

Wine-Grower-News #219

November 2, 2012

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

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Hey Iowa, Remember to Fill out the IWGA Marketing Survey

As our industry finds itself with another opportunity for growth, we need to come together and set a strategic marketing plan for the future. The goal for the strategic marketing plan being: which direction we want to see our wineries and vineyards heading and what resources we need utilize to get there? Working together in a common direction will make our industry stronger and lead to greater market share with consumers.



The [Iowa Wine Growers Association](#), in collaboration with the [Midwest Grape & Wine Industry Institute](#), will be hosting 2 regional meetings in the next few months to gain industry feedback on current issues as well as try to establish the best path for our industry's marketing future. Following the initial regional meetings will be a final "recap", which will be facilitated by a moderator, where a final report will be generated and presented back to the Iowa Wine Growers Association. Many efforts are being put forth to equip ourselves with as much knowledge as we can attain to better understand where the mindset of our current industry members reside; so along with the proposed regional meetings a survey will be distributed to members. The survey will help gather base-line industry knowledge. In order for our strategic marketing plan to be successful, **WE NEED YOUR INPUT!** Please complete the survey and try to attend at least one of regional meetings as well as attend the final recap meeting in Ankeny. Meeting dates are set for:

- November 15: 1-4 p.m. - Kirkwood Community College, Washington Hall, Room 104 (Cedar Rapids, IA)
- November 19: 6-8 p.m. - Iowa Western Community College, Rm 113 (Harlan, IA)
- *Final Recap: December 7: 1-4 p.m. - DMACC, Building 7, Lakeview Room (Ankeny, IA)*

The survey link is www.surveymonkey.com/s/IWGASurvey. Please complete the survey by November 13, 2012.

These meetings are open to all individuals interested in the betterment of the Iowa Wine industry. Please pass along the survey and meeting dates to any person you feel has these objectives in mind.

Together we're building a great industry in our state for future generations. Let's keep raising the bar of excellence and reaching greater audiences of support.

Iowa - Resistant Weed Issues

ISU Extension & Outreach Article | Mon, 10/22/2012 - 15:10 | By [Micheal Owen](#), [Robert Hartzler](#)

AMES, Iowa – In response to expanding problems associated with herbicide resistant weeds, weed specialists with Iowa State University Extension and Outreach will conduct a series of meetings in November and December to address the issue. The meetings will provide information about causes of herbicide-resistant weed populations and objectively evaluate weed management programs currently used in Iowa, and provide support for development of durable weed management programs.

Registration at each location opens at 8:30 a.m. with the program beginning at 9 a.m. and concluding with a noon meal. There is no cost to attend this program; however advance registration is appreciated for meeting logistics and lunch counts. Additional information regarding the program and online registration is available at www.aep.iastate.edu/weeds.

Meeting dates and locations

- Nov. 20 – Decorah; The Oaks Steakhouse
- Dec. 4 – Ottumwa; Bridgeview Center
- Dec. 18 – Clear Lake; Best Western Holiday Lodge
- Dec. 19 – Wall Lake; Community Center
- Dec. 20 – Red Oak; Red Coach Inn

PS: Much of this information will be oriented toward conventional crop growers. Though, much of the technical information presented could be adapted towards specialty crop growers. --- mlw

French Paradox

An 1991 episode of the American news program [60 Minutes](#) that documented the low [mortality rate](#) from [cardiovascular disease](#) among the [French](#) who had a high-alcohol, high-[cholesterol](#) and low exercise lifestyle in contrast to the high mortality rate among Americans with a relatively lower cholesterol, low alcohol and more exercise lifestyle.

Chinese Wine Merchants Visit Iowa

A group of five wine merchants flew into the Des Moines International Airport on Saturday evening of October 20th. They then flew out on Friday, October 25th to check out the wine industry in Sonoma. The visit to Iowa was initiated by our Iowa Department of Agriculture through a [USDA Foreign Agricultural Service \(FAS\) Cochran Fellowship](#) program. The Cochran Fellowship Program provides participants from middle-income countries, emerging markets, and emerging democracies with high-quality training to improve their local agricultural systems and strengthen and enhance trade links with the United States.

