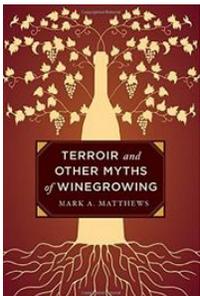


Information in this issue includes:

Book Review: TERRIOR AND OTHER MYTHS OF WINEGROWING
Time Again to register specialty crops or bees onto Iowa's Directory
Congrats to Midwest Winners at San Francisco Competition
Enologist Position: Highland Community College – Wamego, KS
FREE Huge Global Database of Winegrape Info from Adelaide University
Grape Connect - FREE Online Grape & Bulk Wine Sell / Buy Dashboard
Video of SVB 2017 State of U.S. Wine Industry Report Now Online
FREE Webinar Series on Bee Pollination
April 3rd Deadline for Iowa 2017 Specialty Crop Grant Program
2-(5 & 6), Iowa Wine Growers Assn. Conference – Ames, IA
Videos of Interest Show n Tell Marketing Tidbits Neeto Keeno
Notable Quotables Articles of Interest Calendar of Events

Book Review: TERRIOR and OTHER MYTHS OF WINEGROWING



“TERRIOR and OTHER MYTHS of WINEGROWING” (2015), 308 pp. is a book that started hitting the bookshelves at the beginning of 2016. The author, [Dr. Mark Matthews](#) is a professor of viticulture and plant physiology at UC Davis who received his PhD in crop physiology at the University of Illinois. He heads up the [Matthews Laboratory](#) that looks into how plants interact with the physio-chemical environment, particularly with respect to plant water relations. Dr. Matthews has an excellent background for exposing many of the myths exposed in his book.

This 308 page book, (221 pages of content and 84 pages of Notes, Reference & Index) has four chapters. Each chapter is used to dissect and nullify the following wine quality myths:

1. High Yield = Low Quality (HYLQ)
2. Big Berries = Low Quality (BBB – Big Bad Berry theory)
3. Vine Balance = High Quality
4. Stressed vines = High Quality
5. There is a Critical Ripening Period where slow ripening is better than fast ripening.
6. Terroir exists and is the foundation of wine quality.

Dr. Matthews dissects each of these major myths and associated minor myths from the view

These registries support ongoing stewardship activities to reduce incidences of off-target pesticide exposure. The registries provide state of the art mapping features that provide applicators the locations of registered specialty sites.

The intended crops for inclusion on the registries are beehives/apiaries; commercial fruit and vegetable plots (berries, fruits, pumpkins or melons, and vegetables); commercial nursery crops; commercial vineyards (grapes); commercial orchards; commercial evergreen/Christmas tree plantings; and certified organic row crops, small grains, and pastures. In addition, all specialty crops grown certified organic may be designated as such on the driftwatch™ registry. The minimum field size for all specialty crop sites is ½ acre.



The [BeeCheck](#) registry will help protect honey bees from exposure to chemicals that are toxic to bees. Registered locations of beehives will enable applicators to locate and minimize exposure to applied pesticides. Effective January 22, 2009, the Department adopted an amended “**Pesticide/Bee Rule**” of the **Iowa Administrative Code Chapter 21-45.31(206)**. The Rule reads:

45.31(1) Owners of apiaries, in order to protect their bees from pesticide applications, shall register the location of their apiaries with the state apiarist. Registration shall be on forms provided by the department. The registration expires December 31 each year and may be renewed the following year.

45.31(2) Between 8 a.m. and 6 p.m., a commercial applicator shall not apply to blooming crops pesticides labeled as toxic to bees when the commercial applicator is located within one mile of a registered apiary.; A commercial applicator shall be responsible for maintaining the one-mile distance from apiaries that are registered and listed on the sensitive crop registry on the first day of each month.



Iowa Sign

Both the [established Iowa field marker](#) sign or an assortment of new [field marker signs from FieldWatch](#) can be ordered online for a small fee.



Congrats to Midwest Winners at San Francisco Competition



The San Francisco Chronicle Wine Competition was founded in 1983 as the Cloverdale Citrus Fair Wine Competition. In 2000, the [Cloverdale Citrus Fair](#) partnered with the San Francisco Chronicle newspaper and was renamed.

