

Wine-Grower-News #154

*February 11, 2011
(Next newsletter in 2 weeks!)*

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

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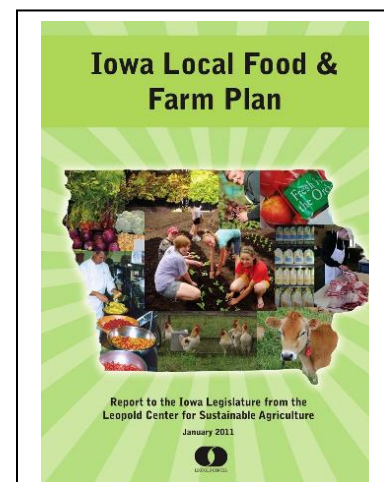
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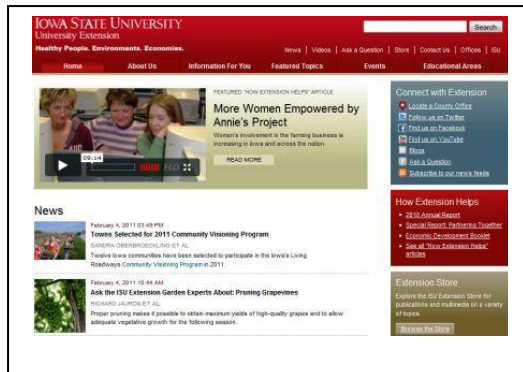
Leopold Center Completes Local Food Report for Iowa Legislature

Rich Pirog and his colleagues in the ISU Leopold Center completed a report required by the 2010 Iowa Legislature to develop an Iowa Local Food and Farm plan. The 63-page report is available on the Leopold Center website here:

<http://www.leopold.iastate.edu/foodandfarmplan.html>



Check out ISU Extension's New Homepage



ISU Extension launched their new Homepage this week. Check it out here: www.extension.iastate.edu.

32 links to help brush up your grape pruning skills

Publications & Presentations

1. EXCELLENT set of 3 Cold Climate Pruning "Macro Media Breeze" presentations by Fritz Westover and pruning document by Ed Hellman of Texas Agrilife Extension: <http://winegrapes.tamu.edu/grow/pruning.html>
2. Pruning Grapevines in Michigan: <http://web1.msue.msu.edu/vanburen/e-1935.htm>
3. Pruning & Canopy Mgt, Dr. Gail Nonnecke, ISU: <http://viticulture.hort.iastate.edu/info/pdf/prunecanopy.pdf>
4. Wine Training Techniques, Wine Doctor.com: <http://www.thewinedoctor.com/advisory/technicaltraining.shtml>
5. Pruning for Crop Load Management, 1-27-07 31 slide ppt, Washington State University: <http://wine.wsu.edu/research-extension/files/2010/05/pruning-cropload.pdf>
6. Assessing Cold Damage to Grapes, Washington State University: <http://wine.wsu.edu/research-extension/weather/cold-hardiness/cold-damage-in-grapes/>
7. Pruning Grapes to The 4-Arm Kniffen System, New Mexico State Univ: http://www.cahe.nmsu.edu/pubs/_h/h-303.pdf
8. Pruning Grapevines, Reiman Gardens, Iowa State University: <http://www.extension.iastate.edu/Publications/RG502.pdf>
9. Pruning & Training, Chapter 6, Mid-Atlantic Grape Growers Guide: <http://www.ces.ncsu.edu/resources/winegrape/ag535-2.pdf>
10. Pruning & Training, Chapter of the Midwest Grape Production Guide: <http://ohioline.osu.edu/b919/0008.html>
13. Pictorial Guide of Pruning De Chaunac, Delaware and Cayuga & Growth during the year: <http://www.honeyflowfarm.com/grapeproject/grapeproject.htm>
14. EXCELLENT- Pruning, Training & Canopy Management of Grapevines in the Midwest, Kentucky State Univ. 78 slide ppt, : http://www.uky.edu/Ag/NewCrops/vinemanagement_files/frame.htm
15. Basic Principles of Pruning Backyard Grapevines, Ohio State Univ. Extension Fact Sheet: <http://ohioline.osu.edu/hyg-fact/1000/1428.html>
16. Pruning Grapes by Lon Rombough: <http://www.bunchgrapes.com/pruning.html>



