

Wine-Grower-News #74

March 6, 2009

(Next Newsletter in One Week!)

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

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2008 Iowa Welcome Center Survey tells quite a story!

The Iowa Tourism office within the Iowa Department of Economic Development recently completed summarizing all the surveys filled out at our 19 Welcome Centers around the state in 2008. The results indicate that:

1. Travelers in Iowa spent more money in the state in 2008 versus 2007. \$196 million was spent in 2008, \$20 million over 2007.
2. Travel party spending per day on lodging, entertainment, transportation, food and shopping increased 15.3 percent from \$223.66 in 2007 to \$257.93. Entertainment achieved the highest gain at 20.6 percent.
3. The employees in these 19 Welcome Centers are the front –line ambassadors for Iowa, actively promoting Iowa attractions to over half a million people visiting Iowa in 2008.

LuAnn Reinders, Iowa’s Welcome Center Manager was able to pull out and summarize the surveys of 479 people who indicated they had an interest in visiting wineries while visiting Iowa. Some of the key results indicated that:

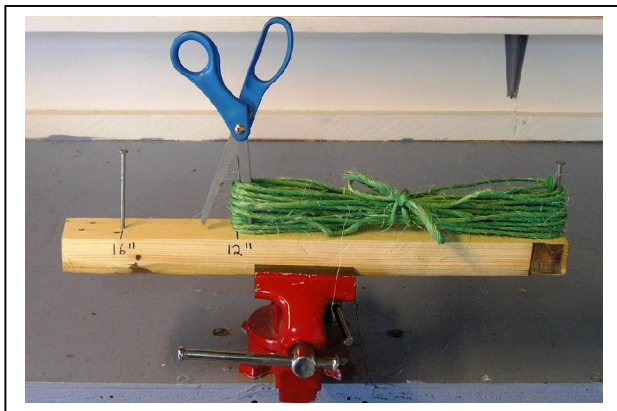
1. The average age of these travelers was 55.1 years with 14.3% of them from Iowa and 40.5% from an adjacent state.
2. 59.1% were staying in hotels/motels and 7.4% were staying in a Bed & Breakfast.
3. The top 10 primary areas of interest were wineries (100%), historical areas (36.5%), visiting friends and relatives (34.7%), outdoor recreation (32.4%), casino gambling (22.8%), general sightseeing (21.7%), shopping (12.7%), museums (6.9%), scenic byways (4.0%) and breweries (3.8%).

2008 Iowa Welcome Center Survey Report		
	All	Welcome
	Welcome	Center Visitors
	Center	Interested in
	Visitors	Wineries
Extend the Stay of the travelers	35.2%	43.9%
Average Daily Spending	\$257.93	\$266.51
Stay in Hotel/motel or B & B	56.5%	66.5%
Spend More Days in Iowa	3.9	4.8

Tourism is a \$6.3 billion industry in Iowa, employing nearly 65,000 people statewide and generating nearly \$308 million in state taxes. I want to thank LuAnn Reinders and Jessica O’Riley, both with the Iowa Tourism office for providing us this information. Learn more about Iowa tourism by visiting Travel Iowa here: <http://www.travellowa.com>

Cheap Vine Ties You Can Use in Your Vineyard
(revised article from Wine Grower News 2-29-08, #32)

There are all kinds of tying gizmo’s one can buy to tie up vines, cordons and trunks. Trellis Lok, Ag Lok, Branch Lok, Hand Tying Tape, Ag-Tye and T-Bands all work very well and many people swear by them. Personally, I am a cheapskate (frugal). I like to use natural sisal baler twine. You can pre-cut it to size prior to taking it to the vineyard. Natural sisal twine comes in different strengths and different package sizes. The lighter strength twine will work just fine for vineyard work. Price will normally range between \$2.50-\$4.50 /1,000 feet depending on the spool size you purchase. I do not recommend plastic twine. Plastic twine will be in your vineyard forever. It does not decompose. There is nothing more aggravating than to have to remove plastic twine out of a mower deck.



