

Wine-Grower-News #84

May 15, 2009

(Next Newsletter in One Week!)

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

Information in this issue includes:

Critical Period for Disease Control Starts Now

Misc. Grape Galls

Grape Phylloxera

Northwest IA Grape Growers Early Season Vineyard Management Workshop

Scenic Rivers Vineyard Field Day – Southeast Iowa – May 23rd

Top 10 Etiquette Rules among Wineries

Top 30 Wine Companies in the U.S.

Show n Tell

Comments from Readers

Quote of the Week

Articles of Interest

Neeto-Keeno WWW Stuff

Iowa State Fair Commercial Wine Competition - August, 13-23, 2009

***Congratulations to Randall Vos and his wife
Nicole for the first addition to their family.***

Margaret “Greta” Laine Vos was born 12:30 a.m.
Sunday morning (5-9-09) weighing in at 7 lbs. 13 oz. with
a full head of dark hair.

PS: Randal is the Viticulture instructor at Des Moines
Area Community College (DMACC) in Ankeny, Iowa.
<https://go.dmacc.edu/programs/viticulture/Pages/welcome.aspx>



Critical Period for Disease Control Starts Now

The period from immediate prebloom to 3-4 weeks after bloom is the most critical period to control fruit diseases like black rot, downy mildew, powdery mildew and phomopsis. Fungicide protection during this period is critical. Around 4 weeks after bloom the fruit will become resistant to infection. Although the fruit becomes resistant, the cluster stems (rachis) and leaves remain susceptible.

Therefore, fungicide protection against powdery and downy mildew may be required though most of the growing season. Under wet conditions botrytis will infect withering flower parts between late bloom and bunch closing. Such latent infections then become a problem when the berries begin to ripen.

Summary: The [National Weather Service Climatic Prediction Center](http://www.nws.gov) is forecasting Above normal temperatures and Above normal precipitation for the last two weeks of May in Iowa. The opportunity of disease infection will be high during this period. A timely fungicide spray program from mid-May to late June will be critical for quality grape production in Iowa. More information on these diseases can be found here:

Black Rot: http://www.nysipm.cornell.edu/factsheets/grapes/diseases/grape_br.pdf
<http://www.grapes.msu.edu/blackrot.htm>
http://pmo.umext.maine.edu/PDFfactshts/black_rot_grape.pdf

Botrytis: <http://www.grapes.msu.edu/botrytis.htm>
<http://plant-disease.ippc.orst.edu/disease.cfm?RecordID=514.00000>
http://fpath.cas.psu.edu/Fruit_facts/Grape/Botrytis.html

Downy Mildew: http://web.aces.uiuc.edu/vista/pdf_pubs/705.pdf
<http://www.grapes.msu.edu/downymildew.htm>
<http://www.apsnet.org/Education/lessonsPlantPath/GrapeDowny/default.htm>

Phomopsis: <http://www.grapes.msu.edu/phomopsis.htm>
<http://www.nysipm.cornell.edu/factsheets/grapes/diseases/phomopsis.pdf>
<http://www.plantmanagementnetwork.org/pub/php/research/phomopsis/>

Powdery Mildew: http://www.nysipm.cornell.edu/factsheets/grapes/diseases/grape_pm.pdf
http://www.ca.uky.edu/agcollege/plantpathology/ext_files/PPFShtml/PPFS-FR-S-12.pdf
<http://plant-disease.ippc.orst.edu/disease.cfm?RecordID=525>

Grape Spray Resources:

- a. 2009 Midwest Small Fruit Spray Guide free download, \$6 hardcopy:
<https://www.extension.iastate.edu/store/ListItems.aspx?Keyword=pm%201375>
- b. 2009 New York & Pennsylvania Pest Management Guide for Grapes:
<http://ipmguidelines.org/grapes/>
- c. Dr. Wayne Wilcox. Plant Pathologist at Cornell University annual grape disease management publication for growers, 32 pp pdf. EXCELLENT:
<http://blogs.cce.cornell.edu/grapes/files/2009/04/wilcox-grpdis-409.pdf>
- b. Midwest Small Fruit Pest Mgt. Handbook: <http://ohioline.osu.edu/b861/index.html>
- c. Pest Mgt. Strategic Plan for North Central Grape Industry:
<http://www.ipmcenters.org/pmsp/pdf/NorthCentralGrapePMSP.pdf>
- d. Pesticide Labels & MSDS: <http://www.cdms.net/Home.aspx>

Looking for a general Vineyard Scouting form you or your employees can use? Try this one we have posted at the Midwest Grape & Wine Industry Institute:

<http://www.extension.iastate.edu/NR/rdonlyres/BBF8E01E-A0F3-4949-80D7-3D8F343BE2DA/96643/VineyardScoutingForm.pdf>

Misc. Grape Galls

Several people have contacted me over the past week thinking they already had phylloxera galls forming on their grapes. In each case they commented that the galls consisted of small red round bumps/blisters on the bottom side of the leaf.

There are several very small flies (midges) that will lay eggs on the foliage of grapes causing small reddish to yellowish to greenish colored galls to form on grape leaves. Depending on the species of fly, the larvae (worms) emerge from the galls and begin to feed. When these larvae are fully grown, they leave the galls, fall to the soil and pupate. Some species may have more than one generation per year. Common examples would include red blisters galls, tomato or tumid galls and tube galls.



(Above) Small red blister galls on bottom side of Swenson Red grape leaves. 5-15-09

Very seldom if ever do these galls cause economic damage. No insecticide spraying is recommended

1. Insects attacking grape leaf foliage, Ohio State Univ.:
http://www.oardc.ohio-state.edu/grapeipm/insects_attacking_grape_foliage.htm
2. Grape Tumid Gallmaker, Cornell Univ.:
<http://www.nysipm.cornell.edu/factsheets/grapes/pests/gtg/gtg.asp>
3. Grape Tomato Gall, Ohio State Univ.:
http://www.oardc.ohio-state.edu/grapeipm/grape_tomato_gall.htm
4. Grape Blister Gall, Ohio State Univ.:
http://www.oardc.ohio-state.edu/grapeipm/grape_blister_gall.htm
5. Grape Tube Gallmaker. Ohio State Univ. :
http://www.oardc.ohio-state.edu/grapeipm/grape_tube_gallmaker.htm

Grape Phylloxera

Grape phylloxera is a tiny insect that forms galls on leaf undersides and roots of grapevines. The root galls are deadly to *Vitis vinifera* grapes and require that *vinifera* grape plants be grafted onto American rootstocks to survive. Recent research has shown that phylloxera can feed on American (*labrusca*) roots and reduce vigor. This is the same pest that was inadvertently introduced to France from North America in 1860. By the end of the nineteenth century it had destroyed nearly two-thirds of the vineyards on the European continent - all self-rooted *Vitis vinifera*



Foliar Phylloxera galls on grape leaf

The foliar form of phylloxera is most prevalent on the leaves of French-American hybrid grapevines. and wild *Vitis riparia* grapes. Most American and French-American hybrids can withstand the foliar galls produced by foliar phylloxera. Most experts do not consider the foliar form of phylloxera causing economic damage. Though, some hybrids, like Frontenac and Frontenac Gris being the worst along with Chancellor, LaCrosse, Marechal Foch, St. Vincent, Seyval, Vignoles and a few others seem to get hit unusually hard at times. The worst infestations often seem to occur on the vineyard edges, shady areas or on poor producing soils.

Low vigor grapes will often exhibit the worst symptoms primarily due to less foliage being produced on the vine. Raised galls on the leaf undersides and tightly curled up leaves are the typical symptoms. Wild grapes growing near field edges are normally heavily infested and provide a source of infestation. Heavy infestations by foliar phylloxera can cause leaf distortion, necrosis, and premature defoliation. Premature defoliation may delay ripening, reduce crop quality and predispose vines to winter injury.

