

Wine-Grower-News #180

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

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Purdue University: 2011 Indy Wine Competition Results Now Online

Amateur and Commercial winemakers from around the world sent their best wines to Purdue University for the [20th Indy International Wine Competition](#) that was held on August 3-5th, 2011. Organized by the Purdue Wine Grape Team since 1991, the Indy International Wine Competition is the largest scientifically organized and independent wine competition in the United States, now the world's largest wine market.

2,471 wine entries were submitted at this year's event. The following table shows a brief numeric summary of the medals given to Iowa and our neighboring states at the 2011 competition:

Category	Double Gold	Gold	Silver	Bronze	Total
Total	140	308	982	540	2,471
Commercial	84	234	721	387	1,852
Amateur	56	74	261	153	619
Iowa Commercial	0	2	7	8	17
Amateur	3	3	3	0	9
IL Commercial	2	13	23	18	56

	3	2	11	11	27
KS Commercial	0	4	10	6	20
Amateur	0	0	0	0	0
MN Commercial	1	4	14	4	23
Amateur	0	1	1	0	2
MO Commercial	2	5	15	12	34
Amateur	4	2	16	22	34
NE Commercial	1	1	5	1	8
Amateur	0	0	0	0	0
SD Commercial	1	2	4	6	13
Amateur	0	0	0	0	0
WI Commercial	2	4	11	3	20
Amateur	2	3	6	2	13

Note: See all the results here: <http://www.indyinternational.org/>

The following Iowa wineries received these medals:

Gold	Fruit	Label	Vintage
<u>Marquette Maid</u>	Blackberry, Raspberry, Cranberry, Blueberry	<i>Campfire Hootch</i>	2010
<u>Prairie Crossing Vineyard & Winery</u>	St. Croix	<i>Wagon Trail Red</i>	2008
Silver			
<u>Breezy Hills Vineyard</u>	St. Croix	<i>St. Croix</i>	2010
	Raspberry	<i>Raspberry</i>	2011
<u>Danish Countryside Vines & Wines</u>	St. Pepin, Traminette, Brianna	<i>Sugar and Spice</i>	2009
	Peach	<i>Pretty Belle</i>	2009
<u>Marquette Maid</u>	Chocolate, Raspberry	<i>Serenity</i>	2010
<u>Prairie Crossing Vineyard & Winery</u>	Frontenac Port	<i>Portfolio</i>	2009
<u>Tassel Ridge Winery</u>	Edelweiss	<i>Edelweiss</i>	2008
Bronze			
<u>Breezy Hills Vineyard</u>	Concord	<i>Misbehavin'</i>	2010
	Edelweiss	<i>Edelweiss</i>	2010
<u>Danish Countryside Vines & Wines</u>	Edelweiss	<i>Maid of the Harbor</i>	2009
<u>Tassel Ridge Winery</u>	Muscat	<i>Oskyfizzante White</i>	--
	Catawba Rose	<i>Catawba Rose</i>	--
	Concord, Catawba, LaCrescent	<i>Red, White, and Blue</i>	--
	Edelweiss	<i>Star Spangled White</i>	--
	St. Croix	<i>St. Croix</i>	2008

9-24, Loess Hills Amateur Wine Competition, Fall Festival & Grape Stomp

[Western Iowa Grape Growers Association \(WeIGGA\)](#) in conjunction with [Sugar Clay Winery & Vineyard](#) is sponsoring the 2011 Loess Hills Fall Wine Festival. The festival will be held on Saturday September 24th, 2011 as Sugar Clay Winery & Vineyards 1446 240th Avenue; Thurman, Iowa.

The festivities will start with an amateur wine competition. Awards will be given for each of 13 judging categories plus Best of show red wine, Best of show white wine, and Best locally grown Midwest wine. The entry fee is \$7.00 per wine entry for non WeIGGA members and \$5.00 per entry for WeIGGA members. All submissions are due Monday September 19th.

The Fall Wine Festival is a fun event for the entire family. There will be craft and local food vendors, hayrack rides, a grape stomp, dinner, music and wine tasting for the adults. The first 500 adult admissions will also receive a souvenir wine glass. Adult admission is \$30 per person, \$15 per person for WeIGGA members and \$10 under age 21.