Sue Jarboe of Dasun Consulting in Urbandale, Iowa chaperoned the group while they were here in Iowa. Lucci Liu, a USDA FAS representative who is stationed in Chengdu, China also accompanied the group. The five wine merchants were from Chengdu, China and were interested in learning more about the Iowa wine industry and developing some relationships that could initiate some Iowa wine being exported to China sometime in the future.

Their schedule while here in Iowa included:

10-21-12, Sunday: Wine tasting and hayrack ride through the woods at [Summerset Winery](#). They then spend the evening at HyVee's newest grocery store and upscale restaurant.

10-22-12, Monday: Visit Iowa Secretary of Agriculture, Bill Northey and several staff at the Iowa Department of Agriculture. Mark Fischer, a representative of the Iowa Department of Economic Development also attended this meeting. They then visited the wine research facilities located on the Iowa State University campus in the afternoon.

10-23-12, Tuesday AM: They visited North River Valley Vineyard operated by Corey Goodhue and family in Carlisle, Iowa.

Afternoon: They toured and had lunch at [Tassel Ridge Winery](#).

Evening: The Iowa Wine Growers Association sponsored a wine reception for them at [Jasper Winery](#).

10-24-12, Wednesday afternoon: They visited the [Santa Maria Vineyard & Winery](#).

Evening: They visited [Jordon Creek Town Center](#) in West Des Moines.

I was able to accompany this group all four days they were here. Some of the key elements I learned from this group included:

- The Chinese like Iowa products and trust their quality and safety.

- Iowa is almost considered a brand name in China because of all the other agricultural products we send there.
- This group was surprised that Iowa could grow grapes.
- The group checked a lot of different Iowa wines and were very impressed at their quality and taste.
- They were very impressed with the [Iowa Quality Wine](#) certification program.
- They were very impressed with our open countryside and how clean our air was.

This visit was considered as an introduction to the Iowa Wine Industry and a relationship builder. They did have an interest in importing some Iowa wines, but needed some help in introducing Iowa wine to the Chinese market. The Iowa Wine Growers Association, Iowa State University, the Iowa Department of Agriculture and the Iowa Department of Economic Development will be working on this in the future.



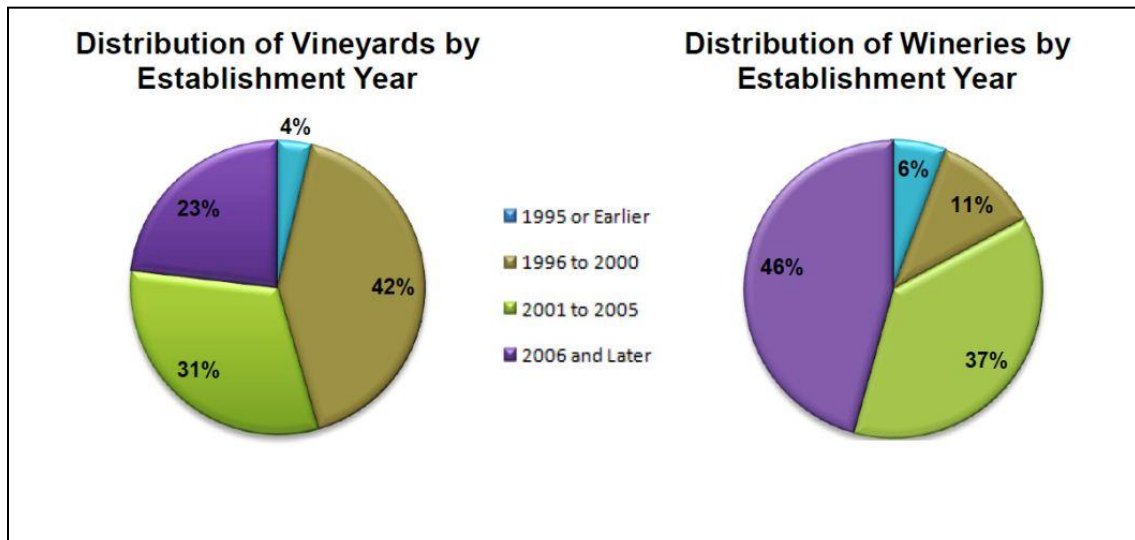
(Above) L-R Sue Jarboe, Mike White -ISU, Hu Bin, Mr. Wong, Yang Xue (Maggie), Lucci Liu, Jean Groben (Jasper Winery), Annie Li, Alan Chen and Dr. Murli Dharmadhikari – ISU. Picture taken in the barrel room at Jasper Winery in downtown Des Moines, Iowa.