There are currently five insecticides labeled for the foliar form of phylloxera in the Midwest that I am aware of. The labels are not very specific as when to apply and if a second application would be needed. I would suggest applying one application at bloom and another one 10-14 days later if more galls are detected on the new growth. ALWAYS READ & FOLLOW LABEL DIRECTIONS.

Product	Restricted Use	Rate/Ac	Approx. \$/Ac	PHI	REI	Comments
Admire Pro	No	7-14 oz.	\$56 - \$111	30 day	12 hr.	Very toxic to bees, mow flowering weeds prior to spraying. Use as a soil drench. See label.
Assail 30SG	No	2.5 oz.	\$15	7 day	12 hr.	14 day minimum respray interval.
Danitol 2.4 EC	Yes	10.7- 21.3 oz.	\$15-\$30	21 day	24 hr.	Apply when galls first appear and repeat application if needed.
Endosulfan 50WP (aka - Thionex 50W)	No	2 - 3lbs.	\$19-\$28	7 day	24 hr.	Apply at bloom and again 10-14 days later. Do not apply to Baca noir, Chancellor, Cascade, or Concord. See label.
Endosulfan 3EC (aka- Thionex 3EC)	Yes	1.33 – 2 qt.	\$36 - \$54	7 day	24 hr.	
Movento 2EC	No	6 – 8 oz.	\$40-\$60	7 day	24 hr.	Apply one application when the Population begins to develop (ie...bloom). Non-ionic surfactant recommended. 30 day minimum respray interval.

Note that the pyrethroid insecticides Baythroid XL (3 day PHI), Brigade (30 day PHI), and Mustang Max EC (1 day PHI) are all labeled for grapes but not specifically labeled for foliar phylloxera. Danitol is a pyrethroid. The cost of these 3 additional pyrethroids would range from \$9 to \$13/acre. Comments I have heard from different vineyards in the Midwest indicate that these other pyrethroid insecticides are also effective in controlling foliar phylloxera. All of these pyrethroid insecticides are Restricted Use Pesticides. They would probably be worth trying if you already have them on hand.

- a. Grape Phylloxera, Ohio State Univ.: <http://ohioline.osu.edu/hyg-fact/2000/2600.html>
- b. Grape Phylloxera IPM, Ohio State Univ.:
http://www.oardc.ohio-state.edu/grapeipm/grape_phylloxera.htm
- c. Grape Phylloxera, Univ. of Kentucky:
<http://www.ca.uky.edu/entomology/entfacts/entfactpdf/ef222.pdf>
- d. Grape Phylloxera, OK State Univ.:
<http://www.ento.okstate.edu/ddd/insects/grapephylloxera.htm>
- e. View pesticide labels here: <http://www.cdms.net/LabelsMsds/LMDefault.aspx>

Northwest IA Grape Growers Early Season Vineyard Management Workshop

When: 7-9 p.m. Tuesday, May 19, 2009

Where: Richard Black Vineyard, 3228 Xenia Ave. Farnhamville, IA

Who: Randall Vos Viticulturalist, Des Moines Area Community College (DMACC) will lead a hands-on workshop, demonstrating the proper techniques for final pruning grapes and early canopy management, and will discuss spray programs for the upcoming season. As we do at every meeting, we will end the evening with a tasting of local Iowa wines.

Sponsored by: Northwest Iowa Grape Growers Association: <http://nwiowagrapegrowers.com/>
and ISU Calhoun County ISU Extension: <http://www.extension.iastate.edu/calhoun/>

Comments: Bring your pruning shears if you have them, and dress appropriately for the weather. The fee for this workshop is \$12, or \$60 for the entire season's remaining schedule of 5 workshops. The workshop series price for members of the Northwest Iowa Grape Growers is \$45.00. Join the association and save on the workshop fees! Annual membership dues are \$45.