Pruning Videos:

1. 9 minute Pruning Video from DMACC by Randall Vos, 4-08:
<http://www.dmacc.edu/programs/viticulture/video/pruninghwc.html>
2. Pruning of Concord Grapevines, 2-16-09 – Lake Erie Regional Grape Program, 5:19 min:
<http://www.youtube.com/watch?v=RnibuXSfEHc>
3. Pruning Wine Grape Vines on a VSP, 2-16-09 – Lake Erie Regional Grape Program, 6:19 min.:
<http://www.youtube.com/user/LERGPvids#p/u/1/K1vZHwrp8H0>
4. Pruning Basics: Spur Pruning, 10-29-10 – Oregon State University, 3:00 min.:
<http://www.youtube.com/user/GrapeDr#p/u/0/ISMLIZpH7so>
5. Spur Pruning Grapevines, 2-8-10 - Oregon State University, 7:10 min.:
<http://www.youtube.com/user/GrapeDr#p/u/5/um9p1eiGiwI>
6. Cane Pruning Instruction, 2-2-10 – Oregon State University, 7:23 min.:
<http://www.youtube.com/user/GrapeDr#p/u/7/mfd2V5DFDo0>
7. Structure of Spur and Cane Pruned Grapevines, 10-29-10, Oregon State University, 6:16 min.:
<http://www.youtube.com/user/GrapeDr#p/u/1/pCs03Mc2HKM>
8. Pruning Grape & Exploring Other Fruits in the Orchard, 9-23-10 – Oklahoma State University, 9:32 min.: http://www.youtube.com/user/OklahomaGardening#p/u/15/xXFumo_8rE4
9. How to Prune Grape Vines, 7-14-09 – TheMichaelJamesJr, 3:51 min.:
http://www.youtube.com/watch?v=_vk-Fj0pnP8&feature=related
10. Grape Vine Pruning in Late Winter & Early Spring, 4-1-10 – Gurneys, 3:11 min.:
<http://www.youtube.com/watch?v=i0Z8I2WCLNk&NR=1>
11. Pruning Grape Vines (spur & cane), CA Extension. 18:14 min.: <http://vimeo.com/3341415>
12. Proper Methods of Pruning Your Grapevine, Lon Rombough, 5:12 min.:
<http://vimeo.com/10984172>
13. Pruning Grapes on a High Cordon Trellis Part 1, 3-6-09 – OSU Extension, 3:31 min.:
<http://www.youtube.com/watch?v=-ZvaReI5vr4&NR=1>
14. Pruning Grapes on a High Cordon Trellis Part 2, 3-6-09 – OSU Extension, 7:02 min.:
http://www.youtube.com/watch?v=AEat6g7j_gg&feature=related
15. Pruning Norton Grapevines on a Geneva Double Curtain, 2-19-08 – Jowler Creek Vineyard, 5:23 min.: <http://www.youtube.com/watch?v=GPE7UICamgg>
16. Evaluation Bud Injury prior to pruning, 1-7-11- NY Finger Lakes Grape Program, 4:39 min.
<http://www.youtube.com/user/cceflgp>



***Free Advertising for your winery! - Have a wine event? Post it
on LocalWineEvents.com***

LocalWineEvents.com is the world's largest calendar of food, wine, beer and spirits events. While it lists wine events happening all over the world, it quickly helps consumers find local wine events by the location they choose.

14th Annual Nebraska Winery & Grape Growers Forum & Trade Show

When: Thursday – Saturday, March 3-5, 2011

Where: [Holiday Inn & Convention Center, Kearney, NE](#) .