This year’s competition was recently held in Cloverdale, CA where 6,850+ wines were judged from around the world. Here are the wineries from our neighboring states who won awards:

Winery	Double Gold	Gold	Silver	Bronze	Other
Blue Sky Vineyards - IL		1	1		Best of Class
Coopers Hawk - IL	1	2	3	2	Sweepstake
Prairie State Winery - IL				1	
Stone Pillar Winery - KS	1		2	1	
Wheat State Wine Company – KS	1		2		
Les Bourgeois Vineyards – MO	1	1		1	Best of Class
Vox Vineyards – MO		1		1	
Parley Lake Winery – MN		2	2		
Sovereign Estate Winery – MN			3	1	
Firehouse Winery – SD			4	2	
Prairie Berry Winery – SD			2	1	Best of Class
Anna Pessa (Prairie Berry Winery) -SD			2	1	
Studio Winery – WI		2		2	Best of Class
Villa Bellezza Winery – WI			1		

Complete competition details here: <http://winejudging.com/>

“In the separation of more than 1,000 berries from the same vines, the fresh weight of berries was comprised of approximately 5% seed, 15% skin, and 80% flesh, regardless of total fresh weight or volume of the berry.”

From: p. 66, *Terroir and Other Myths of Winegrowing*

Enologist Position: Highland Community College – Wamego, KS

What: Enology position is responsible for teaching enology courses in a traditional, face-to-face environment as well as managing winemaking efforts (commercial and research) in the college winery. The [HCC V&E Program](#) is transitioning from



a school winery to an incubator at the [Wamego Campus \(Wamego, KS\)](#) which will house both the college winery and up to five additional startup wineries in an alternating proprietorship setting. The Enologist's teaching load includes 9-15 credits per academic year including industry-based workshops around Kansas. The Enologist will assist in extension and mentoring duties for the Kansas grape and wine industry, and s/he will participate in industry conferences throughout the Midwest and the annual [VESTA](#) Summit. Qualifications: Bachelor's Degree or higher in enology, fermentation science, or related field of study. Experience working in a winery is essential. Computer literacy required. Experience with hybrid grape varieties preferred. Must be eligible to work in the United States without sponsorship. E.O.E.

Contact: Human Resources humanresources@highlandcc.edu or ph:785-442-6144

Available: April 1, 2017

Complete Details: <https://highlandcc.edu/pages/campus-positions/enologist-enology-instructor>

“Vine Balance, the balanced vineyard is the most frequently cited goal in winegrowing; “however, when further asked, they (we) fail to define precisely what a balanced vineyard is”. Indeed, vine balance is a belief, looking for a justification in the physical world.”

From: p. 112, *Terroir and Other Myths of Winegrowing*

FREE Huge Global Database of Winegrape Info from Adelaide University

A **global empirical picture** is a unique compendium of data on winegrape bearing areas by variety and region. It draws on this database, which now covers 48 countries for the years 2000 and 2010 (with less-complete data also for circa 1990, 1980, 1970 and 1960). The e-book version may be downloaded free of charge from the [University of Adelaide Press](#), where a hard copy also may be ordered. A report summarizing the data is available as [Wine Economics Research Centre Working Paper 0213](#), December 2013.

All the data is available to freely download. It is updated as new data becomes available. Please acknowledge the source as: Anderson, K. and N. Aryal, **Database of Regional, National and Global Winegrape Bearing Areas by Variety, 2000 and 2010**, Wine Economics Research Centre, University of Adelaide, December 2013, revised July 2014.

Complete details here: <http://www.adelaide.edu.au/wine-econ/databases/winegrapes/>



FREE Online Grape & Bulk Wine Sell / Buy Dashboard Covering the Entire U.S.

<https://grapeconnect.com/>

Video of SVB 2017 State of U.S. Wine Industry Report Now Online

The annual Silicon Valley Bank U.S Wine Industry Report webinar was held on this past Wednesday, 1-18-17. Unfortunately there were a few digital glitches that kept many from logging into this FREE Webinar.

You can view/download the 2017 report and view the archived video here: www.svb.com/wine-report.

The Cliff notes version from Wine Industry Insight can be found here: <http://wineindustryinsight.com/?p=77762>



FREE Webinar Series on Bee Pollination

From: Experts at USDA-ARS & Universities in CA, MI, PA and UT.
Tuesdays at 1 p.m. CST Jan. 24, 31; Feb. 14, 28; March 21, 28.
Details & Registration:

<http://www.ncipmc.org/connection/?p=2707>

April 3rd Deadline for Iowa 2017 Specialty Crop Grant Program

Even though the USDA Marketing Service has not announced the amount of money available for the 2017 Specialty Crop Grant Program, Iowa Secretary of Agriculture Bill Northey wants to remind people or groups interested to get ready to apply. These grants are available to support projects that enhance the competitiveness of specialty crops grown in Iowa. "Specialty Crops" that are eligible under this program are fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture. Both fresh and processed specialty crops are eligible.

Grant awards will be considered up to a maximum of \$24,000 and projects can have a duration of up to 30 months (2 ½ years). Proposals need to be sent into the Iowa Department of Agriculture and Land Stewardship by 4 p.m. on April 3rd, 2017.

