

## Midwest Grape and Wine Industry Institute

### January Updates 2015

#### Institute Staff

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Director and Extension Enologist

##### Tammi Martin

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##### Paulina Biernacka

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#### Research, Quality, Training

The Midwest Grape and Wine Industry Institute was formed as a result of the state's evolving grape & wine industry.

Goals of the Institute include:

- Conduct research to evaluate cold-hardy grape varieties that can thrive in the Midwest
- Conduct enology research
- Assist with implementation of the Iowa Quality Wine Consortium (IQWC) - a quality-assurance stamp of approval program
- Establish an outreach program to the industry by training a team of specialists
- Partner with community colleges to develop job training programs specific to growing grapes and making wine.

#### Midwest Grape and Wine Industry Institute

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*Helping support the state's evolving grape and wine industry, because the potential economic opportunities in wineries, value-added agriculture and tourism are limitless.*

2015 is here, annual reports have been submitted and the Institute is gearing up for another exciting year!

#### Research

##### Northern Grapes Project (NGP)

- Fruit chemistry samples have been collected from Iowa, Vermont, Connecticut, and New York. They're being analyzed for pH, titratable acidity, brix, yeast assimilable nitrogen, organic acids and sugars.
- Bottling day was a flurry of activity! The La Crescent skin contact trial wines are now resting in the cellar. This summer a series of triangle tests will be conducted for sensory differentiation. There will also be a tasting at the IWGA conference in February.



Daniell, Annie, Jennie, and Paulina bottling La Crescent research wines in the lab.

## Lab activities

- 12 lab samples were submitted for analysis from 4 different wineries (3 based in Iowa and 1 out of state).

## IQWC program support

- 65 out of 87 submissions received quality certifications in 2014. This 75% passing rate is up 6% from 2013. Well done!



- IQWC members now have an additional benefit. MarketMaker's interactive map showcases IQWC member wineries. Find it on [MarketMaker](#) or via our [website](#).
- Reminder - Beginning with March 2015 submissions, the IQWC process will be completed online. Stop by our table at the IWGA Annual Meeting and we'll help you to register your account.

## Expanding our knowledge

Murli attended the Unified Symposium and Trade show in Sacramento, CA. It is the largest grape and wine trade show in the Western Hemisphere. This year, about 14,000 professionals attended the meeting and 700 exhibitors showcased the latest technology and trends impacting the industry.

The three day symposium featured the importance of branding, wine quality, sustainable practices, emerging markets, and

production trends. Speakers indicated a positive marketing trend for high end wines, which is of particular importance to the growth of regional wine industries.

## Outreach

- Murli and Jennie met with a senior Culinary Science student working on an independent study course in grapes and wine. Her research will include information about the Iowa wine industry and the institute.



- While in Sacramento, Murli also attended the VESTA National Visiting Committee meeting. He is one of 14 committee members who evaluate the annual progress of the VESTA National Center of Excellence.

The VESTA program was started by Murli in 2003 at Missouri State University, in collaboration with Shawnee Community College in Illinois and Northeast Community College in Iowa. The goal of the project was to develop an online education program to train students in the areas of Viticulture and Enology with an emphasis on hands-on, practical experience. VESTA is now a national center funded by the National Science

Foundation.

The online education and training program was developed to address industry needs for trained workers in the Midwest. The program has grown to include 23 institutional partners in 19 states and has trained 1,348 students to date.

## Coming up...

- IWGA Day at the Capital, Feb. 17
- IWGA Annual Conference and Meeting, Feb. 27-28
- March 5-7, Nebraska Winery and Grape Growers Forum and Trade Show
- March 17-19, Northern Grapes Project PAC Meeting & Symposium, and Eastern Wine Exposition
- Next advisory board meeting- Thursday, April 16.