The schedule of events is as follows:

9:00 am	Wine Judging Starts
1:00 pm	Doors open for Festival and Hayrack rides start
3:00 pm	Grape Stomp
4:30-7:00pm	Dinner served
5:00 pm	Awards Ceremony
6:00 pm	Music by Chasing Daylight

If you have questions or need additional information, please call Clifton Burkhart at 712-527-5276 or email WeIGGA@BurkhartVineyards.com

Information on this event may also be found at www.westerniowagrapegrowers.org

NCR-SARE Farmer/Rancher Grant Proposals Due: 12-2-11

The 2011 [North Central Region - Sustainable Agriculture Research and Education Program \(NCR-SARE\)](#) Farmer Rancher Grant Call for Proposals is now available.

Farmers and ranchers in the North Central Region are invited to submit grant proposals to explore sustainable agriculture solutions to problems on the farm or ranch. Proposals should show how farmers and ranchers plan to use their own innovative ideas to explore sustainable agriculture options and how they will share project results. Sustainable agriculture is good for the environment, profitable, and socially responsible.

Projects should emphasize research or education/demonstration. New this year, there are three types of competitive grants: individual grants (\$7,500 maximum), partner grants for two farmers/ranchers from separate operations who are working together (\$15,000 maximum), and group grants for three or more farmers/ranchers from separate operations who are working together (\$22,500 maximum). NCR-SARE expects to fund about 45 projects in the twelve-state North Central Region with this call.

Interested applicants can find the call for proposals online as well as useful information for completing a proposal at <http://www.northcentralsare.org/Grants/Types-of-Grants/Farmer-Rancher-Grant-Program>.

Proposals are due on Friday, December 2, 2011 at 4:30 p.m. at the NCR-SARE office in Jefferson City, MO.

Potential applicants with questions can contact Joan Benjamin, Associate Regional Coordinator and Farmer Rancher Grant Program Coordinator, at benjaminj@lincolnu.edu or 573-681-5545 or 800-529-1342. A hard copy or an emailed copy of the call for proposals is also available by contacting Joan Benjamin. We make slight revisions to our calls for proposals each year, which means it is crucial to use the most recent call for proposals.

NCR-SARE has funded more than 800 farmer rancher grants worth more than \$4,800,000 since the inception of this program.

IA Wineries & Breweries: \$100 Discount for Iowa Tourism Conference

The [Iowa Tourism Conference](#) is being held Thursday – Friday, October 19-21 at the [Arrowhead Resort & Conference Center](#) at Okoboji, Iowa. This year's topics include: Customer Service/Hospitality, Partnerships, Building Budgets, Enhancing Print Materials, Group Travel, Social Media, and Special Events.

The [Wine and Beer Promotion Board](#) wants to make it easier for Iowa Wineries and Breweries to attend. Due to a special sponsorship from the Iowa Wine and Beer Promotion Board, Iowa Wineries and Breweries can attend the 3 day conference for only \$100. Just register online and select "Iowa Wine & Beer Registrant (subject to confirmation): \$100.00 (Details)". Make sure that your winery or brewery is listed under the business name so that we can easily confirm your registration.

You can register for the conference [here](#). I would also encourage you to consider nominating your business for an Iowa Tourism Award. The awards program is part of the annual conference. Receiving an award can be a great addition to your marketing, but you can't win, if you don't nominate! You can see all of the information about the awards and the conference [here](#).

If you have already registered for the conference at the \$200 rate, please let me know and we will issue a refund for the difference.

Thanks!

Colleen Murphy
Groups/Meetings/Partnerships Manager | Iowa Tourism Office
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colleen.murphy@iowa.gov
Phone: 515.725.3089 Fax: 515.725.3010
<http://www.traveliowa.com>

Can't open the hyperlinks above? Here are the links you need to put in your browser:

Agenda: <http://www.traveliowa.com/downloads/TrsmConfAgenda.pdf>

Registration: <http://www.regonline.com/Register/Checkin.aspx?EventID=986543>

Awards and Conference Info: <http://www.traveliowa.com/industry.aspx>

9-17, North Dakota Grape Growers Association Summer Tour

What: [NDGGA](#) Summer Tour of vineyards, wineries and historic sites in southeast North Dakota

When: 9 a.m. to 7 p.m. Saturday, September 7, 2011

Where: The tour will start and end at Bear Creek Winery, 8800 25th Street S. Fargo, ND 58104 (701-235-6899)

Cost: \$60 for NDGGA members, \$70 non-members

Pre-registration is Required: <http://www.ndgga.org/index.cfm?page=calendar>

Questions: 701-430-0281

Gorst Valley Hops offering Hops Growing 101 & 201 Workshops

What: Introduction to Small Scale Hops Growing 101

When: 8:30 a.m. to 4:30 p.m. Saturday, September 17, 2011

Where: [Radisson Hotel](#), 517 Grand Canyon Drive, Madison Wisconsin

Sponsored by: Gorst Valley Hops: <http://www.gorstvalleyhops.com>

Cost: \$150 each, attendance is limited.