Driving nails into a board at pre-determined lengths can be used to wrap twine around, tie into bundles and then cut at both ends to get bundles of individual length twine ties. The twine shown in these pictures is natural green dyed sisal twine cut at 12" and 16" lengths. My fat fingers tend to prefer the 16" lengths.

Ready, Get Set, Start Pruning (or wait until it gets warmer)

Many people are gearing up to start pruning or have started. Personally, I like to wait until late March or early April when temperatures are higher. The later you wait the easier it is to determine the amount of cold injury to vines and buds. Waiting until bud swell does allow one to quickly visualize the amount of bud mortality on each vine. Contrary to popular opinion, the sap flow that occurs after pruning a growing plant in April or early May does not harm the plant. For those of you who need to start early due to time constraints, I understand. One consideration might be to "long prune" your first time through the vineyard. This involves leaving 2-3x more buds than you normally retain. The additional buds will help delay bud break and also provide insurance from cold injury that may have occurred earlier. You can then quickly run through the vineyard in April or early May and fine prune back to the correct number of buds.

The first pruning normally occurs after planting. Opinions vary, but I like to see people prune their newly planted vines back to 4-6 buds. This procedure will increase the growth of the remaining shoots and ensure that one or two canes will make the top wire the first year. These one or two canes will become the second year trunk(s). Adapted cold hardy vines should be trained to one trunk (my opinion). Somewhat cold sensitive varieties should be trained to 2 trunks.

Pruning second year vines is fairly simple. Select the strongest one or two canes that made it to the top wire and cut the cane above the wire and prune off all other canes. The two buds just below the wire will grow out as canes that are tied to the wire to become next year's fruiting cordons. If none of the canes make it to the top wire, I would suggest cutting the plant back to 3-4 buds and starting over from the base again. This will invigorate the plant and ensure that the canes make it to top wire this season. Some advocate cutting canes that did not make the top wire back to where they are at least pencil width (3/8") thick and restart them there. This leaves a small kink in the trunk where regrowth will begin. I don't recommend this. It is a matter of personal preference.

Pruning third year vines consists of preparing the vines for their first fruiting year. Hopefully the canes you tied to the wire have survived the winter and can be retained as cordons. Cut the cordons to the halfway point on the wire between the two adjacent plants. Cordons that did not make this distance should be cut back to where they are at least pencil thickness. All spouts on the trunk and persistent laterals on the newly formed cordon should be removed. The remaining buds on the cordon will form the fruiting canes for this year's crop.

Pruning 4+ year old vines with established cordons becomes more complicated. Pruning weights need to be taken on sample vines to help determine the number of buds to retain per cultivar and individual vines. This is where balanced pruning formulas start to be important and records need to be taken. In my opinion, the final pruning formula for YOUR vineyard will be based on crop loads (lbs. of fruit/vine). This takes time to determine. Every site is different and will take different crop loads to achieve proper vine balance. It may take 7-10 years before growers really know what crop load they need to achieve proper vine balance and winegrape quality. There are no simple rules to achieve this. Every site will be different. Without taking good records, you will not ever achieve true vine balance.

Best advice, Learn all you can about the each cultivar you are growing. The will react differently to each site. Eventually you will reach a level of enlightenment.

Wabash Wine Company to Host Vineyard Workshop, April 4 in Southwest, Iowa

What: Pruning & Pest Management with and Emphasis on Weed Control -Workshop

When: 8:30 a.m. to Noon, Saturday, April 4, 2009

Where: The workshop will start at the Coin Community Center, 506 Depot St., Coin, IA and later move to the Wabash Wine Company vineyard located just northeast of Coin. This 6 acre vineyard was established in 2008 with Brianna, Chancellor and Marechal Foch grapes. You can visit Joe & Shelly Skahill's vineyard here: <http://www.wabashwinecompany.com/>

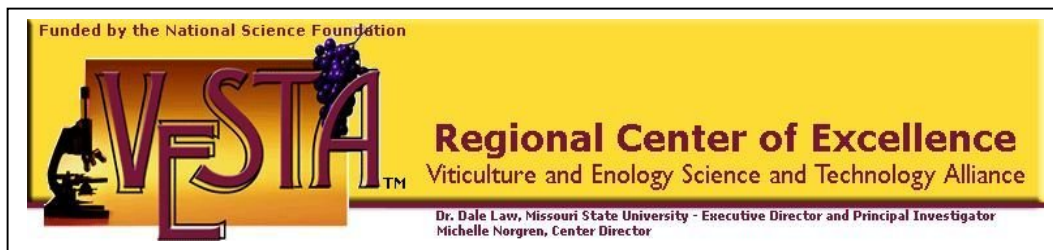
Who: Mike White, ISU Extension Viticulture Specialist will be the featured speaker.