Speakers to include: [Dr. Tom Cottrell](#), Winery Consultant & Univ. of KY Extension Enologist
[Doug Frost](#), Wine Consultant & Writer – Kansas City, MO
[Patty Held](#), Winery Consultant – Hermann, MO
[Dr. Bill Shoemaker](#), Viticulture Research Specialist, Univ. of IL

Conference info: <http://agronomy.unl.edu/viticulture>

Sponsored by: University of Nebraska at Lincoln Viticulture Program
[The Nebraska Winery & Grape Growers Association](#)

Amateur Winemakers of NE Sponsor Amateur Competition at NE Conference

The [Amateur Winemakers of Nebraska](#) will be sponsoring an amateur winemaking in Kearney, Nebraska in conjunction with the [Nebraska Winemakers & Grape Growers Forum & Trade Show](#) being held there on March 3-5, 2011. Entry forms must be received by February 27, 2011. The wine must be delivered to the Kearney conference on Friday, March 4th by 11:00 a.m. The Online entry form can be found here: <http://www.newineclub.org/2011%20wine%20contest1.pdf>



11th Annual Iowa Wine Growers Association's 2011 Annual Conference

Uncork new knowledge at the
2011 IWGA Annual Conference

When: Friday & Saturday, March 18 & 19, 2011

Where: [THE HOTEL Kirkwood Center](#), 7725 Kirkwood Boulevard SW, Cedar Rapids, IA. The [IWGA](#) has secured a reduced room rate of \$89 per night (plus tax) for members attending the conference. Call 319.848.8700 to reserve a room.

Agenda & Registration Materials: http://iowawinegrowers.org/pdfs/wine_attendee_reg_11.pdf

Pre-registration Discount Date: March 4, 2011

14th Wildlife Damage Conference – Nebraska City, NE

When: Monday –Thursday, April 18-21, 2011

Where: [Lied Lodge & Conference Center](#), Nebraska City, NE

Sponsored by: [Wildlife Society - Wildlife Damage Management Working Group](#) and University of Nebraska- Lincoln [School of Natural Resources](#)

Details and Registration:

http://joomla.wildlife.org/WildlifeDamage//index.php?option=com_content&task=view&id=180



Notable Quotables from Robert Mondavi

“If you go back to the Greeks and Romans, they talk about all three - wine, food, and art - as a way of enhancing life”.

“I’ve always wanted to improve on the idea of living well. In moderation, wine is good for you – mentally, physically, and spiritually.”

“My mother served me wine and water from the time I was 3 years old.”

Marketing Tidbits

1. *“the latest data from Scarborough Research, which is considered a currency measurement in the media planning and buying community, indicates that newspapers continue to attract consumers with*

buying power, with 80 percent of adults in households earning \$100,000 or more reading a newspaper in print or online each week.”

From: [Newspapers Reach Nearly Three-In-Four Adult Consumers With Buying Power Every Week](#), 10-20-10 - [Scarborough Research](#) data reported by the [Newspaper Association of America](#)

2. *“ForeSee, based in Ann Arbor, Mich., also asked participants to name their preferred method of communication with a retailer, and overall, only 8% named social media. Mobile is even less popular, with only 5% saying they prefer to communicate that way. Emails, with 64%, were by far the most popular, followed by snail mail, 25%; Web sites, 21%; and TV, 11%.”*

From: [Study: For Retail, Social Media Doesn't Work](#), 2-3-11- Marketing Daily

3. *“According to the recent Social Identity study by [Janrain](#), and conducted by [Blue Research](#), 75% of consumers take issue with being asked to register on a website and will change their behavior as a result. The study was conducted during the height of the 2010 holiday shopping season among a nationwide cross section of consumers.”*

Some of the details found in the study included:

- 75% of people are bothered by registering on a website and will change their behavior as a result
- 76% admit to having given incorrect information or left forms incomplete when creating a new account at a website
- 54% may leave the site or not return
- 17% go to a different site, if possible
- 45% admit they have left a website if they forgot their password or log-in info, instead of answering security questions or re-setting their password

From: [Online Retail Registration Restricts Response](#), 2-8-11 Research Brief from the Center of Media Research

4. [Eight Ways Entrepreneurs Can Get More Out of Twitter](#), 1-26-11 – Mashable

Comments from Readers

“The late grape breeder C.O. Foerster, Jr, of Texas was a grandson of Carry Nation and named a grape "Mother Gloyd" after her. And yes, he bred wine grapes.”