Full details: <http://www.iowaagriculture.gov/press/2017press/press01122017b.asp>

*"Physiological Maturity – that state which is: after full development, before ripening, and if picked able to continue ripening. This is contrasted with **Horticultural Ripening** – optimal stage for intended use"*

From: p. 130, *Terroir and Other Myths of Winegrowing*



The 2017 [Iowa Wine Growers Association's](http://www.iowawinegrowers.org/events/annual-conference) Annual Conference will be held on Sunday, February 5th & Monday, February 6th, 2017 at the Gateway Hotel & Conference Center in Ames, Iowa. Details here: <http://www.iowawinegrowers.org/events/annual-conference>

Marketing Tidbits

1. Allowing wine to be sold in growlers is good option, 1-17-17 Union-Bulletin:
<http://tinyurl.com/heaagr>

Neeto Keeno

1. AU: *Australian researchers develop eco-friendly nanotechnology pesticide spray*, 1-11-17 ABC News: <http://www.abc.net.au/news/2017-01-11/bioclayspray-to-fight-pests-and-diseases/8176490> *****
2. *ISU Acreage Living Newsletter* – Jan. 2017:
<http://www.extension.iastate.edu/smallfarms/newsletters/201701>
3. *What those lines on Solo cups really mean*, 1-17-17 Business Insider:
<http://www.businessinsider.com/what-are-lines-on-solo-cups-2017-1>

Unique Wine Sensory Terms

Powerful: A wine with a high level of alcohol that is not excessively alcoholic.

Raisiny: A wine with a taste of raisins, resulting from the use of grapes that were overripe and possibly dried when picked.

Rancio: A unique character, often described as butterscotch and old wood aromas, found in fortified wines which have spent a significant time in old oak barrels.

Reticent: A wine that is not exhibiting much aroma or bouquet characteristics.

Rich: A sense of sweetness that is not excessive.

Rough: A wine with a coarse texture.

Round: A wine with a balanced body that is not overly tannic.

Notable Quotables

“Great wine requires a mad man to grow the vine, a wise man to watch over it, a lucid poet to make it, and a lover to drink it.”

From: [Salvador Dali](#)

“Despite the lack of evidence in support of the concepts of terroir, HYLQ, BBB, vine balance, and critical ripening, these myths remain largely in place in the popular press as go-to-explanations for wine quality. Myths dies hard in winegrowing.”

From: p. 210, *Terroir and Other Myths of Winegrowing*

Articles of Interest

1. *Glyphosate panel split on chemical's carcinogenicity*, 12-16-16 Agri-Pulse:
<http://www.agri-pulse.com/Glyphosate-science-panel-split-on-chemicals-carcinogenicity-12162016.asp>
2. *Pros and Cons of Granular and Liquid Fertilizers*, 12-29-16 MI State Univ. Extension:
http://msue.anr.msu.edu/news/pros_and_cons_of_granular_and_liquid_fertilizers
3. *IL: Illinois allows only wine shipments from out of state*, 1-8-17 News Gazette:
<http://www.news-gazette.com/living/2017-01-08/john-roska-illinois-allows-only-wine-shipments-out-state.html>
4. *AU: Better coverage key in vine sprayer*, 1-9-17 Queensland Country Life (Turbo Scram Technology): <http://www.queenslandcountrylife.com.au/story/4391738/turbulence-in-sprayer-design/?cs=4720>
5. *MO: Messenger: Court judgments lack bite in dispute between Jefferson County winery and neighbors*, 1-11-17 St. Louis Dispatch: <http://tinyurl.com/hlbrbpn>
6. *Robots: The Future of Weed Control*, 6-11-17 AgPro: <http://tinyurl.com/h2w5ezv>
7. *WA: Using Wine By-Product (pumace) to Fortify Bread*, 1-13-17 AgInfonet.com:
<http://www.aginfo.net/index.cfm/event/report/id/Farm-and-Ranch-Report-36168>
8. *CO: Phylloxera Strikes Colorado Wine Country*, 1-13-17 Wine Spectator:
<http://www.winespectator.com/webfeature/show/id/Phylloxera-Strikes-Colorado-Wine-Country>
9. *Stinkbugs Add the Flavor of Cilantro to Red Wine*, 1-17-17 American Council on Science & Health:
<http://acsh.org/news/2017/01/17/stink-bugs-add-flavor-cilantro-red-wine-10741>
10. *MN: Minnesota ban on Sunday liquor sales may be lifted*, 1-19-17 WKBT News:
<http://www.channel3000.com/news/minnesota-ban-on-sunday-liquor-sales-may-be-lifted/279986328>
11. *PA: Reviewing YAN and Hydrogen Sulfide: Part 1*, 1-20-17 Penn State Univ:
<https://psuwineandgrapes.wordpress.com/2017/01/20/reviewing-yan-and-hydrogen-sulfide-part-1/>