2011 NASS Illinois vine/wine report is now available Online

The 2011 USDA-NASS Illinois vineyard and winery report is now complete and Online. Information for this report came from surveys that were sent starting in January of 2012. The survey and report were sponsored by the [Illinois Grape Growers and Vintners Association](#) and the [Illinois Department of Agriculture](#). Here are some of the key statistics from this report:

- 105 wineries
- 175 commercial vineyards
- 1,035 vineyard & winery employees
- 90% of grapes used in winemaking

- 1,066 acres of commercial vineyards
 - 651,800 gallons of wine produced in 2011
 - Over 100 grape varieties grown in the state
 - 16% of wine produced from wine shipped in From out-of-state
 - 47% of vineyards have cold storage facilities
 - Ave. vineyard has been established 7.2 years
 - 35% of wine produced from out-of-state juice, fruit or concentrate
 - 79% of wine sold through the tasting room
- \$800 to \$1,600 per ton price range for the 1,086 tons of grapes marketed to wineries in 2011



This is a very well written report on the current state of the Illinois grape and wine industry. It is full of many more unique facts and figures. I highly recommend it as a **GOOD READ**.

The 16 page National Agricultural Statistics Service (NASS) 2011 report on the Illinois grape and wine industry can be found here:

<http://www.illinoiswine.com/news/Grape%20Wine%20Final%20Publication%20%282%29.pdf>

11-(10 &12), Sensory Evaluation of Wine Workshop – Springfield, IL

When: 9 a.m. to 6 p.m. Saturday, November 10, 2012

9 a.m. to noon Sunday, November 11, 2012

Where: [The Bistro Verde](#), [Lincoln land Community College](#), 5250 Shepherd, Road, Springfield, IL 62703

Instructor: Bradley Beam – Illinois state enologist, winemaker at [Willet's Winery & Cellar](#) and Extension Enology Specialist for the [Illinois Grape Growers and Vintners Association](#).

Cost: \$125 per participant. Includes wines and lunch on Saturday.

Sponsored by: [Viticulture Enology Science & Technology Alliance \(VESTA\)](#) and [Rend Lake College](#).

Contact: Candice Fitch-Dietz, Illinois VESTA Coordinator at 618-437-5321 or dietz@rlc.edu

Rooms available: Holiday Inn Express, 3050 South Dirksen Parkway, Springfield, IL. 62703
\$109 per night plus tax. 217-529-7771

11-(13 & 14), Iowa ABD Conference – Sioux City

Oct. 31 registration Deadline

The Iowa Alcoholic Beverages Commission (Commission) today announced that it will be hosting [*Symposium 21: From Production to Consumption*](#) this fall to engage alcohol policy makers, industry professionals, local authorities and prevention experts in a discussion on the role of the three-tier regulatory framework in the alcohol marketplace.

The symposium will be held on November 13 and 14, at the [Convention Center](#) in Sioux City, and will feature a number of expert speakers from across Iowa and the nation. Panels will present on topics covering the history, current state and future of alcohol regulation.

