

Wine-Grower-News #155

February 28, 2011

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

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New! – Organic Production Risk Management Guide - University of MN

Organic Risk Management

The *Risk Management Guide for Organic Producers* authored by a group of 11 University of Minnesota professors, scientists & Extension staff and edited by Kristine M. Moncada and Craig C. Sheaffer at the University of Minnesota is a new 14 chapter manual organic producers can use to help guide their management decisions. At the end of each chapter are quizzes to gauge your risk in a given topic. The titles of each of the 14 chapters are:

Rotation	Soil Health	Soil Fertility	Weed Biology
Weed Management	Weed Profiles	Transitioning	Corn Production
Soybean Production	Small Grains	Forages	Winter Cover Crops

You can view and/or download this entire manual for “FREE” at this Online location:

<http://www.organicriskmanagement.umn.edu>

Development of this manual and research that supported it were funded by the [USDA Risk Management Agency](#) and the [National Institute of Food and Agriculture](#)

Results from 2010 Iowa Welcome Center Survey Now Available

During 2010, 19 Iowa Welcome Centers served nearly 200,000 travel parties and over 500,000 travelers. Travelers visiting the 19 Iowa Welcome Center travelers spent an estimated \$183 million during their trips in Iowa, up from \$180 million in 2009. Per day spending increased 3.5% from \$219.60 per day in 2009 to \$227.38 per day in 2010.

Here were some of the highlights of the 516 surveys filled out by travel groups showing an interest in Iowa wineries:

- Ave. age of 55.9 - Ave. group size 2.3 - Ave. stay in Iowa of 3.7 days
- \$239 /day ave. group spending - 51.2% were on a vacation
- Residence of traveler: 14.2% IA, 12.2% IL, 9.1% MN, 5.6% NE, 4.1% MO, 3.3% WI, 3.3% KS, and 1.8% SD

Iowa Welcome Center travel counselors influenced 30% of the travelers to extend their stay. Travelers who extended their stay spent an additional \$18 million.

You can read the entire 2010 Welcome Center Survey here:

<http://www.traveliowa.com/welcomecenters.aspx>

The U.S. Census released data from the 2010 Census on February 4, 2011. You can find this [information here: http://factfinder2.census.gov/main.html](http://factfinder2.census.gov/main.html)

A 100 year summary of the Iowa’s population changes from 1910 to 2010 can be found here: <http://www.soc.iastate.edu/dpeters/pubs/ia-popl-1910-2010.pdf>

Certified Private Pesticide Applicators License – Good Idea!

There are two types of pesticides one can purchase in in the U.S; "General Use - GU" or "Restricted Use – RU”. RU pesticides require the applicator to have a Certified Private Pesticide Applicators license to purchase and/or apply. Luckily, most of the vineyard pesticides being used in Iowa are GU pesticides. Only a minority of vineyard operators in Iowa currently have a Certified Private Pesticide license.

"Certified private applicator" means a certified applicator who uses or supervises the use of any pesticide which is classified for restricted use on property owned or rented by the applicator or the

applicator's employer or, if applied without compensation other than trading of personal services between producers of agricultural commodities, on the property of another person. Iowa Code, Chapter 206.2."

In most cases they have this license because they either want to apply a RU pyrethroid type of insecticide ([Baythroid XL](#), [Danitol](#), [Mustang Max](#), etc...) or apply [Gramoxone](#) (paraquat) as an inexpensive weed burndown herbicide in their vineyard. Unlike Roundup (glyphosate), Gramoxone will not translocate into and harm the grape plant if a green leaf or sucker is accidentally sprayed. All of these RU's are fairly inexpensive and work very well.

Having a certified private pesticide applicators license also makes it MUCH easier to comply with the pesticide handler and field worker training mandates of the Environmental Protection Agency's [Worker Protection Standard \(EPA WPS\)](#). Certified private pesticide applicators are considered trained and they are qualified to provide the training to field workers and pesticide handlers.

Obtaining a certified private pesticide applicators license entails passing a 50 question exam in Iowa and paying \$15 for a 3 year license. These requirements vary between states. Private applicators do not need to retest every three years if they attend a 2 hour training session each year. These yearly training sessions cost \$20 each during the fall 2010 and winter 2011 training season. Iowa law allows these training sessions to be held from December 1st through April 15th each fall/winter season. Those not attending these yearly training sessions need to retest every 3 years and pay the \$15 license fee. The Private applicator exam study guide (214 pp) can be ordered online for \$15 here: <https://www.extension.iastate.edu/store/>. Just type "PAT 0001" into the search box in the upper right corner of the page.