Cost: \$15 each, which includes handouts and refreshments.

Pre-registration is required by Tuesday, March 31, 2009

For more information and to pre-register, call ISU Extension in Page County at 712-542-5171 or toll free at 877-596-7243 or e-mail Corrinna Bix at bix@iastate.edu.

VESTA - Viticulture Enology Science & Technology Alliance – UPDATE



VESTA is a National Science Foundation partnership between the Missouri State University system, and two year schools in Arkansas, Iowa, Illinois, Kansas, Michigan and Oklahoma, state agriculture agencies, vineyards and wineries. Viticulture and Enology Online classes are used to instruct students toward a certification or Associate of Science degree. Students have the opportunity to do practicum work in vineyards and/or wineries in their area and attend workshops sponsored by VESTA . You can view their schedule of classes here: http://www.vesta-usa.org/class_schedule1.htm

Their upcoming class enrollments deadlines are:

Summer 2009—May 15

Fall 2009 General Education—August 15

Fall 2009—August 29

VESTA now has 7 Partner Institutions:

New! - Highland Community College– Highland, Kansas: <http://www.highlandcc.edu/>

New! - Institute of Agricultural Technology, Michigan State University– Lansing, Michigan
<http://www.canr.msu.edu/agtech/>

New! - Arkansas Tech University– Ozark Campus—Ozark, Arkansas: <http://www.atu.edu/>

Missouri State University – West Plains, MO: <http://www.wp.missouristate.edu>

Northeast Iowa Community College – Peosta, IA: <http://www.nicc.edu>

Redlands Community College – El Reno, OK: <http://www.redlands.edu>

Rend Lake College – Ina, IL: <http://www.ric.edu>

Contact Michelle Norgren, MichelleNorgren@missouristate.edu or ph: 417-836-5053,
Fax: 417-836-6979 for further information on this program and/or visit their Homepage here:
<http://www.vesta-usa.org>

VESTA – Wine Sensory Workshop - March 13-14, 2009

When: Friday & Saturday, March 13-14, 2009

Where: Chaumette Vineyards and Winery in Ste. Genevieve, MO
<http://www.chaumette.com/>

Cost: \$150 each, (no cost to VESTA students currently enrolled in VIN 266)

Class Size Limited to 24 participants

Featuring: Ray Johnson of Santa Rosa Junior College, VESTA Instructor and Author of "Good Life Guide to Enjoying Wine"

More information & registration: http://vesta-usa.org/VIN_266_Workshop.htm
(class size limited to 24 participants).

Contact Person: Michelle Norgren, MichelleNorgren@missouristate.edu or ph: 417-836-5053,
Fax: 417-836-6979. <http://www.vesta-usa.org>

VESTA - Making & Marketing Fruit Wines Workshop – March 26, 2009

When: 8:30 a.m. – 3:00 p.m. , Thursday March 26, 2009

Where: Missouri State University – Mountain Grove Campus

Featuring: Dr. John Brewer, Owner and Winemaker of Wyldewood Cellars, Mulvane, Kansas
<http://www.wyldewoodcellars.com> and The Home Brewery of Ozark, Missouri
<http://www.thehomebrewery.com>

Registration Fee: \$25 (Includes Lunch and Materials) Registration Deadline is March 24.
Must be at least 21 years old to attend.

