference and Trade Show**
Holiday Inn, Waterloo NY: flg.cce.cornell.edu

March 10-13 **Wineries Unlimited** (largest show east of Rockies)
Valley Forge Convention Center,
King of Prussia, PA: <http://www.wineriesunlimited.com>

March 18-19 **Lake Erie Regional Grape Growers Conference**
SUNY-Fredonia, Fredonia NY
Contact Linda Aures at laures@netsync.net for information.

March 20-21 **Iowa Wine Growers Assn. Annual Conference**
Airport Holiday Inn, Des Moines, IA: <http://www.iowawinegrowers.com>

April 1-3 **New York Wine Industry Workshop**
Clarion University Hotel and Conference Center, Ithaca NY (note change of location)
Contact Nancy Long at NPL1@cornell.edu for information.

IMAGE & QUALITY is Everything in the Restaurant Wine World

Modeling Perceptions of Locally Produced Wine Among Restaurateurs in New York City is a research paper completed by Trent Preszler and Todd M. Schmit at Cornell University.

From the abstract of this study, poor perceived product quality, an inadequate sales force, and intense competition from wines produced elsewhere are common reasons cited for why New York wines have not achieved broad acceptance in the New York City (NYC) market. NYC restaurant owners, sommeliers, and chefs were surveyed regarding their perceptions and purchasing decisions of wines grown and bottled in New York State. The results of this survey indicate that a NYC restaurant's type of cuisine does not affect its propensity to adopt local wine, nor does a restaurant's desire to offer a large, geographically diverse wine list. **The perceived collective reputation for a wine region's excellence in one particular grape varietal was found to be the most significant factor** in the probability of adoption of local wines in NYC. An important implication of these results is that being local is not enough, and New York winery stakeholders could establish a more prominent presence in NYC by emphasizing their collective reputation for particular grape varietals.

Key background information presented in this study included:

1. Nearly 75 percent of gross revenue at small independent NY wineries is earned directly from consumers in the winery tasting room.
2. Less than five percent of NY vineyard acreage is devoted to the noble *Vitis vinifera* plantings.
3. Ultra premium wines are the fastest growing segment of the state's agricultural economy.

4. The metropolitan NYC area is the second biggest wine market in the U.S. after Los Angeles and is number one in imported wines, consuming 30 percent of America's total.

The survey:

A judgment sample survey of nearly 300 NYC restaurants was used for this survey in 2001. On average, wine consists of 19% of total sales for these restaurants. The respondent pool was limited to CEOs, owners, chefs, sommeliers, wine directors, and general managers of fine dining restaurants in the five boroughs of NYC. The restaurant professionals who filled out the surveys included 48 percent wine or beverage managers, 24 percent owners/CEOs/managing partners, 22 percent general managers, and about 6 percent chefs. Sixty percent of wine list selections were imported, and of those imported wines nearly 58 percent were French, 28 percent Italian, and the remaining 14 percent divided among Spain, Australia, and the rest of the world. As part of the survey, respondents were asked to assess 23 separate attributes related to their wine purchasing decisions.

Conclusions:

1. The absence of strong NY wine sales in NYC is not necessarily due to a predominantly negative image of the product quality, nor to high prices. Instead, low sales in NYC can likely be attributed to the lack of any specific image at all.
2. There is an indication that the type of cuisine and food-pairing preferences do not influence the propensity of restaurants to adopt locally grown NY wines.
3. A restaurant's desire to offer a large wine selection or a broad range of wine styles does not affect its propensity to adopt local wines.
4. Restaurants with higher gross sales volume, higher entrée prices, and a larger proportional dependence on wine for their income are less likely to sell local wines.
5. A higher proportion of Riesling, Cabernet Franc, and domestic wines on a wine list indicate better odds for that restaurant to adopt local wines.
6. The most important factor in determining the willingness of NYC restaurants to adopt NY wine is the perceived collective reputation of the region and its comparative advantage in producing world-class wines.
7. However, these challenges can be overcome by emphasizing strong regional identities in the state's winegrowing regions, and showcasing the competitive strengths local wines have to offer for particular grape varieties.
8. To put it succinctly, it is simply not enough to base a marketing platform on being local unless it is accompanied by strong associations with excellence and focused production priorities.