From -Lon Rombough (1-15-11)

Grapes, writing, consulting, my book, The Grape Grower, at <http://www.bunchgrapes.com>

(Referring to Carrie Nation article in [Wine Grower News # 152](#))

Show n Tell

World's Oldest Bottle of Wine

Unearthed during excavation for building a house in a vineyard near the town of Speyer, Germany, it was inside one of two Roman stone sarcophaguses that were dug up. The bottle dates from approximately 325 A.D. and was found in 1867.

The greenish-yellow glass amphora has handles formed in the shape of dolphins. One of several bottles discovered, it is the only one with the contents still preserved.



The ancient liquid has much silty sediment. About two-thirds of the contents are a thicker, hazy mixture. This is most probably olive oil, which the Romans commonly used to "float" atop wine to preserve it from oxidation. Cork closures, although known to exist at the time, were quite uncommon. Their oil method of preservation was apparently effective enough to keep the wine from evaporation up to modern day.

The bottle is on permanent display, along with other wine antiquities, at the [Historisches Museum der Pfalz](http://www.historisches-museum-der-pfalz.de) (History Museum of the Pfalz), worth a visit if traveling near the area of Speyer, Germany.

Taken from Professional Friends of Wine history WWW site:
<http://www.winepros.org/wine101/history.htm>

Articles of Interest

1. *How to read a wine bottle*, 2-1-11 – The Washington Post:
<http://www.washingtonpost.com/wp-dyn/content/article/2011/01/31/AR2011013105786.html>
2. Wisconsin Grape Growers picks new marketing coordinator, 2-3-11 – Wisconsin Grape Growers Association: <http://wigrapes.org/archives/576>
3. *Fact: Reason and Resenting the Biodynamic Wine Movement*, 2-7-11 – Tom Wark's Fermentation Daily Wine Blog
4. *U.S. Releases Latest Drinking Guidelines*, 2-9-11 – the drinks business
(The recommended guidelines of one drink a day for women and two for men remain in place.)
5. ND *Grape Growers Bill Passed*, 2-5-11 – KSMCTV Minot, ND (View article & video.)
(Bill to allow ND wineries to self distribute wine passes the house.)

Videos of Interest

1. VESTA video instructional library:
<http://www.vesta-usa.org/main/index.php/resources/vesta-instructional-video-library>

2. ISU Library Special Collections History Videos:
<http://www.youtube.com/ISUSpecialCollection>
3. *Dan Berger on Mega Purple*, 1-25-11 – Winepress Northwest, 7:47 min.
http://www.youtube.com/watch?v=RHb0_lI3PQ&feature=player_embedded

Neeto-Keeno WWW Stuff

1. *A Century of American Viticulture* by Paul Read and Sanjun Gu, University of Nebraska-Lincoln, 9 pp. Horticultural Science, Vol. 38(5), August 2003:
http://agronomy.unl.edu/c/document_library/get_file?folderId=4294998&name=DLFE-31786.pdf
2. Excellent winemaking information site. The “*Calculations*” link has really good info. You will want to bookmark this one! : <http://www.brsquared.org/wine/index.htm>
3. White Deer in Wisconsin, 3-26-09 - Wisconsin Public TV, 6:14 min.:
<http://www.pbs.org/wgbh/pages/frontline/video/flv/generic.html?s=inwi10s22a3q81f>
4. Bookemon: <http://www.bookemon.com/>
Bookemon is a free, online book creation and sharing utility. There is no cost to join and there is no obligation to purchase! Create a marketing book about your wines, winery, vineyard or all three. You create the entire book Online.
5. ISU Organic Agriculture: <http://extension.agron.iastate.edu/organicag/>
6. *Hard Cider Production and Orchard Management in the Pacific Northwest*, 48 pp. \$8 – Washington State Univ.: <https://pubs.wsu.edu/ItemDetail.aspx?ReturnTo=0&ProductID=15402>
7. California Preliminary Grape Crush Report (132 pp of prices & tonnage), 2-10-11 – CA Dept. of Food & Agriculture & the National Agriculture Statistics Service: (NASS):
<http://wineindustryinsight.com/2010-Prelim-GrapeCrushReport.pdf>