Sponsored by: Missouri State University – Mountain Grove: <http://mtngrv.missouristate.edu/>
and VESTA: <http://www.vesta-usa.org>

Please visit: http://vesta-usa.org/events.htm#MARCH_2009 for more information and registration

Contact Person: CarrieCrews@missouristate.edu or 417-547-7509

March 17 - Northwest Iowa Grape Growers Pruning Workshop

When: 6:00 p.m. – 9:00 p.m. Tuesday, March 17, 2009

Where: Richard Black Vineyard at 3228, Xena Ave. Farnhamville, IA

Directions: From Rinard, Iowa on county road D46 and then 1.25 miles south on Zenia Ave.
From Farnhamville, go 2.5 miles west on Hwy 175 then 3.75 north on Xenia Ave. Farm is located on east side of road.

Who: Randall Vos, Viticulturalist at Des Moines Area Community College (DMACC)

Cost: \$12 each

Pre-Registration requested: Please contact Norm Lewman at nwiagrapegrowers.com if you wish to attend.

Note: Randall will lead a hands-on workshop, demonstrating the proper techniques for pruning grapes, and will explain different pruning methods. The workshop will end with the tasting of local Iowa wines. Bring your pruning shears if you have them, and dress appropriately for the weather.

Iowa ABD e -News

Each Friday, the Iowa Alcoholic Beverages Division collects news articles related to the alcohol beverage industry from the previous week and sends them to subscribers of the Division's electronic newsletter. News articles are sorted into national news, Iowa news and other states' news and include photos and charts from the original stories. You can subscribe to this weekly e-newsletter for "FREE" here: http://www.iowaabd.com/alcohol/misc/enews_request_form.jsp

Dates Set for Annual - Great River Vineyard/Nursery Pruning Clinics

What: Great River Vineyard/Nursery 2009 Pruning Instruction Clinics

When: Saturday, March 28 & Saturday, April 4, 2009

Where: Great River Vineyard & Nursery, 12 miles south of Red Wing, MN and 3 miles North of Lake City about 50 miles SE of St. Paul. You will see the sign out by the highway.

Cost: \$25 for one and \$15 for each additional person (\$40/couple).

Reservations are recommended: They often fill.

Includes: 45 minutes of classroom instruction, pruning demo's and opportunity to prune a few vines yourself (hands-on). Bring your own pruners.

Please print and fill out the form below:

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ EMAIL _____
DATE OF RESERVATION: MARCH 28TH _____ APRIL 4TH _____ Amount Enclosed (\$25 for one. \$15 for each additional) _____

Please make check out to "GRV" and return to the address below.

They also take Visa, MasterCard and Discover. Call toll-free on the Phone # on address block below with Credit Card information if you prefer.

John, Barb & Donovan
Great River Vineyard/Nursery
35680 Hwy. 61 Blvd.

Lake City, MN 55041
Toll free: (877)345-3531 or e-mail: grv@mchsi.com
<http://www.greatrivervineyard.com>

Two Commercial Grape Pruning Videos You May Want to Consider

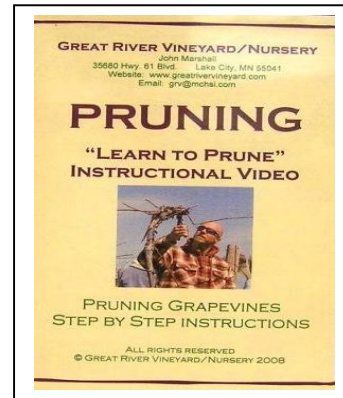
Last week in Wine Grower News #73 I listed 8 selected free grape pruning videos you could view for free Online. There are also several commercial pruning videos for sale on the market. Two that I am familiar with and suggest considering would include:

1. Proper Methods for Pruning Grapevines by Lon Rombough, author of *The Grape Grower, A Guide to Organic Grape Growing*, \$28.50 within the U.S. and \$33 outside the U.S.:

<http://www.bunchgrapes.com/dvd.html>

2. Learn to Prune Instructional Video
by John Marshall of Great River Vineyard in
Lake City, MN. This video sells for \$35.98
and is available Online here:

<http://www.greatrivervineyard.com/>



Viti Nord 2009 Second Annual Conference to be held in Quebec

What: Viti Nord 2009 2nd International Conference

When: Monday – Wednesday, November 9-11, 2009

Where: Hôtel des Seigneurs de Saint-Hyacinth, 1200, rue Johnson, Saint-Hyacinthe (Québec)
Canada: <http://www.hoteldesseigneurs.com/>