Register Online here: <http://www.gorstvalleyhops.com/hops101.php>



What: Hops 201- Technical Production Workshop

When: 8:30 a.m. to 4:30 p.m. Saturday, October 8, 2011

Where: [Radisson Hotel](#), 517 Grand Canyon Drive, Madison Wisconsin 53719, (800-395-7046)

Sponsored by: Gorst Valley Hops: <http://www.gorstvalleyhops.com>

Cost: \$275 each, attendance is limited. (Prior attendance at Small Scale Hops Growing 101 required.)

Register Online here: <http://www.gorstvalleyhops.com/hops201.php>

9-19, University of Nebraska Mechanical Harvester Field Day - Paxton, NE

Where: Ida's Vitas Vineyard, 2174 Road E 60, Paxton, NE - ph: 308-239-4734

(Paxton is approximately 21 miles east of Ogallala on I-80)

When: 9:30 a.m. Monday, 9-19-11

Cost: \$15 each. (Includes lunch)

Agenda: Note: The western NE growers associated with the [5 Trails Winery](#) have taken delivery of a machine harvester and will demonstrate the machine at approximately 10:15 a.m. Discussion of the pros and cons of the use of a machine harvester will take place over lunch and in early afternoon.

Further details: <http://agronomy.unl.edu/viticulture>

10-(21+22) Small Scale Commercial Winemaking Course – Nebraska City

When: 8:30 a.m. to 4 p.m., Friday & Saturday, October 21 & 22, 2011

Where: University of Nebraska [Kimmel Education & Research Center](#)

5995 G Road in Nebraska City. NE 68410

Who: Alan Dillard, Limestone Creek Viticulture Resources, Jonesboro, IL



Cost: \$375 each (Price includes class materials, Friday lunch and dinner, wine tasting and refreshments).

Attendance limited to first 25 people registered.

Sponsored by: [5 Rivers RC&D](#), Tecumseh, NE

Details & Registration: <http://www.nercd.com/r/p/119/>

Notable Quotables

1. *"For only the second time in two decades, wine ties beer as the top choice when U.S. drinkers are asked whether they most often drink liquor, wine, or beer. Gallup now finds nearly as many U.S. drinkers naming wine (35%) as beer (36%), while liquor still registers a distant third at 23%."*

Per: *Wine Matches Beer in U.S. Preferences this Year*, 7-27-11, Gallup Poll:

<http://www.gallup.com/poll/148676/wine-matches-beer-drinkers-preferences-year.aspx>

2. *"Wine companies' first priority should be making branded quality wines. Further down the priority list, sustainability could be part of creating a good story which was part of the brand."*

Per: *'Mistake' To market wine as sustainable*, 8-26-11 – The Marlboro Express, Auckland, AU:

<http://www.stuff.co.nz/marlborough-express/news/5512648/Mistake-to-market-wine-as-sustainable/>

3. *"Research has revealed that most labels understate the true level of alcohol in the bottle..... Study finds 57 per cent of wines were stronger than declared".*

Per: *Feel like you've had one glass too many? Why vintners are understating alcoholic content on wine bottle labels*, 8-31-11 – Mail Online, UK:

<http://www.dailymail.co.uk/news/article-2011865/Feel-like-youve-glass-Why-vintners-understating-alcoholic-content-wine-bottle-labels.html>

Marketing Tidbits

1. *Top Five Success Factors and Challenges in Operating a Winery*, 8-29-11, Wine Business.com:

<http://www.winebusiness.com/news/?go=getArticle&dataid=91836>

2. *"One-fifth of U.S. households, 24 million to be exact, holds approximately 60% of total U.S. household wealth and 70% of total U.S. consumer wealth. Defined by Ipsos Mendelsohn as the "affluents," these 24 million households have an annualized income of \$100,000 or more. This group is two times more likely to buy consumer products and services and when they do, they spend over three times as much as their less economically fortunate counterparts."*