The [Cooperative Extension Service of each of the States](#) typically provides all the annual training and publications needed for both the commercial and private pesticide applicator training. ISU Extension resources can be found Online here: <http://www.extension.iastate.edu/pme> This ISU – PME Online site is the #1 source for pesticide training and safety information in Iowa. The Iowa Department of Ag's Pesticide Bureau is the governmental entity that issues the exams and licenses. The testing and training locations and dates can be found here: <http://www.iowaagriculture.gov/pesticides.asp>

Those of you who may have not attended a 2010/2011 Fall/Winter Private Pesticide Applicator's continuing education class and still would like to, can. Contact your local ISU Extension County office to find out the times and locations of scheduled classes nearest you here: <http://www.extension.iastate.edu/ouroffices.htm>

EPA's Worker Protection Standard Applies to Vineyards Too!

The [Worker Protection Standard for Agricultural Pesticides \(WPS\)](#) is a regulation issued by the U.S. Environmental Protection Agency (EPA). The final rules were completed in 1992 to protect people who use pesticides in the production of agricultural plants on farms, forests, nurseries, and greenhouses. The WPS covers both workers in areas treated with pesticides and employees who handle pesticides (handlers).

Here are the major actions vineyard owners/employers need to take to comply with the WPS:

1. **Pesticide information needs to be posted** at an easily seen central location that includes:
 - a. Facts about each pesticide application that includes. EPA registration #, active ingredient(s), location & description of treated area, time & date of application, and restricted entry interval (REI).
 - b. Name, address, and telephone number of the nearest emergency medical facility.
 - c. EPA WPS Safety Poster - you can order one free from ISU Extension publications here: <https://www.extension.iastate.edu/store/ListItems.aspx?Keyword=PAT%200018>

2. **Provide decontamination materials** so that workers and handlers can wash pesticides and residues from their hands and body that must include:

- a. Enough water for routine and emergency whole-body washing and for eye flushing
- b. Soap
- c. Single-use towels
- d. A clean coverall, for use by handlers

These decontamination materials must be within ¼ mile of the employee's worksite or nearest point of vehicular access. Pesticide handlers must have these decontamination materials at the location where they remove their personal protective equipment (PPE) and at each mixing loading site.

3. **Emergency assistance transportation** must be made available to a medical care facility if a worker or handler may have been poisoned or injured. Information must be provided about the pesticide to which the person may have been exposed and that information must be provided to medical personnel. (Tip, most of this information would be on the pesticide label.)
4. **Pesticide handlers and workers must be trained** every 5 years unless they are licensed certified pesticide applicators:

- a. Handlers must be trained before they do any pesticide handling activity.
- b. Workers must receive complete WPS training by the 5th day of entering into an area that has been treated or has been under an REI within the last 30 days.
- c. Workers must receive basic pesticide safety training before entering into a pesticide treated area:
 - Inform them that pesticides may be on plants, soil, irrigation water or drifting from nearby locations.
 - Directions and/or signs about pesticide applications.
 - Washing before eating, drinking, using chewing gum or tobacco, or using the toilet.
 - Wearing clothing that protects the body from pesticide residues.
 - Washing/showering with soap and water, shampoo hair and put on clean clothes after work.
 - Washing work clothes separately from other clothes before wearing them again.
 - Washing immediately in the nearest clean water if pesticides are spilled or sprayed onto the body.
 - Told that further training will be provided in 5 days.

Note: This training may be conducted by a licensed certified pesticide applicator or by someone who has completed a train-the-trainer WPS program.

5. **Workers must stay out of areas being treated with pesticides** and only properly trained and properly equipped handlers are allowed into areas being treated.
6. Workers (including owner and family members) must **comply with the Restricted Entry Interval (REI)** information on the pesticide label(s).
7. **Workers must be notified about pesticide applications** either orally and by posting warning signs at entrances to treated areas if the following statement is on the pesticide label:

“Notify workers of the application by warning them orally and by posting warning signs at entrances to treated areas.”



Posted warning signs must be similar to the design (right). These signs may be put up no earlier than 24 hours before the application and must remain during the REI and must be removed before workers enter or within 3 days after the end of the REI. These warning signs must be posted so they can be seen at all normal entrances to treated areas.