Pre-registration: Although walk-in's are always welcome, if you know that you will be attending this workshop, please reply so that we can have adequate materials on hand. Norman Lewman, Northwest Iowa Grape Growers Association: nwiaagrapegrowers@yahoo.com

Scenic Rivers Vineyard Field Day – Southeast Iowa – May 23rd

When: 9 a.m. to noon, Saturday, May 23, 2009 (Rain or Shine)

Where: Sam & Rita Wenke's Oak Hill vineyard, 28712 265th St., Bonaparte, IA 52620

Located approx. 3 miles south of Bonaparte. Go 1/2 mile west of County W40/Hwy 2 Intersection, then turn south approx. 1 mile south on Teal Ave. and then turn west on 265th St. for 1/4 mile. Vineyard and farmstead are on south side of the road.

Note: Typing in the above address into *Google Maps* will enable you see the location and an aerial view of the vineyard. <http://maps.google.com/>

Cost: \$15 each, pay at the door

Registration: Please contact Kim Orth, prior to Friday 5-22-09 noon if you plan to attend.
kalogan81@hotmail.com or 217-453-2528

Agenda: 8:30 a.m. Registration and refreshments

9:00 a.m. Introductions

9:15 a.m. Trellis Equipment and Tips on Installation - Mike Switzer, Midwest Vineyard Supply <http://www.midwestvineyardsupply.com/>

10:00 a.m. Break

10:15 a.m. Canopy Management - Mike White, ISU Extension
11: 00 am Pesticide Use - Rules of Thumb - Wayne Peterson, Midwest Grower Supply
<http://midwestgrowersupply.com/>
Noon Adjourn

Sponsored by: Scenic Rivers Grape & Wine Association: <http://www.scenicriverswine.com/>

Top 10 Etiquette Rules among Wineries

by Linda Mark, Summerset Winery, Indianola, Iowa <http://www.summersetwine.com/>

1. Don't bad mouth your neighbor. If you have a problem with another winery, contact them directly. Bad mouthing another winery to a customer only makes you look unprofessional and of low character.
2. Cooperate fully with wine trail events. Not supporting an event forces the other wineries to work harder to market the event that will ultimately bring customers into your store.
3. Don't copy every event your neighbor has. Come up with some of your own ideas, or make someone else's idea your own by changing it to your winery's needs and your own circumstances.
4. Ask permission before copying items from other wineries newsletters or websites. Perhaps that winery spent a lot of time putting together information, and you just stole it without even a thank you. After getting permission to publish, make sure you acknowledge the winery that provided the information in the publication.
5. Don't move another winery's wine around on grocery store shelves to improve your location, and don't add bottles to their space to increase your shelf space. This has been happening quite often since grocery stores are now allocating space for local wines. The fact that a store even has an Iowa wine section was unheard of a few years ago. This is an incredible advantage for our industry and moving your wine into someone else's shelf space is the same as stealing from them.
6. If you hear more than one complaint from customers about a particular winery, contact that winery and let them know what their customers are saying. By telling a winery about complaints gives that winery a chance to improve. One bad experience at a winery could prevent that customer from ever supporting or visiting another Iowa winery again.
7. If another winery tells you they've heard a problem about your winery, the proper response is, "Thank you, please tell me more". And then keep your mouth shut while listening. You may hear more than you want, but don't be defensive and thank the winery for telling you. Feedback is hard to swallow but important if you want to improve.
8. Be prepared to give directions to the next winery. Know the operating hours of your neighbor and the best route to get the customer there. Make a phone call to the other winery if necessary.
9. Support other wineries by knowing their events and sending people their way for that event. Of course, only if you don't have an event going on at the same time!

10. If another winery has won some great awards, tell people. This is just another way that says Iowa wine is Quality wine.