Calendar of Events:

- 2-(17-19), 7th Annual Cold Climate Grape & Wine Conference – Sheraton Inn, Bloomington, MN. <http://www.mngrapes.org/events/>
- 2-(21 & 22), 2011 Ohio Grape and Wine Conference at the [Nationwide & Farm Bureau 4-H Center](#), Registration: http://www.oardc.ohio-state.edu/grapeweb/images/OGEN_29_December_2011_25_OGWC_registration_Information.pdf
- 2-(24-25), Illinois Grape Growers and Vintner’s Association Annual Conference, Crowne Plaza Hotel, Springfield, IL. Conference info: <http://www.illinoiswine.com/conference.html>
- 3-(3-5). 14th Annual Nebraska Winery and Grape Growers Forum and Trade Show, [Holiday Inn & Convention Center, Kearney, NE](#) . Conference info: <http://agronomy.unl.edu/viticulture>

3-(4-5), Finger Lakes Grape Growers Conference and Trade Show, Holiday Inn – Waterloo, NY: <http://flg.cce.cornell.edu/calendar.html>

3-(8), Fruit Brandy Distillation Workshop – Mountain Grove Cellars – Missouri State, Mountain Grove, MO: <http://mtngrv.missouristate.edu/mtngrvcellars/>

3-(18 & 19), Iowa Wine Growers Association Annual Conference - The Hotel at Kirkwood Center, Cedar Rapids, IA: <http://www.iowawinegrowers.org>

3-(21-24), 11th Annual UC Davis Wine Executive Program, UC Davis, CA.
Details: <http://www.ucdavis.edu/index.html>

3-24, Wisconsin Grape Growers Association – Spring Vineyard School 2011. Wollersheim Winery. Complete details and registration: <http://wigrapes.org/archives/479>

3-(25 & 26), All Iowa Horticulture Exposition III, [Bridge View Center](#), Ottumwa, IA:
<http://www.iowahort.org/>

3-(29 to 4-1), Wineries Unlimited – Greater Richmond Virginia Convention Center, Richmond, VA: <http://wineriesunlimited.vwm-online.com/>

4-(12-14), - License to Steal National Wine Marketing Conference, Geneva, Ohio.
Details: <http://www.nationalwinemarketing.com/>

4-(18-21), 14th Wildlife Damage Conference, : [Lied Lodge & Conference Center](#), Nebraska City, NE. Details & Registration:
http://joomla.wildlife.org/WildlifeDamage//index.php?option=com_content&task=view&id=180

5-21, 9 a.m. to 4:30 p.m. Airblast Sprayer Workshop with [Dr. Andrew Landers](#) author of Effective Vineyard Spraying at the [ISU Horticulture Research Station](#), Ames, IA. Details later. Contact: Mike White at mlwhite@iastate.edu

6-7, Viticulture Field Day, [Missouri Grape Growers Assn. \(MGGA\)](#) & the [Institute for Continental Climate Viticulture & Enology \(ICCVE\)](#). Details later here: <http://www.missourigrapegrowers.org/>

6-(20-24), American Society for Enology & Viticulture – Portola Hotel & Monterey Conference Center, Monterey, CA: <http://asev.org/national-conference-2011/>

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Past issues archived as html and/or pdf here:

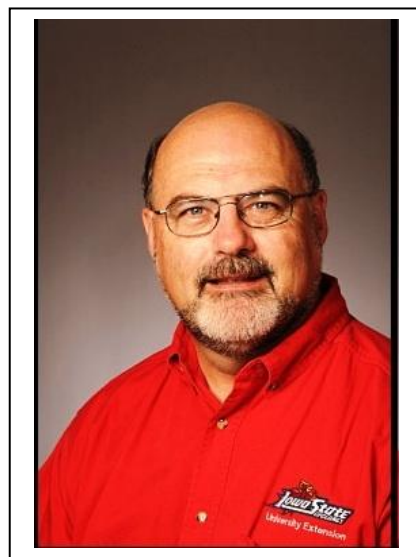
<http://www.extension.iastate.edu/Wine/Resources/winegrowernews.htm>

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