8. **Personal protective equipment (PPE)** must be provided and maintained for handlers and early-entry workers. The PPE that is listed on the pesticide label must be worn.

These are the primary requirements vineyard owners/employers need to do to comply with the Worker Protection Standard. Both organic and conventional pesticides fall within the requirements of the Worker Protection Standard. Further information can be found here:

1. *How to Comply with the Worker Protection Standard for Agricultural Pesticides: What Employers Need to Know*, EPA: <http://www.epa.gov/oecaagct/htc.html>
2. *Free Online Worker Protection Standard Train-the-Trainer Course*, ISU Extension: <http://www.extension.iastate.edu/WorkerProtection/>
3. Worker Protection Standard for Pesticides Homepage: <http://www.epa.gov/agriculture/twor.html>
4. *Sources of Personal Protective Gear*, ISU Extension free publication. Excellent sources for PPE and WPS materials: <http://www.extension.iastate.edu/Publications/PAT13.pdf>

Brown Marmorated Stink Bug Detected in Iowa - Not Good!



The Iowa State University Extension Plant and Insect Diagnostic Clinic (ISU-PIDC) and the Iowa Department of Agriculture and Land Stewardship confirmed that a single dead specimen of the brown marmorated stink bug (BMSB), *Halyomorpha halys*, was recently collected in Cedar Rapids, Iowa and submitted to ISU- PIDC for diagnosis. This is the first confirmation of this pest in Iowa. However it is not known if this find indicates an established population or an isolated individual as BMSB travels readily in shipping containers and with people.

The brown marmorated stink bug (BMSB) is an exotic insect pest. Native to China, Japan, Korea and Taiwan It was first identified in fall 2001 in Allentown, Pa.; though unconfirmed reports go back as far as 1996. The accidental introduction was possibly via shipping containers from Asia. BMSB is reported to have established populations in California, Connecticut, Delaware, Indiana, Kentucky, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Virginia and West Virginia. Detections have been made in a handful of other states that now includes Iowa.

Grapes are one of the many crops this pest feeds on!

Further info:

1. *Brown Marmorated Stink Bug Detected in Iowa*, 2-24-11, ISU Extension: <http://www.extension.iastate.edu/article/brown-marmorated-stink-bug-detected-iowa>
2. *Brown Marmorated Stink Bug latest invasive pest to threaten U.S. Crops*, 12-16-10 - Western Farm Press: <http://westernfarmpress.com/management/brown-marmorated-stink-bug-latest-invasive-pest-threat-us-crops>
3. *Brown Marmorated Stink Bug (Halyomorpha halys)* list of fact sheets, Vermont Extension Service: <http://pss.uvm.edu/grape/BMSB.html>

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.newwineclub.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

Enrollment is now open for VESTA Spring 2011 classes. You can check out these Online viticulture and enology classes here:
<http://www.vesta-usa.org>

Notable Quotables from Ernest Gallo

“We could afford one tractor and there were times I drove it for 12 hours, then turned it over to Julio who drove it for another 12 hours”.

“I know Texans aren't drinking table wine. If they won't buy it, I'll give it away to them.”

“Whatever we do has always been for the future, this being a family-owned company. We have another mountain to climb.”

“Success in life depends on who your parents were and what circumstances you grew up in”

Marketing Tidbits

1. "According to [comScore's](#) "2010 Mobile Year in Review," smartphone adoption rates in the U.S. reached 27% of the market by December 2010, up 10 percentage points from the previous year. At the same time, 36% of Americans used their mobile devices to access the Web in 2010. Across all global regions, mobile Web access increased 7-9%, according to comScore."

From: [ComScore: 'Enter The Golden Age OF Mobile](#), 2-14-11 – Marketing Daily.

2. "Optimize your email and landing page widths to be more mobile-friendly. While the newest smartphones can zoom out on wider emails to give users an overview, mobile-friendly widths have been shown to increase a user's interaction and click through rate. Held in vertical orientation, most smartphones have screens between 320 and 480 pixels wide, so aim to keep all your mobile-relevant emails narrow. Think of 640 pixels as a maximum width. At 640 pixels, an email can be seen on a mobile device zoomed out 25%-50%, so a subscriber can get a somewhat legible look at it."