From: *"The Affluent Effect": Consumers In A Digital World*, 8-31-11 – MediaPost Blog:

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=157695

3. *7 Factors to Consider When Redesigning Your Website*, 9-2-11 – Mashable:

<http://mashable.com/2011/09/02/website-redesign-factors/>

4. *Beyond Web Design: Four Components of a Successful Website*, 9-2-11 – TheBuzBin:
<http://www.livingstonbuzz.com/2011/09/02/beyond-web-design-four-components-to-a-successful-website/>

Articles of Interest

1. NE: *Kearney Couple Hopes to Re-open Spencer Vineyard by May of 2012*, 8-19-11 – KearneyHub.com:
http://www.kearneyhub.com/news/local/article_71f55722-ca86-11e0-b156-001cc4c03286.html
2. SD: *Bad Economy is Good for Wine Business*, 8-28-11 – KCAUTV.com, Sioux City, IA
<http://www.kcautv.com/story/15348339/bad-economy-is-good-for-wine-business>
3. WI: *Northeastern Wisconsin wineries diversify and grow*, 8-28-11 – Door County Advocate:
<http://www.greenbaypressgazette.com/article/20110828/ADV01/110828007/Northeastern-Wisconsin-wineries-diversify-grow>
4. MO: *Watching out for State's grapes*, 8-29-11 – News – Leader.com, Springfield, MO:
<http://www.news-leader.com/article/20110829/NEWS04/108290314/Watching-out-state-s-grapes>
5. China: *The Effect of Cover Crops on Aromatic Quality of Wine: Which Works Best*, 8-30-11 – The Academic Wino: <http://www.academicwino.com/2011/08/effect-of-cover-crops-on-aromatic.html>
6. OR: *Biodynamics: The DooDoo VooDoo Yoga Effect*, 8-30-11 – The Wine Economist:
<http://wineeconomist.com/2011/08/30/biodynamics-the-doodoo-voodoo-yoga-effect/>
7. MN: *CLC part of grape wine consortium*, 8-30-11 – Brainard Dispatch:
<http://brainerddispatch.com/lifestyle/2011-08-30/clc-part-grape-wine-consortium#.Tl6>
8. IA: *Wineries: invite public to pick grapes*, 8-31-11 – Eastern Iowa Life:
<http://easterniowalife.com/2011/08/31/161575/>
9. MO: *Missouri 'Rhine Valley' launches promotion*, 9-1-11 – stltoday.com:
http://www.stltoday.com/travel/local/article_a6cee676-d3f4-11e0-a1c3-0019bb30f31a.html
10. MN: *Award-winning grape growers ferment success*, 9-1-11 – AgriNews:
<http://www.agrinews.com/awardwinning/grape/growers/ferment/success/story-3866.html>

Videos of Interest

1. *Yoga for Wine Lovers*, 2-26-11 – Harold's Planet, 1:16 min.:
<http://www.youtube.com/watch?v=K50TVbJmo1c>
2. MO: *Todd Frye of the Home Brewery in Ozark appeared on KOLR10-TV offering tips to home winemakers*, 8-26-11, 2:45 min.: http://ozarksfirst.com/fulltext?nxd_id=511797
3. CA: *Harvest Videos from California*, 8-31-11 - Wine Spectator:
<http://www.winespectator.com/webfeature/show/id/45607>

Neeto-Keeno WWW Stuff

1. Wine Business Institute, Sonoma University:
<http://www.sonoma.edu/sbe/wine-business-institute/>
2. *Balloon Grapes and the SOB man wine commercial*, 4-12-11 - Paducci Wine Cellars, 31 sec.
<http://www.youtube.com/watch?v=5g1VDqwtmY>
3. New! Missouri Rhine Valley Association (MRVA) – Check them out on facebook here:
<http://www.facebook.com/pages/Missouri-Rhine-Valley-Association/158132014228339?v=info>

Calendar of Events

9-17, The 2011 NDGGA Summer Tour of vineyards, wineries and historic sites in SE North Dakota. It will start and end at Bear Creek Winery, Fargo, ND. Pre-registration is required. Details here:
[2011 Summer Tour registration form.pdf](#)

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Details here: <http://agronomy.unl.edu/viticulture/>

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<http://www.gorstvalleyhops.com/hops201.php>

10-(21+22), Small Scale Commercial Winemaking Course, [Kimmel Education & Research Center](#), Nebraska City, NE. Details & Registration: <http://www.nercd.com/r/p/119/>

11-(16 & 17), 1st North American Wine Tourism Conference – Napa Valley. Details [HERE](#).

