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***The Iowa Wine Trail Introduces New Wine Grapes Promotion***

3-9-17, [Iowa Wine Trail](#)

“Iowa wine consumers are bombarded with national marketing efforts from the California and European wine conglomerates while local, Iowa native wine producers try independently to compete for wine buyer’s attention with tiny marketing budgets. According to the most recent assessment The Iowa wine industry, as a whole, contributes more than \$420 million to Iowa’s economy and these new wine grapes are helping lead the way to a thriving new wine region,” said Christie Steffen, President of The Iowa Wine Trail.

The wine grape growers and wineries of Iowa are at a competitive disadvantage in the wine retail marketplace. Foremost amongst the challenges faced by the Iowa wine industry are well-funded marketing campaigns of national brand competitors largely from California that have immediate brand recognition (e.g., Cabernet Sauvignon or Chardonnay) and wine consumers are most familiar and who also tend to view other varieties as less desirable. The goal of The Iowa Wine Trail is to turn this competitive disadvantage into a competitive advantage by building awareness of the wine grapes grown in Iowa. Increasingly, the wines from Iowa are garnering national and international attention in wine competitions and the wine consuming public is beginning to take note. These new grape varieties grown in Iowa,

such as Marquette, Frontenac, LaCrescent and Brianna are incredibly promising; however, Iowa grown grape varieties tend to lack name recognition and consequently wine consumers being unfamiliar tend to rely on familiar names and regions.

The new “Taste of Yourself” promotional campaign is an effort by the winemakers and winegrowers of The [Iowa Wine Trail](#) to build brand awareness and encourage wine consumers to ask for and try these delicious Iowa wines.

#### “Taste for Yourself” Videos:

Meet Brianna: <https://youtu.be/FwnsfZJTjG4>

Meet La Crosse: <https://youtu.be/6cDiqCep0hs>

Meet La Crescent: <https://youtu.be/FYVEs0tqS-Y>

Meet Marechal Foch: <https://youtu.be/SW0cauO3Lxc>

Meet Frontenac: <https://youtu.be/eaJcZZXberA>

Meet Marquette: <https://youtu.be/4hs8UWN8yWo>

ABOUT: The [Iowa Wine Trail](#) is a non-profit educational organization and is Iowa’s oldest wine trail and is located in eastern Iowa (from West Branch to Decorah). The 11 wineries of the Iowa Wine Trail, includes: [Brick Arch Winery](#), [Daly Creek Winery & Bistro](#), [Engelbrecht Family Winery](#), [Eagles Landing Winery](#), [Empty Nest Winery](#), [Park Farm Winery](#), [PromiseLand Winery](#), [Tabor Home Vineyard and Winery](#), [TYCOGA Vineyard and Winery](#), [Wide River Winery](#) and [Winneshiek Wildberry Winery](#).

## ***Shearing Knives for Hedging, Skirting, Suckering & Topping***

I have been contacted several times recently about where to buy those Christmas tree shearing knives that I show at my vineyard pruning workshops. These knives work very well in trimming back bushy vines and cutting suckers without having to bend over.



“Bushy vines” is a general indication of too much vigor and a vine that is out of balance with its crop load and/or environment. Generally speaking, it is better not to cut off excess vegetation unless it causes undue shading of the fruit, hampers other vineyard operations, or significantly reduces airflow through the vineyard.

Hedging, topping or skirting are best done when plant vegetative growth is slowing down (ie...last 2 weeks prior to veraison) but not after veraison. Pruning the canopy back after veraison can have a negative effect on fruit ripening. Trimming back the shoots too early in the season will stimulate lateral shoot growth negating the reason for trimming in the first place. It can become a vicious cycle in over

vigorous vineyards.

Topping involves topping the canes at approx. 8-12” above the top wire on our vertical shoot positioned (VSP) trellis systems. Skirting involves trimming the canes approximately 12” above the ground on our downward positioned trellis systems and hedging involves trimming back those wild shoots that stick out the sides of the canopy and will not submit to positioning. It is commonly recommended to leave at least 12-15 nodes (leaves) on those shoots with grape clusters and aim toward a total canopy horizontal depth of 2 to 3 leaves.