From: *Your Subscribers Are Mobilizing--Is Your E-mail Program Ready?* 2-15-11 – E-mail Insider Blog: http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=145069

3. "The Journal of Marketing article highlights a study conducted by the University of Pennsylvania and Goethe University of Frankfurt, which found that referred customers were both more profitable and loyal than other customers. In the study, referred customers had a higher contribution margin, a higher retention rate and were more valuable in both the short and long term."

From: 2-23-11 – E-mail Insider Blog:
http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=145521

Comments from Readers

(2-14-14) Hey Mike,
Another great set of info. The link for the 14th pruning presentation didn't go anywhere (no I didn't read all 13 before it!). But I think I found it at:
<http://www.uky.edu/Ag/CDBREC/vinemanagement.pdf>

A fun link about puffball mushrooms.... From a guy that teaches at UW La Crosse.
http://botit.botany.wisc.edu/toms_fungi/calvatia.html

Kathy Wiederholt
Fruit Project Manager / Carrington Research Extension Center
NORTH DAKOTA STATE UNIVERSITY
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Show n Tell

I came across this while visiting the Iowa Home & Garden show in Des Moines on 2-10-11. Many of you wineries out there have large patios and/or decks. Installing a permanent adjustable metal louvered patio/deck cover would greatly increase your customer comfort on those hot or rainy days. mlw

(No,... this is not a paid advertisement or solicitation. I just thought it was unique.)



<http://www.patiocover.us/>



(Above) Birch sap wine?! U Betcha! Check it out at [Boreal Bounty Wines](http://www.borealbounty.com/) located at Baker's Narrows in Manitoba, Canada. <http://www.borealbounty.com/>

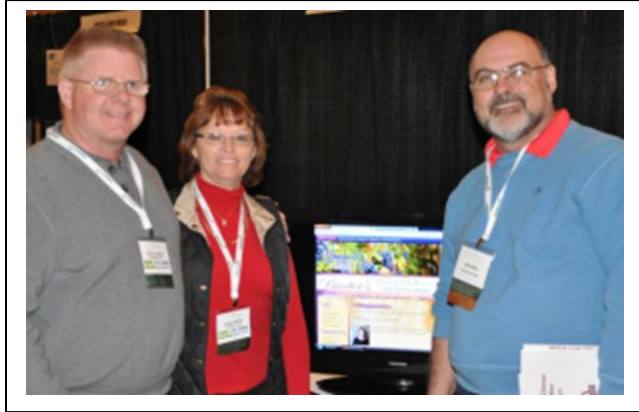
PS: I want to thank Todd Roessler of [Precision Wine Bottling](#) of Trempealeau, WI for informing me of this unique wine. mlw

I was able to attend the last two days of the Minnesota Grape Growers Association's [Cold climate Conference](#) that was held February 17 – 19, 2011. It was their 7th annual conference and it was bigger and better than ever. It was estimated that 500+ people attended all or part of the conference this year. I talked to several who attended just to visit with the vendors. Some of the highlights of the conference that impressed me most included:

- 47 vendors showing their wares
- 47 speakers participating in 40 presentations
- A VERY well attended Friday evening wine reception with wines being served by 24 regional wineries.
- Interesting conversations with vine/wine industry people from all over the Upper Midwest.
- An exceptional Saturday evening banquet.

My only disappointment was not being able to stay around after the Saturday evening banquet to enjoy all the final evening socializing that always occurs. Instead, I took off for home before the freezing rain and heavy snow hit the area late that night. mlw

Below are some photos from this year's 7th Annual Cold Climate Conference



(Above) I met up with Steve & Jean Larson of Train Wreck Vineyard at Livermore, IA in front of the Brad Johnson's [Winedustry](#) vendor exhibit. Photo courtesy of Brad Johnson.



(Above) Dr. Murli Dharmadhikari (L) of [ISU Midwest Grape & Wine Industry Institute](#) talks with Bob Wersen (R) of [Tassel Ridge Winery](#) during the Friday evening wine reception.



(Above) Sharman Wersen (rear server) and Rhonda Taylor (front) pour Tassel Ridge wines during the Friday evening wine reception. Dr. Paul Domoto of Iowa State University (front & center).



(Above) Jonathan Millner and wife Annamaria of [Millner Heritage Vineyard & Winery](#) pose with "Best Wine Server" glass trophy. Jonathan won for his impressive serving skills displayed during Friday's wine reception.