You can read the entire study here in Working Paper #29 of the American Association of Wine Economists here: http://www.wine-economics.org/workingpapers/AAWE_WP29.pdf

Note: The Iowa Vintners Quality Alliance (IVQA) program being developed through the Iowa Wine Growers Association will be a major step toward ensuring the quality of Iowa wines. You can learn more about the program here: <http://www.extension.iastate.edu/Wine/Projects>

15th annual - A Taste of Generosity – Wine Auction 2009

A Taste of Generosity is a premier wine event held by the National Multiple Sclerosis Society. Each year, this event attracts hundreds of wine lovers and individuals who are passionate about ending MS. This event will be held Saturday, January 31, 2009 at the Downtown Des Moines Marriott. This annual event kicks off with a very special, limited-seating Chairman's Tasting. The pre-event features a number of high-end reds and whites from the best wine cellars in Iowa. Later in the evening, guests will enjoy wines from around the world, perfectly paired with delicious hor'dourves as they bid on luxurious packages in both a silent and live auction.



Check it out: <http://www.TasteOfGenerosity.org>

Champagne Cork Speed Measured

A German scientist has managed to register the speed of a Champagne cork as it leaves the bottle.

Friedrich Balck of Clausthal Technical University in northwest Germany found that a vigorously shaken bottle of Champagne, with a pressure of 2.5 bars, expelled its cork at 40 kilometres per hour (km/h) – 24.8 miles per hour. The pressure inside a Champagne bottle is around three times that of a car tire.

According to Swiss newspaper Le Matin, Balck measured the speed of the cork using photoelectrical and acoustic equipment, as well as measuring its impact on a sheet of paper.



The German boffin (slang for scientist or engineer) also said that Champagne corks could theoretically reach 100km/h (62 miles per hour). This would require 3 bars of pressure, achieved if the bottle was not shaken but left in the sun prior to opening. One bar = 1kg per square centimeter = 14.5 lbs. per square inch.

From 12-23-08 decanter.com <http://www.decanter.com/news/274489.html>

Check out Champagne Cork Physics on YouTube here:
<http://www.youtube.com/watch?v=hEqEaGXYMVU>

Strategies for Up-selling Wine and Spirits in a Down Economy

Roger Morris of the Beverage Media Group interviewed Mark Esterman, a buyer for the Meijer Midwest store chain, Dan Haas, a senior VP of Vineyard Brands and Mark Cornell, CEO of Mœt Hennessey USA about their strategies on selling higher priced wine and spirits in a down economy.

These are the nine strategies they came up with:

1. Focus on Relationship Selling – get to know your customer.
2. Sell the concept of Affordable Luxuries - persuade people that your brands are so good that it's better to have a glass of them once in a while, rather than have something less interesting more often.
3. Tap into Cultural and Social Changes – timeliness is everything these days. Use e-mail, instant messaging, blogs, Twitter, and homepages to deliver your sales message.
4. Turn Continuing Education into Connoisseurship - the best marketing melts into sophisticated entertainment.
5. Capture the Lure of the New and Exotic - customers are always looking for what's new and exciting and hot, ie.. new varietals, new blends, new packaging, etc...
6. Entice Customers to Taste the Product – enough said, we all know that this works.
7. Don't Stop Spending – increase your advertizing in down economic times.
8. Consider the Values of Cross-Marketing – via local tourism, local foods, wine stores, restaurants, etc...
9. Go to School on Parallel Industries – constantly examine other industries and their completely different product lines to learn successful sales techniques you can use.

Abbreviated from *Affordable Luxuries - Strategies for Upselling Wine and Spirits in a Down Economy*, by Roger Morris, Beverage Media, May 2008 issue:

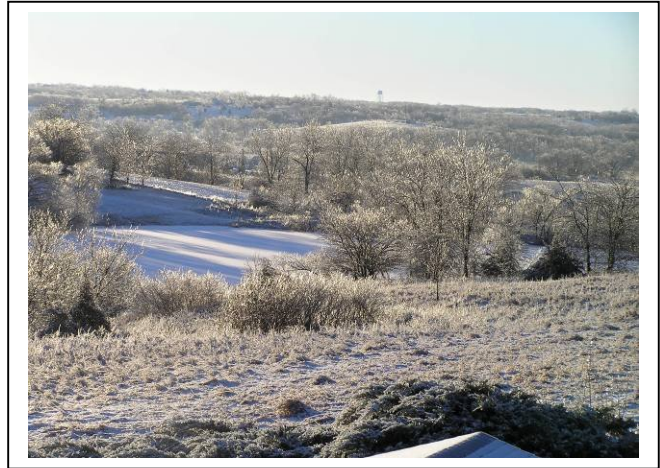
http://www.bevnetwork.com/monthly_issue_article.asp?ID=297

Quote of the Week

"Limitation of crop load is a constant theme in discussions of how to grow high-quality grapes, but the evidence, according to Reynolds and many other researchers, doesn't make things look so simple. "Grapevines are a balance situation. Too much crop can't be matured without enough leaf area; but drop too much crop, and you have too much vegetation. Drop beyond a certain point, and you get huge increases in veggie character as well."