I like to use the Christmas tree serrated blade versus the straight steel blade because the serrated blades will stay razor sharp for several years. The straight steel blades need to be sharpened several times a day under heavy use. These knives normally come with combinations of 10 -16” handles and 12 to 18” blades. They normally cost anywhere from \$55 to \$75 each. I personally like a handle around 14-16” and a blade around 16-18”. The serrated blades are “VERY” sharp. I strongly recommend wearing long pants when using them. Leg protectors can also be purchased for around \$35 to \$45 each. *mlw*

**Here are several companies where you can purchase Christmas tree shearing knives:**

1. Evans Christmas Tree Supply: <http://www.evanschristmas.com>
2. Forestry Suppliers: <http://www.forestry-suppliers.com>
3. Frazer Knoll, Laurel Spring, NC: <http://fraserknoll.com/>
4. Kelco Industries, Melbridge, Maine: <http://www.kelcomaine.com>
5. Northwoods Evergreen: <http://www.northwoodevergreen.com>
6. TerraTech, Eugene, Oregon: <http://www.terratech.net/>

**Two “example” vineyard Christmas tree knife hedging videos:**

1. *Hedging with a Christmas tree knife*, 7-12-07 [Kinkaid Ridge Winery](http://www.kinkaidridge.com), 3.36 min.:  
<http://www.youtube.com/watch?v=vvu8Ouz0lgQ>
2. *Vineyard Hedging*, [Natalies Estate Winery](http://www.nataliesestate.com), 1-24-12, 1:16 min:  
<https://www.youtube.com/watch?v=972GT4lrEFU>

### ***Reminder: April 3<sup>rd</sup> is Deadline for Iowa Specialty Crop Block Grants***

The Iowa Department of Agriculture and Land Stewardship is accepting applications for grant funding through the Specialty Crop Block Grant program. The grants are available to support projects that enhance the competitiveness of specialty crops grown in Iowa. The final funding level for the 2017 Iowa Specialty Crop Block Grant Program is yet to be announced by the USDA Agricultural Marketing Service that administers the Specialty Crop Block Grant Program, but is expected to be similar to last years \$244,352.23 funding. Details: [http://www.iowaagriculture.gov/Horticulture\\_and\\_FarmersMarkets/specialtyCropGrant.asp](http://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/specialtyCropGrant.asp)

### ***3-22, Northern Grape Project Webinar***

***What:*** “Impact of training systems on viticulture performance of cold-hardy wine grapes”

***When:*** 12:00 Noon Eastern (11:00 am Central)  
& 7:00 pm Eastern (6:00 pm Central)  
Wednesday, March 22<sup>nd</sup>, 2017



**Details:** <http://northerngrapesproject.org/northern-grapes-webinar-series>

## ***New TTB approved Grape Variety Names for Labeling***

The following Cold Climate grape variety names have been [administratively approved](#) by the Tax & Trade Bureau to be used on wine labels.

Arandell	Chiasgo	Frontenac Blanc	King of the North	Sheridan
Aromella	Diana	Geneva Red	Marquis	
Bluebell	Esprit	Jupiter	Petite Pearl	

### ***FREE - PowerPoint presentations from the Unified Symposium***

The 23<sup>rd</sup> Unified Symposium was held January 24-26<sup>th</sup> in Sacramento, CA. This the largest vine/wine conference in the U.S. You can view/download PowerPoint presentation from this event here: <https://tinyurl.com/j8xqnm>

Audio files of the presentations can be obtained for a fee here:  
<https://tinyurl.com/hm7tjur>

### ***3-24, WGGA Spring Vineyard School – Wollersheim Winery***

**When:** 8:30 a.m. to 4 p.m. Friday, March 24<sup>th</sup>, 2017

**Where:** [Wollersheim Winery](#), 7876 WI Hwy-188, Prairie du Sac, WI 53578

**Who:** [Wisconsin Grape Growers Association](#)

**Cost:** \$35 WGGA member, \$45 non-member

**Details:** <http://www.wigrapes.org/>



### ***3-25, University of Minnesota vine/wine research update***

I invite you to attend the annual UMN Research Update. The details are below. Registration is made online through the MGGA website at [this link](#). We will provide short seminars on research in winter hardiness, table grape breeding, phylloxera resistance, and an update on the enology project.