And the last word is: The poorest quality wine being sold in Iowa could ultimately be how every wine in Iowa is judged by a consumer. If you have one chance to make a first impression, make sure the wine you serve is the best it can possibly be. Use the resources that are now available in Iowa to improve your products. There is never a good reason to sell poor quality wine when we have some of the best resources available in the Midwest to make great wine.

Top 30 Wine Companies in the U.S.

Back on 2-15-09 Wine Business Monthly came out with their sixth annual list of the top 30 wine companies by case sales in the U.S. (see below). Note that the U.S. wine industry continues to consolidate. The total volume of the wine produced by these top 30 wineries continues to increase each year. The threshold for a winery to be on the list is currently at about 400,000 cases of U.S. case production annually while in previous years it was closer to 300,000. **These companies represent more than 90 percent of the U.S.** wine market by volume. For perspective, Iowa's 178,418 gallons (74,965 cases) of native wine sales in 2008 would equal approximately 0.1% of E&J Gallo's sales in 2008. Main point – the Iowa native wine industry does not represent the general U.S. wine industry. We have a value added niche market that is different! The winery next door is your friend and partner, not your competition. We need to continue to work together and promote each other to market our unique niche.

U.S. Wine Company Case Sales

1. E&J Gallo Winery 67,000,000
2. The Wine Group 56,000,000
3. Constellation Brands 46,000,000
4. Bronco Wine Company 20,000,000
5. Foster's Wine Estates 18,000,000
6. Trinchero Family Estates 12,000,000
7. Ste. Michelle Wine Estates 6,000,000
8. Diageo Chateau & Estate Wines 5,700,000
9. Jackson Family Wines 5,000,000
10. Brown-Forman Wines 4,500,000
11. Delicato Family Vineyards 2,500,000
12. F. Korbel & Bros. 2,500,000
13. Ascentia Wine Estates 2,000,000
14. Don Sebastiani & Sons 1,750,000
15. C. Mondavi & Sons 1,200,000

U.S. Wine Company Case Sales

16. J. Lohr Vineyards & Wines 1,000,000
17. The Coppola Companies 900,000
18. Bogle Vineyards 850,000
19. Rodney Strong 800,000
20. The Hess Collection 650,000
21. Precept Brands 600,000
22. Purple Wine Company 515,000
23. Ironstone Vineyards 500,000
24. Foley Wine Group 500,000
25. San Antonio Winery 500,000
26. Castle Rock Winery 450,000
27. Adler Fels Winery 450,000
28. Domaine Chandon 440,000
29. Hahn Family Wines 400,000
30. Rutherford Wine Company 380,000

Top 30 U.S. Wine Companies of 2008, 2-15-09 Wine Business Monthly:

<http://www.winebusiness.com/wbm/?go=getArticle&dataId=62891>

Show n Tell

Dr. Murli Dharmadhikari and his staff at the Midwest Grape & Wine Industry Institute held a fourth in a series of Vintners Quality Alliance classes on Monday 5-11-09 at Fireside Winery located southeast of Marengo, Iowa. The topic of this class revolved around the discussion, sensory analysis and identification of wine faults. There were a lot of sour faces being made! We want to thank everyone at Fireside Winery for hosting this event at their winery. <http://www.firesidewinery.com/>



(Above) Dr. Murli leading a discussion on wine faults at Fireside Winery.



(Above) Entrance sign at Fireside Winery.



(Above) Backside of Fireside Winery showing patio area, grape arbor & reception pavilion.



(Above) Outside fireplace at Fireside Winery.



(Above) Fire pit at Fireside Winery.



(Above) Scenic view of Fireside Winery's 6 acre vineyard located 1 mile south of Marengo, Iowa and 4 miles west of the Winery.



(Left) Everyone belled up to the wine bar at Fireside Winery as soon as the wine fault class was over.