“With the three tier system and individual state control under scrutiny around the nation, we want to have an open, informative and frank discussion about the benefits of the Iowa model for alcohol distribution, regulation and revenue generation,” said Commission Chairperson Jim Clayton.

Symposium 21 will provide an opportunity for a concentrated, in depth analysis of the alcohol control state model and idea sharing to improve compliance with alcohol laws. Participants will also engage in the conversation to enact policies that protect public health and safety.

“While most Americans are familiar with our nation’s infamous ‘dry’ period, few fully recognize the importance of the regulatory framework that followed the repeal of national Prohibition,” said Iowa Alcoholic Beverages Division (ABD) Administrator Stephen Larson. “Today, the three-tier distribution system still plays a pivotal role in curbing abuses prevalent in the pre-Prohibition era.”

[Registration for Symposium 21](#) is now open. Visit [Symposium21.com](#) or [IowaABD.com](#) for more information. Registration fee is only \$30 and participants are eligible to earn 6.0 hours CEUs, alcohol and drug specific.

The Commission and ABD partnered with Iowa Interactive for [Symposium21.com](#) and online registration.

11-(18-19), 12th Annual Iowa Organic Conference – Iowa City

The 12th Annual Iowa Organic Conference will be held Sunday & Monday, November 18-19, 2012 at the [University of Iowa Memorial Union](#) in Iowa City, Iowa. Featured sessions will include:

- How to Transition to Organic Farming
- Market Innovations
- Organic Grains, Fruit and Vegetables in the Local Food System
- Marketing Skills and Incentives
- Organic Livestock and the New Pasture Rule
- Surviving the Drought and Organic Crop Insurance
- Farm Bill Update
- Over 35 Vendors and Educational Displays

The Keynote Speakers will be:

Will Allen – [Growing Power Inc.](#)

Dr. Fred Kirschenmann - Organic Farmer and [Distinguished Fellow](#) at the ISU Leopold Center for Sustainable Agriculture

Registration Details: <http://iowaorganicconference.eventbrite.com/>

11-20 – Deadline to Register for USDA FSA NAP Crop Disaster Insurance

November 20 is the deadline to register with the USDA FSA [Non-Insured Crop Disaster Insurance Program](#) for apples, apricots, grapes, nectarines, peaches, pears and blueberries next year. NAP covers the amount of loss greater than 50 percent of the expected production based on the approved yield and reported acreage.

Producers need to contact their local county [USDA Farm Service Agency](#) (FSA) for details and to apply.

USDA-FSA NAP Fact Sheet: http://www.fsa.usda.gov/Internet/FSA_File/nap_august_2011.pdf

12-5, Home Winemaking Workshop - Mountain Grove, MO

What: Home Winemaking Workshop for new and experienced winemakers

Where: Missouri State University – Mountain Grove Campus

When: 9 a.m. to 3 p.m. Wednesday, 12-5-12

Cost: \$30 each for materials and lunch

Registration: Please register by Nov. 30th. Space is limited.

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

1-7-13, Certified Specialist of Wine (CSW) Exam - Iowa State University

The [Midwest Grape & Wine Industry Institute](#) is hosting a Certified Specialist of Wine (CSW) exam at Iowa State University at 2pm on Monday, January 7th, 2013.

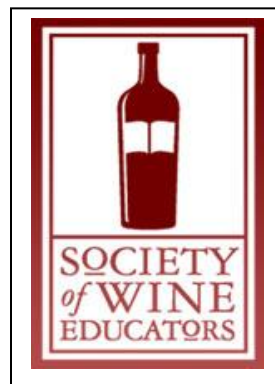
More information about the Society of Wine Educators can be found here: <http://www.societyofwineeducators.org/>

More information about the CSW exam dates and registration can be found here: <https://societyofwineeducators.secure.force.com/Calendar>

Learn more about the CSW program here:

<http://www.societyofwineeducators.org/education-certification/csw>

Questions: Mike White: mlwhite@iastate.edu or 515-681-7286





Feb. 21 to 23, 2013 – St. Paul, MN

[Register Now](#)