**What:** Annual University of Minnesota Research Update

**When:** Saturday March 25th, Check-in and Coffee hour starts at 9:15AM

First session: 10:00AM - 12:00PM

Lunch: 12:00PM - 1:00PM

(Lasagna, Italian Salad, Breadsticks, and cookies/Bars)

Final session: 1:00PM - 2:00PM

**Where:** Snyder Auditorium - Minnesota Landscape Arboretum, 3675 Arboretum Drive  
Chaska, MN 55318

**Cost:** Registration + Lunch: \$30 per person or  
Registration Only: \$15 per person

**Registration:** <http://www.mngrapes.org/events/EventDetails.aspx?id=935629>

Parking and arboretum admittance is FREE, just let the gate house know you are coming for the University of Minnesota "Enology and Viticulture Program".

**Contact:** Matthew Clark, Asst. Professor - Grape Breeding and Enology  
UMN Dept. of Horticultural Science [clark776@umn.edu](mailto:clark776@umn.edu)  
[enology.umn.edu](http://enology.umn.edu) [grapes.umn.edu](http://grapes.umn.edu)

### **4-(4 & 5), Tank to Bottle Workshop – WI**

**When:** April 4th - [Elmaro Vineyard](#) :N14756 Delaney Road, Trempealeau, WI 54661  
April 5th - [Vines and Rashes Winery](#) 410 County. Road E Ripon, WI 54971

**Agenda:** 8:30 - 9:00 Registration  
9:00 - 10:15 Basics of Pre-bottle chemistry & blending — Smith, UW Madison  
10:15 - 10:30 Break #1  
10:30 - 12:00 Final additions for improvement —Michael Jones, Scott Labs  
12:00 - 1:00 Lunch provided by Scott Labs  
1:00 - 2:00 Hands on: Conducting Bench Trials — Ellie Butz & Elmaro Vineyard staff  
2:00 - 2:15 Break #2  
2:15 - 3:30 Crafting the Final Blend — Katie Cook, Scott Labs

**For:** All professional winemakers

**Registration:** Elmaro Vineyard call: 608-534-6456  
Vines and Rashes Winery call the Wisconsin Winery Assn. at 877-297-2827

**Cost:** \$20 per student; **open to the first 40 students.**

**Sponsored by:** [Scott Laboratories](#) [Wisconsin Winery Association](#)  
[Lallemande](#) [Elmaro Vineyard](#)  
[Vines & Rashes Winery](#)

### **4-(4-6), License to Steal – Geneva, OH**

**What:** License to Steal National Wine Marketing Conference

**When:** Tuesday – Thursday, April 4-6, 2017

**Where:** [Lodge & Conference Center at Geneva State Park](#)



**Agenda:** <http://nationalwinemarketing.com/program.shtml>

**Cost:** \$295 / person, \$270 / additional person

**Registration:** <http://nationalwinemarketing.com/registration.htm>

**Questions:** 440-466-4417

### **4-(17-19), 4<sup>th</sup> Inside Missouri Cooperage Tour – VESTA**

**What:** Behind-the-scenes tour is an excellent way to deepen your understanding of oak science. Experience harvesting oak trees in and Ozark forest, you will experience the stave mill and cooperage to see how premium wine barrels and oak alternatives are crafted.

**When:** Monday through Wednesday, April 17-19, 2017

**Where:** Hampton Inn, 930 Ivey Ln, Lebanon, MO 65536  
Ph: 417-533-3100 (and surrounding area)

**Cost:** \$75 / person

**Contact:** Jennifer Smith: ph: 573-881-0386

**Details:** <https://www.vesta-usa.org/Events/4th-Annual-Inside-Missouri-Cooperage-MO>



### **ISU Hop Workshop Series Starts April 22<sup>nd</sup>, 2017**

AMES, Iowa – Iowa State University Extension and Outreach will host a series of sustainable hop production workshops during 2017 aimed at helping those interested in growing the plant learn more about its production.