Calendar of Events

1-(22-24), Wisconsin Fresh Fruit & Vegetable Conference, Kalahari Resort Hotel, Wisconsin Dells: <http://tinyurl.com/hy8nkv7>

1-(24-26), [Unified Symposium](http://www.unifiedsymposium.org/) at the Sacramento, CA Conference Center:
<http://www.unifiedsymposium.org/>

1-(26-27), Iowa Fruit & Vegetable Growers Conference, FFA Enrichment Center – DMACC, Ankeny, IA: <http://www.ifvga.org/>

2-(3-4), North Dakota Grape & Wine Association Annual Conference – [Chiefton Motel](http://www.chieftonmotel.com/), Carrington, ND. Details here: <http://www.ndgwa.org/>

2-(5 & 6), Iowa Wine Growers Association Annual Conference at the Gateway Hotel & Conference Center. Details later here: <http://www.iowawinegrowers.org/>

2-11, Iowa Small Farms Conference – Scheman Auditorium, Ames, IA:

<http://www.aep.iastate.edu/smallfarms/>

2-(16-18), Minnesota Grape Growers Association's Cold Climate Conference – Doubletree Hotel, Bloomington, MN: <http://www.mngrapes.org/default.asp?page=ccchome>

2-4 9 am – 3:30 pm, John Marshall's 15th Annual Grape Growing 101 – Frontenac, MN. Contact 651-345-3531 / 651-345-4004 or grv@mchsi.com for details.

2-(22-23), Winery Association Leadership Conference – Washington, DC.

Details: <http://tinyurl.com/zdqj276>

2-(22-24), Michigan Grape & Wine Conference - Grand Traverse Resort, Acme, MI

Details here: <http://www.michiganwines.com/conference>

2-(23-25), MOSES Organic Conference (Midwest Organic & Sustainable Education Service)

[La Crosse Center](http://www.lacrossecenter.com): Details: <https://mosesorganic.org/conference/>

2-(24-25), Illinois Grape Growers & Vintners Association, Springfield, IL

Details later here: <http://illinoiswine.com/events/>

3-(3-5), 20th Annual Nebraska Winery and Grape Growers Forum and Trade Show, Omaha

Marriott: <http://viticulture.unl.edu/events>

3-(8-10), Show Me Grape & Wine Conference – Columbia, MO. Register here:

<http://tinyurl.com/jmf5ug2>

3-10, Winery Supply Chain Market Business Development – Fluffy Fields Vineyard & Winery

– Dickinson, ND. Contact: Ray Ann Kilen at 701-290-8036 or rkilen@ndsupernet.com

3-(15-25), Sicily Winery & Vineyard Tour – Washington State University. Details:

<http://wine.wsu.edu/education/certificate/international-winery-tours/sicily-winery-and-vineyard-tour/>

3-(22-24), Eastern Winery Exposition at The Oncenter – Syracuse, NY:

<http://easternwineryexposition.com/>

3-25, Midwest Aronia Association Annual Conference – Marriott at La Vista, NE

http://midwestaronia.org/event/maa-annual-aronia-conference/?instance_id=122

4-(3-4), National Viticulture and Enology Extension Leadership Conference

Oakville, CA. Contact: Kaan Kurtural at skkurtural@ucdavis.edu or call 707-944-0126

4-(25-27), WineAmerica National Grape & Wine Policy Conference – Washington DC:

http://wineamerica.org/?post_type=wine_am-event&p=11295

6-(1-4), Winemaker Magazine Annual Conference – Finger Lakes, NY. Early registration

discount: <http://winemakermag.com/1586-2017-conference-save-the-date>

e-Viticulture: <http://eviticulture.org/>

Iowa Wine Growers Association: <http://iowawinegrowers.org/>

ISU Viticulture Extension: <http://viticulture.hort.iastate.edu/>

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

Midwest Grape & Wine Industry Institutes Updates:
<http://www.extension.iastate.edu/wine/content/institute-updates>

ISU 2017 Fruit Pest Management Guide:
<https://store.extension.iastate.edu/Product/Midwest-Fruit-Pest-Management-Guide-2017>

Northern Grapes Project: <http://northerngrapesproject.org/>

VESTA (Viticulture Enology & Science Technology Alliance):
<http://www.vesta-usa.org/>

Dr. Tom Zabadal's YouTube Channel
<https://www.youtube.com/user/Viticultureinfo>

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