Comments from Readers

“Here is a picture of the signage in one of the Council Bluffs HyVees. It is the best looking and most eye catching sign that I have seen. The manager in the HyVee wine and spirits said that the sign came from the corporate office and they were surprised that other HyVees didn’t have the same. The way the sign comes up over the shelf would be great for other grocery and liquor stores and it is attractive enough that it could fit into a boutique setting too. There is definitely a need for such signs to call awareness to the Iowa wines in various retail locations throughout Iowa”.



---- Julianna Hrasky, Prairie Crossing Vineyard and Winery, Treynor, Iowa
<http://www.prairiecrossingwine.com>

“Hey Mike,

Tell your readers to check out their local True Value Hardware “Start Summer” sale flyer. There is a coupon for the purchase of either a pair of bypass or anvil type all steel hand pruners for \$1.90 each. Normal price is \$7.50. Sale ends May 24th. I bought a whole box of them!”

--- Fred Ver Schuure, Oskaloosa, Iowa

“You are correct Fred, I went down to my local True Value Hardware store and purchased several myself.”

--- Mike White

Quote of the Week

“Waiter, this wine tastes like cat pee”

--- Sue Blackmore, Wine lecturer, Lincoln University, New Zealand. Taken from following article:
<http://www.independent.co.uk/life-style/food-and-drink/news/waiter-this-wine-tastes-like-cat-pee-1683133.html>

Articles of Interest

1. Hinterland Vineyards & Winery Opens in Minnesota, 5-13-09, Wines & Vines Magazine. New winery in Western Minnesota has May 1st Grand Opening:
<http://www.winesandvines.com/template.cfm?section=news&content=64520&htitle=Hinterland%20Vineyards%20Opens%20in%20Minnesota>

Neeto-Keeno WWW Stuff

1. 1-800-GOOG-411, great new FREE cell phone service from GOOGLE, **Double Neeto-Keeno:**
<http://www.google.com/goog411/index.html>
2. Winegrape Production Guide For Eastern North America, 336 pp, \$75:
http://www.nraes.org/nra_index.taf?pr_new=1
3. Superior Estates Winery in Superior, NE. Good looking winery and vineyard:
<http://www.superiorestateswinery.com/index.html>
4. Phenology (97 Growth Stages of 8 winegrape and 8 table grape varieties) shown weekly through the season in chart format. University of Vermont Cold Climate Grape Project):
<http://pss.uvm.edu/grape/UVMvineyard/2009UVMphenology.html>

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

Past issues archived as html and/or pdf here:

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

Total Circulation of 1,080+ recipients in CA, FL, IA, IN, IL, KS, KY, MI, MN, MO, NC, ND, NE, NY, OR, SD, VA, VT, WA, WA DC, WI, Australia, 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

To Subscribe to this FREE e-mail newsletter, just include the word “subscribe” in the Subject Line. **To Unsubscribe** Please reply with the word "unsubscribe" in the Subject Line. E-mail to Mike White.

Home ▶ Blog ▶ News ▶ Iowa Wine Commercial Competition at the 2009 Iowa State Fair

Iowa Wine Commercial Competition at the 2009 Iowa State Fair

A commercial wine competition is being held at this year's Iowa State Fair. The Iowa State Fair Iowa Wine Commercial Competition is only open to commercial Iowa wineries. Entries must be made from grapes that can be grown in Iowa, and only wines commercially available by the date of the competition may be submitted.

The entry deadline is July 1, 2009. Entries must be submitted online or postmarked on or before July 1, 2009. A requirement for entry is a \$25 fee per submission (2 bottles of wine are required for each entry.)

[Please click here for more information and a registration form.](#)

Contact the Iowa State Fair Family Living Department with any questions or for more information. Phone: 515.262.3112 ext. 243, 267, or 285; email: iff@iowastatefair.org.

05/04/2009

Iowa State Fair Wine Competition Form:
https://iowawinegrowers.org/pdfs/commercial_wine_reg.pdf

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.