The series will consist of six sessions, culminating in a bus tour to Traverse City, Michigan in August 2018 where multiple working hops yards will be visited. The first session will be held on April 22 and sessions will be held monthly until August, both in-person and via videoconference.

The workshops will be taught by [Diana Cochran](#), assistant professor and extension fruit specialist, and [Erin Hodgson](#), associate professor and extension entomologist, with Iowa State University.

Registration for the course is \$500 and includes lectures, supplemental class materials and the hop yard tour in Michigan. The deadline to register for the course is April 15. Class size is limited and pre-registration is required. Registrations will be accepted on a first-come, first-paid basis

**Complete details:** <http://www.extension.iastate.edu/article/hops-workshop-offered-promote-sustainable-production>

## **5-(16-17), Distillation Basics Workshop- Mountain Grove, MO**

**When:** Tuesday & Wednesday, May 16-17, 2017

**Where:** Missouri State University Winery and Distillery -Darr  
College of Agriculture [Mountain Grove Campus](#) 9740  
Red Spring Road Mountain Grove, MO 65711-2999



**Cost:** Registration fee of **\$400** includes lunches and support materials. **Limited to 8 people.**

**Contacts:** Marilyn Odneal -Clinical Instructor and Vineyard Manager  
[MarilynOdneal@missouristate.edu](mailto:MarilynOdneal@missouristate.edu) or 417-547-7513  
Leslie Akers - Workshop Facilitator  
[LeslieAkers@missouristate.edu](mailto:LeslieAkers@missouristate.edu) or 417-547-7516