4-(17-19)-12, License to Steal at the Lodge at Geneva, Ohio. Details here:
<http://nationalwinemarketing.com/>

Post your “FREE” classified ads here at ‘Winedustry’
<http://www.winedustry.com/classifieds.php>

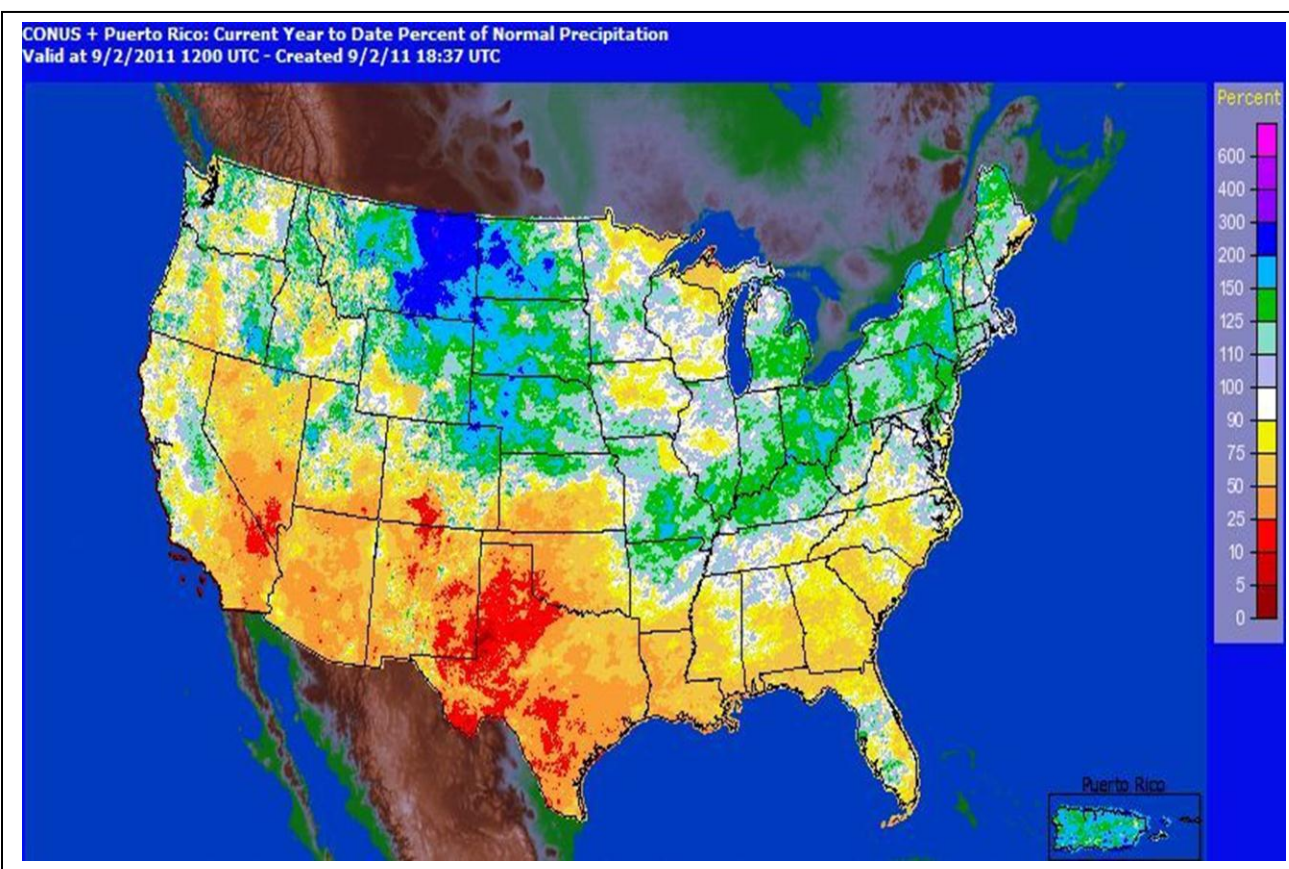
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9-2-11 Year to date % of normal precipitation
National Weather Service: <http://water.weather.gov/precip/>

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