--- Andrew Reynolds of the Cool Climate Oenology and Viticulture Institute at Brock University in Ontario, Canada. Taken from *Farming for Aromas*, December 2008 Wines & Vines Magazine:
<http://www.winesandvines.com/template.cfm?section=features&content=60421>

Show n Tell



On Friday evening and early Saturday AM on December 26-27 another ice storm hit South Central Iowa. This one left a significant amount of ice on the vines and trees. Luckily there was very little wind involved which would have created a lot of damage. (Above Left) my Concord vine was well coated with ice. (Above Right) a scenic ice shot facing southeast off of the deck of my home in Indianola, Iowa.



(Above) License plate found on the Homepage of Maple River Winery located in Casselton, North Dakota. Yes,... they grow grapes there too!
<http://www.mapleriverwinery.com>

Comments from Readers

12-15-09 "Mike,

John Ditzler has formed a new company called Wabash Valley Progressive Viticulture out of his Indiana location. He signed a contract with Oxbo/Korvan last week. He will be carrying steel

post, post drivers, sprayers, fertilizer spreaders, etc. John will be selling Oxbo/Korvan vineyard equipment through Midwest Grower Supply's eastern territory. Midwest Grower Supply will have a complete line of grape harvesters and vineyard mechanization equipment. At present we will be covering Missouri, Kansas, Iowa, Nebraska, Arkansas, Texas, Colorado, South Dakota, Wisconsin, Minnesota, Illinois, Kentucky, Tennessee, West Virginia, North Carolina, South Carolina, New Mexico, Kentucky, Florida, Oklahoma, Virginia, Louisiana, Alabama, Mississippi and Georgia. This should also give us an excellent line of used equipment.

My son Chris and John Ditzler will be splitting up the territory with both of Chris and I working in Iowa, Missouri, Arkansas and Illinois

Wishing you and your family a Merry Christmas and Happy New Year,"

Wayne Peterson, Midwest Grower Supply

Ph: 866-802-3431, e-mail: midwestgrower@sbcglobal.net

Homepage: <http://www.midwestgrowersupply.com>

John Ditzler: 765-548-0676, e-mail: jbditzler@gmail.com

Oxbo/Korvan: <http://www.oxbocorp.com/>

Neeto-Keeno WWW Stuff

1. WineAnswers.com - New Wine/Food Pairing Online Tool:
<http://www.wineanswers.com/default.aspx>
2. Midwest Grape Production Guide online or hardcopy for \$10.50. Joint publication from Ohio State University and Purdue University: <http://www.joe.org/joe/2008december/tt7.shtml>
3. American Association of Wine Economists Blog: <http://www.wine-econ.org/>
4. Crushnet.com – (FREE) Join a winemaking group, take a tour, browse their wine encyclopedia, watch their many winemaking videos, view their vineyards and talk to other winemakers:
<http://www.crushnet.com/>

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

Past issues archived as html and pdf here:

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

**Total Circulation of 1,025+ recipients in CA, IA, IN, FL, IL, KS, MN, MO, ND, NE,
NY, OR, SD, VT, WA DC, WI, Canada & Norway**

Please reply with the word "unsubscribe" in the Subject Line if you wish to no longer receive this newsletter.

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

Food Industry
MARKETMAKER™
Linking Agricultural Markets

[About MarketMaker](#) | [Contact Us](#)

Select... ▾

■ Live MarketMaker Sites
■ In-Progress MarketMaker Sites

© Maponics

MARKETMAKER
BUYSELL
FORUM

National Sponsors:

Regional Sponsors:

<http://national.marketmaker.uiuc.edu/>

MarketMaker is a national partnership of land grant institutions and State Departments of Agriculture dedicated to the development of a comprehensive interactive data base of food industry marketing and business data. It is currently one of the most extensive collections of searchable food industry related data in the country. All the information can be mapped and queried by the user.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.