**Details:** <http://mtngrv.missouristate.edu/mtngrvcellars/Distillation.htm>

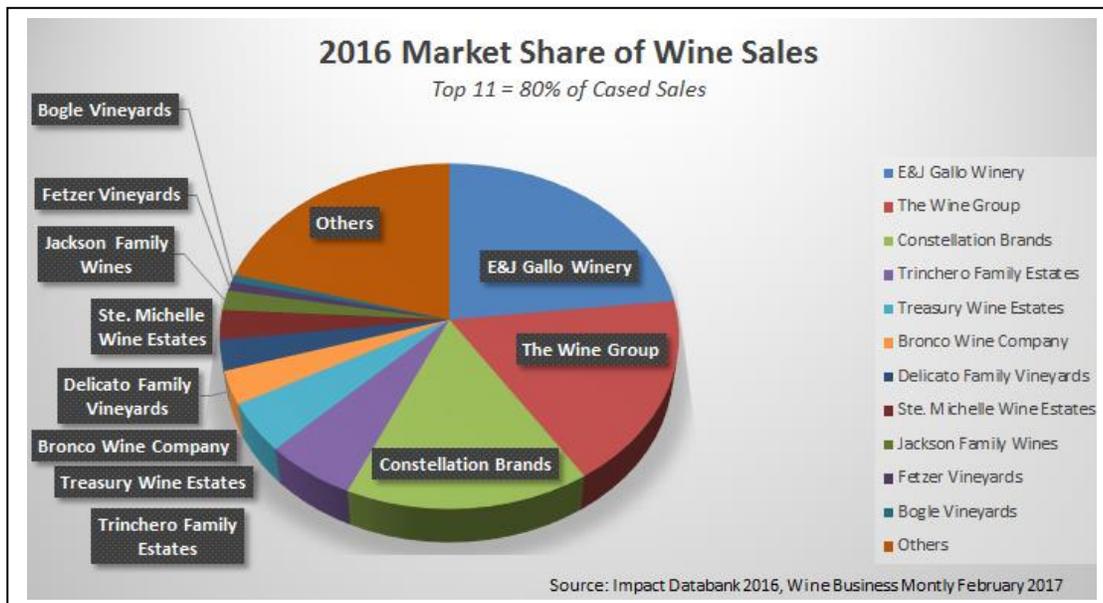
### **Videos of Interest**

1. *American Wine Legend – Jerry Lohr* 2-27-17, Wine Enthusiast, 8:25 min:  
(SD boy who did VERY WELL) <https://www.youtube.com/watch?v=JBIYfdk8CrE>
2. ND: *Ancient Drink with a New Twist*, 3-2-17 Valley News, 5 videos: 1:28 & 2:33 & 2:88 & 2:44 & 2:15 min: <http://www.valleynewslive.com/content/news/An-Ancient-Drink-With-A-New-Twist-415240453.html>
3. *Electric Shears: Addressing America's Farm Labor Crisis*, 3-14-16 Infaco – USA , 1.59 min: <https://www.youtube.com/watch?v=nJE2-iK1QIU>
4. *Vitis Gen: Low Temperature Response, Part 1*, 3-14-17, NY Finger Lakes Program:  
(Anne Fennell -SD State Univ. & Matt Clark – Univ. of MN) 5:32 min:  
<https://www.youtube.com/watch?v=2KmctYIIV08>
5. *Vitis Gen: Low Temperature Response, Part 2*, 3-16-17, NY Finger Lake Program:  
(Jason Lando – USDA, Geneva, NY), 6:58 min:  
[https://www.youtube.com/watch?v=H\\_nPhd58zcl](https://www.youtube.com/watch?v=H_nPhd58zcl)
6. MN: *Analyzing Bud Survival in Cold Hardy Grapes*, 3-13-17, Univ. of MN, 6:27 min,  
With John Thull: <https://www.youtube.com/watch?v=vv5axzMkYuY&t=2s>

### **Show n Tell**

(Below) “Today, the eleven largest wineries are moving 80% of the wine sold in America, while distributors continue to march toward complete consolidation. The other 9,000 wineries in the U.S. are left to compete with each other for the remaining 20%”

From: [SVB on Wine](#)



(Left) Antique wooden wine bottle with example stave used to make it. Dale Kirby of (Skull Splitters Distillery, [Coopers Oak Winery](#) and [Andrew & Kirby Barrel Company](#)) located at Higbee, Missouri showed this to me. This was one of 100's unique collectibles Dale had displayed at this facility. 3-10-17 *mlw*

*PS: Matt Kirby (son of Dale just received his TTB license for the distillery and walked into the winery with the new labels when I was there. The distillery is not quite open for business yet.*

(Right) American Kestrel box in Robert Lowery's Silver Leaf Vineyard located northeast of Macon, MO. Silverleaf vineyard is associated with [KC Wineworks](#) in Kansas City, MO.

The American Kestrel is the America's smallest falcon and is native to much of the U.S. Populations have been declining for many years. They feed on small rodents, insects and small birds. Ideally the boxes need to be 10-20 ft. high and face the south or east.

Just search for "American Kestrel box" on the WWW and you will find plenty of information and free plans to construct these boxes.



## Marketing Tidbits

1. TX: *U.S. Sake Sales Soar As Brewers Around The World Defy Ancient Japanese Traditions*, 2-28-17 Forbes: <https://tinyurl.com/h4wm2cu>
2. “*Sparkling wine will continue to grow, and this continues to be driven by the Prosecco trend*”  
From: [Latest wine consumption trends: US still rising](#), 3-2-17 Decanter

## Neeto Keeno

1. FREE 400+ Online vine/wine instructional videos from [VESTA](#):  
<https://www.vesta-usa.org/Instructional-Videos>

## Notable Quotables

*“Costco, perhaps the most influential wine retailer in the world, wants to sell regional wine”*

From: [Costco wine: Let’s Drink Local](#), 3-2-17 Wine Curmudgeon

*“The US has been showing a steady annual volume growth rate of 1% for the past five years. With a consumption rate of just over 12 L per adult per year and 60% of US adults currently abstaining from wine, it has long been thought of as a market with significant growth potential. ... Two measures suggest that the US market for wine may have peaked – or at least paused. There has been a reduction in the average consumption per head of wine in the last few years, coupled with a reduction in the number of very frequent wine drinkers – that is, those drinking wine on a near daily basis.”*