Sponsored by: International Assn. of Northern Viticulture (IANV)
<http://www.northernviticulture.org/>

This conference, which is focused on viticulture in cold climates, and is a continuation of the 2006 conference held in Riga, Latvia, where 15 countries, all on the northern fringes of grape culture (including Russia, Ukraine, Poland and Norway) were represented. According to Tom Plocher, founding member of IANV and author of *Northern Wineworks* "During my travels throughout northern China, Russia, and Scandinavia, I discovered that there were many people just like me developing grape varieties and viticultural techniques adapted to cold climates. So I thought, "what if we could get all these people together at the same meeting? The result was the Riga conference in 2006. Viti Nord 2009 promises to continue in the tradition established by the Riga conference. Once again we will have a meeting of all the people around the world devoted to cold climate viticulture. I can't wait!!"

Viti Nord 2009 will be a conference for growers and producers, rather than an academic conference. It will focus on providing opportunities for practitioners to enhance their viticulture and winemaking knowledge through practical workshops, wine tasting events, lectures and panels. Researchers,

hybridizers, vine growers, and producers in cold regions from around the globe will share their knowledge, techniques, and experiences through these various event formats.

For more information: visit the IANV website: <http://www.northernviticulture.org> or contact the conference coordinator M. Bernard Gravel at yiti-nord2009@hotmail.com

Quotes of the Week

“ *White wines put into blue bottles will fetch a 20%*” price premium

--- Common wine proverb recited in many wineries.

“*Market to women and the men will follow*”

---- Ron Mark, Summerset Winery, Indianola, Iowa <http://www.summersetwine.com>

“*According to a recent U.S. study, the majority of established wineries in California, Oregon and Washington State - more than 1,000 - are expected to change hands by 2018.*”

---- From Beppi Crosariol’s 3-4-09 article “*Napa’s Big Challenge – succession planning*” in Globelife Food & Wine:
<http://www.theglobeandmail.com/servlet/story/RTGAM.20090304.wldecanter04/BNStory/specialTravel>

Articles of Interest

1. *'33 law slimes winemaker who wants to make beer*, 2-28-09 Sunday Des Moines Register. Highlights the tribulations of Mason Groben, winemaker at Jasper Winery in Des Moines who is being denied the right to start a brewery in Newton Iowa due to outdated Prohibition Era laws.: <http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=2009903010322>

Neeto-Keeno WWW Stuff

1. Grape Breeders Organization:
New Homepage: <http://www.grapebreeders.org/>
Old Homepage: http://www.grapebreeders.org/Gb/Var_info.htm
2. Global Wine & Spirits, A professional network of thousands of wine sellers and wine buyers in over 100 countries. Self professed world’s leading e-business network for wine professionals:
<http://www.globalwinespirits.com>
3. All my Faves: <http://www.allmyfaves.com/> (DOUBLE NEETO-KEENO!)


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>


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IOWA WINE GROWERS ASSOCIATION




IOWA WINE GROWERS ASSOCIATION ANNUAL CONFERENCE
MARCH 20-21, 2009
AIRPORT HOLIDAY INN
DES MOINES, IOWA

Highlights Include:

- The Wine Tourism Symposium
- IWGA Annual Meeting Forum
- Friday's Wine Reception
- Conference Sessions
- The Grand Banquet

Register TODAY!
Registration information is attached and can be found on the IWGA website at:
www.iowawinegrowers.org
Please call the IWGA office at 515.262.8323 if you have any questions



THE IOWA WINE GROWERS ASSOCIATION INVITES YOU TO JOIN THEM FOR WHAT IS EXPECTED TO BE AN EXCITING 2009 ANNUAL CONFERENCE. THE 2009 CONFERENCE WILL FOCUS ON THE NEEDS OF THE MIDWEST GRAPE AND WINE INDUSTRY.

Not too late to register for the IWGA Annual Conference
Registration here: <http://www.iowawinegrowers.org/>

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