(Above) Dr. Anna Katharine Mansfield (L) of Cornell University and Dr Murli Dharmadhikari (R) of Iowa State University team teach a class on Wine Flaw ID and Correction.



(Above) Steve Richardson (C) and Bob Wersen (R) of Tassel Ridge Winery discuss vineyard inputs with Wayne Peterson (L) of [Midwest Grower Supply](#). Steve was one of the invited speakers at the Cold Climate Conference. Photo courtesy of Brad Johnson of [Wineindustry News](#).



(Left) Lisa Smiley served as the director of this year's Cold Climate Conference. She and her committee of volunteers did an exceptional job with the 7th Annual Cold Climate Conference. WELL DONE! . Photo courtesy of Brad Johnson of [Wineindustry News](#).

Articles of Interest

1. [Winery targets vegan drinkers](#), 2-14-11, Wines & Vines Magazine.
2. *New York State IPM Program to Close in March*, by Dr. Tim Martinson, Cornell University Viticulture & Enology Program.
<http://author.cals.cornell.edu/cals/grapesandwine/appellation-cornell/issue-5/ipm.cfm>
3. [Improving Spray Deposition with Engineering Innovation, What a Difference a Decade Makes](#), By Dr. Andrew Landers, Cornell University, 7 page pdf document., (Excellent!)
4. [Owl Boxes Perch in Lodi Vineyards](#), 2-16-11 – Wines & Vines:
5. [Loss of rachis cell viability is associated with ripening disorders in grapes](#), Geoffrey E. Hall¹, Bhaskar R. Bondada² and Markus Keller¹ - Journal of Experimental Botany, Vol. 62, No. 3, pp. 1145–1153, 2011 From” Abstract: *(These results indicate that cessation of sugar and water accumulation in Berry Shriveling (BS) and Bunch Stem Necrosis (BSN) is associated with phloem death in the rachis.)*

6. *Health Benefits of Drinking Wine, Oct. 2007- Food & Wine Magazine*
<http://www.foodandwine.com/articles/8-health-benefits-of-drinking-wine>
7. *Canada approves 'headache-free' GM wine yeast, 2-22-11 – Decanter.com:*
8. *America's regular wine drinkers growing in number, presenting more challenges, 2-23-11 – Wine Business Monthly:* <http://www.winebusiness.com/news/?go=getArticle&dataid=84438>

Videos of Interest

1. How to Spot Counterfeit Wine, 2-15-11 – BBC UK, 1:12 min.:
http://www.wineindustryinsight.com/ex_nf.php?url=http://www.bbc.co.uk/news/uk-12456556
2. Bud Injury Testing, Part 1, 1-6-11 – Finger Lakes Grape Program, 4:51 min.:
<http://www.youtube.com/watch?v=RHJ5mY3fAs>
3. Bud Injury Testing, Part 2, 1-7-11 – Finger Lakes Grape Program, 4:39 min.:
<http://www.youtube.com/watch?v=eWtr0jzI2Dk&feature=related>

Neeto-Keeno WWW Stuff

1. Rural Ads.com : <http://www.ruralads.com/>
(Free classified advertising within your state and fee based for National advertising. Livestock, equipment, real estate, buildings, all things rural.)
2. “New” Northern Plains Integrated Pest Management (IPM) Guide:
http://wiki.bugwood.org/NPIP:Main_Page
3. BugwoodWiki: <http://wiki.bugwood.org/>

Calendar of Events:

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/>

Past issues archived as html and/or pdf here:

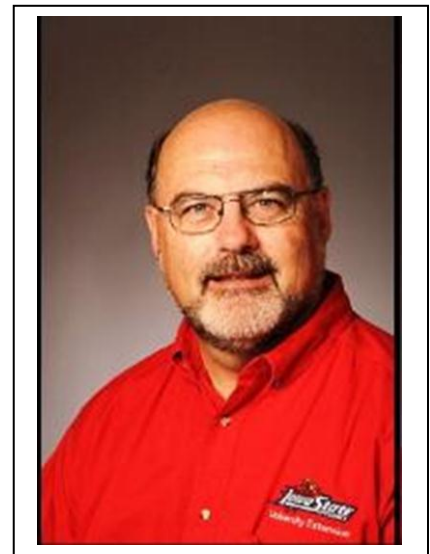
<http://www.extension.iastate.edu/Wine/Resources/winegrowernews.htm>

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