From: [Is the U.S. Wine Boom Over](#), 3-16-17 Meininger’s Wine Business International

*“Illinois has a proposed bill that will allow minors drink with parents. [House Bill 0494](#) is specific to 18, 19 and 20-year-olds, specifically, in a restaurant with their parents.”*

From: [IL proposal would allow minors to drink alcohol with supervision](#), 3-14-17, KFVS News

### **Unique Wine Sensory Terms**

**Toasty:** A charred or smoky taste from an oaked wine.

**Transparency:** The ability of a wine to clearly portray all unique aspects of its flavor.

**Tepidity:** The expression of the typical characteristics of a varietal.

**Vanillin:** An oak induced characteristic aroma reminiscent of vanilla.

**Varietal:** The dominant grape variety from which a wine is made.

**Varietal expression:** A varietal wine primarily shows the fruit and the grape variety dominates the flavor.

**Vegetal:** Aromas and flavors reminiscent of vegetation.

**Vinegary:** The aroma of vinegar from the presence of acetic acid.

## Articles of Interest

1. IA: *Community Development Specialists Conducting Statewide Tourism Workshops* 3-3-17, ISU Extension: <https://tinyurl.com/zqkcway>
2. PA: *An Introduction to Red Wine Blending*, 3-3-17 Penn State Univ: <https://psuwineandgrapes.wordpress.com/2017/03/03/an-introduction-to-red-wine-blending/>
3. MI: *Are homemade pesticides legal?* 3-7-17 Michigan State University: <https://tinyurl.com/kupxseq>
4. *Success in controlling vineyard weeds calls for a persistent year-round strategy*, 3-8-17 Western Farm Press: <https://tinyurl.com/kqr8vs3>
5. IA: *Iowa Wine Growers Honors Members*, 3-10-17 Wallace's Farmer <http://www.wallacesfarmer.com/marketing/iowa-wine-growers-association-honors-members>
6. PA: *Will The Brown Marmorated Stink Bug Be A Problem In Wine And Juice?* 3-10-17 Penn State Univ: <https://tinyurl.com/kvmscwu>

## Calendar of Events

**3-(22-24)**, Eastern Winery Exposition at The Oncenter – Syracuse, NY:  
<http://easternwineryexposition.com/>

**3-24**, WGGGA Spring Vineyard School [Wollersheim Winery](#) - Prairie du Sac, WI 53578  
contact: Anna Maenner [anna@acmadmin.com](mailto:anna@acmadmin.com) or 920-478-3852

**3-25**, Midwest Aronia Association Annual Conference – Marriott at La Vista, NE  
[http://midwestaronia.org/event/maa-annual-aronia-conference/?instance\\_id=122](http://midwestaronia.org/event/maa-annual-aronia-conference/?instance_id=122)

**3-25**, University of Minnesota vine/wine research update, Minnesota Landscape Arboretum Chaska, MN: <http://www.mngrapes.org/events/EventDetails.aspx?id=935629>

**4-(3-4)**, National Viticulture and Enology Extension Leadership Conference  
Oakville, CA. Contact: Kaan Kurtural at [skkurtural@ucdavis.edu](mailto:skkurtural@ucdavis.edu) or call 707-944-0126

**4-(4 & 5)**, Tank to Bottle Workshop: April 4th - [Elmaro Vineyard](#) - Trempealeau, WI 54661 (608-534-6456) April 5th - [Vines and Rushes Winery](#) - Ripon, WI 54971. (877-297-2827)

**4-(4-6)**, License to Steal – National Wine Marketing Conference– Geneva, OH:  
[http://nationalwinemarketing.com/index\\_2017.htm](http://nationalwinemarketing.com/index_2017.htm)

**4-(17-19)**, 4th Annual VESTA Missouri Cooperage Tour, Lebanon, MO:  
Details: <https://www.vesta-usa.org/Events/4th-Annual-Inside-Missouri-Cooperage-MO>

**4-22**, ISU Hop Workshop Series Starts, register by April 15<sup>th</sup>. Details: Complete details: <http://www.extension.iastate.edu/article/hops-workshop-offered-promote-sustainable-production>

**4-(25-27)**, WineAmerica National Grape & Wine Policy Conference – Washington DC:  
[http://wineamerica.org/?post\\_type=wine\\_am-event&p=11295](http://wineamerica.org/?post_type=wine_am-event&p=11295)

**5-(16-17)**, Distillation Basics Workshops- Springfield, MO – Mountain Grove, MO:  
Details: <http://mtngrv.missouristate.edu/mtngrvcellars/Distillation.htm>

**6-(1-4)**, Winemaker Magazine Annual Conference – Finger Lakes, NY. Early registration discount: <http://winemakermag.com/1586-2017-conference-save-the-date>

**6-(26-29)**, 68<sup>th</sup> National American Society for Enology (ASEV) and Viticulture National Conference, Bellevue, WA: <http://www.asev.org/2017-national-conference>

**7-(10-12)**, 42<sup>nd</sup> ASEV- Eastern Section Annual Meeting – Charlottesville, VA:  
<http://www.asev-es.org/>

**10-(22-24)**, Vendemia, the NWGGA celebraton of our industry, Lied Lodge Conference Center – Nebraska City, NE Save the Date. Details later.

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

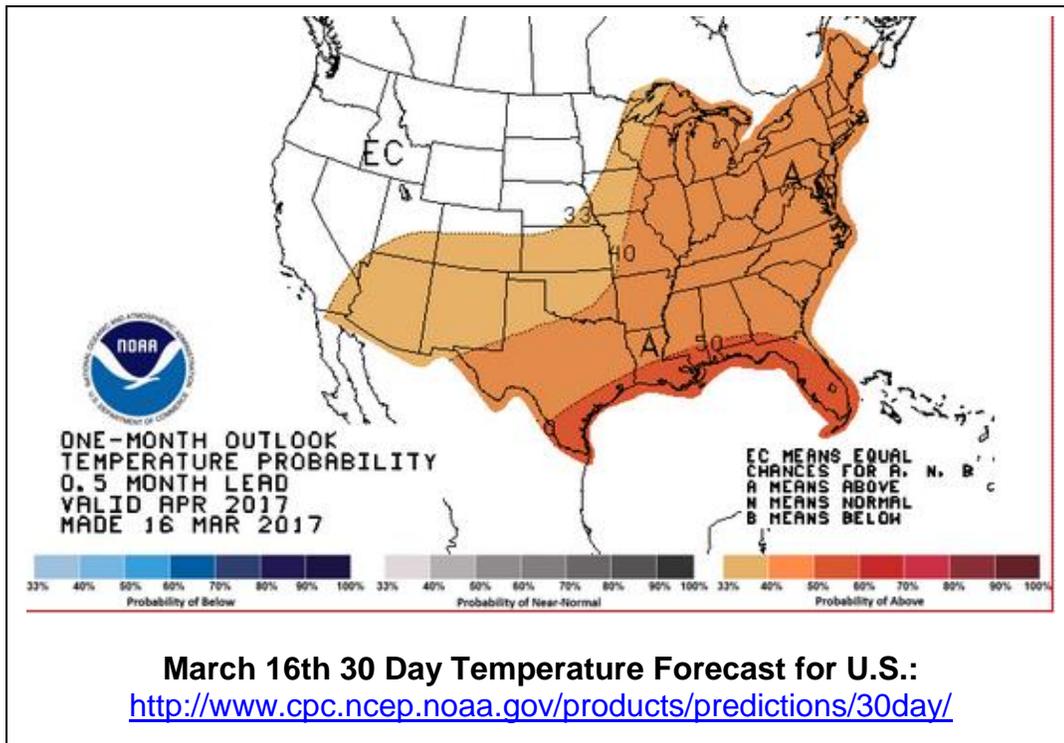
Northern Grapes Project: <http://northerngrapesproject.org/>

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

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

**(FREE) Midwest WinePress Classifieds**

<http://midwestwinepress.com/classifieds/>



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