5-(16-18), Winemaker Magazine Conference - Monterey, CA

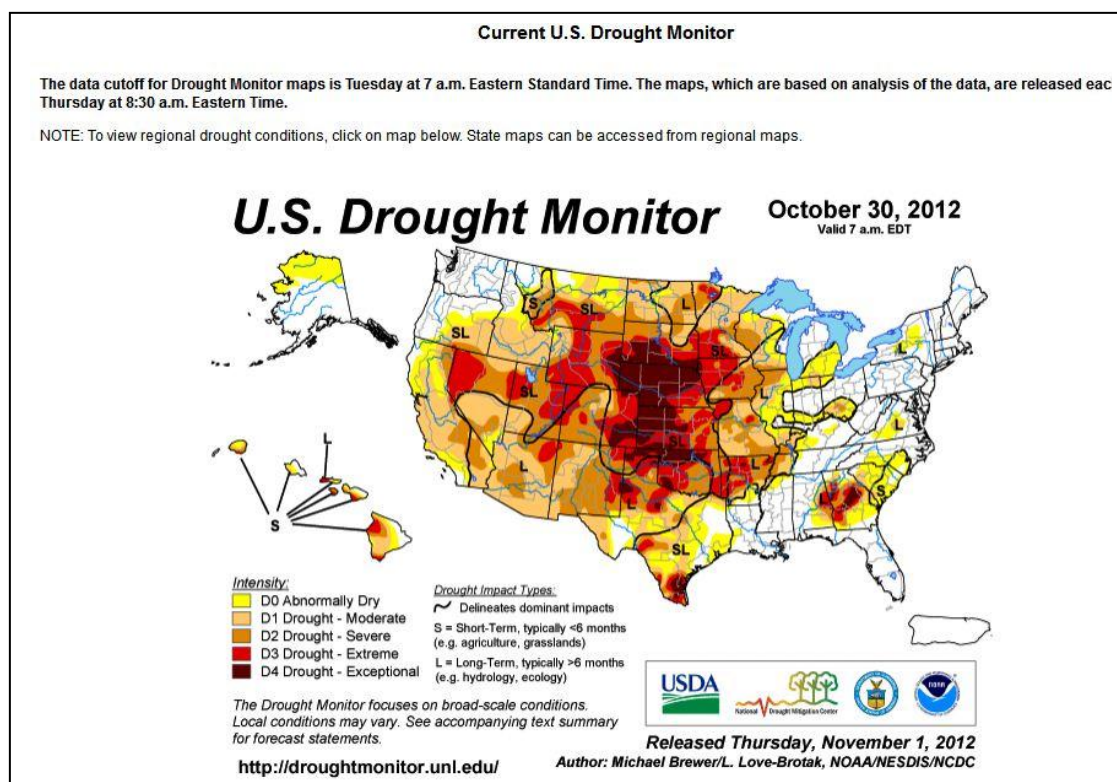
When: Thursday, May 16, 2013 (Pre-conference Winemaker Boot Camp)
 Friday & Saturday, May 17-18, 2013 (Conference)

Where: [Marrriott Hotel](#), Monterey, CA

Agenda: 26 Seminars Conference Binder Winemaker Workshops
 Wine Reception Amateur Winemaker Awards Sponsor Exhibits

Sponsored by: [Winemaker Magazine](#)

Full Details & Registration: <http://www.winemakermag.com/conference>



<http://droughtmonitor.unl.edu/monitor.html>

ISU Extension and Outreach has put together an Online resource for dealing with this season's drought.

<http://www.extension.iastate.edu/topic/recovering-disasters>

**NEW! FREE Midwest Wide CLASSIFIEDS for
vineyards and wineries
at Midwest Wine Press here:**

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

Notable Quotables

“Knowledgeable wine folk know that price isn't always the best indicator when it comes to quality, but researchers have confirmed that many consumers do think expensive wines taste better.”

From: *Expensive Wines Perceived As Tasting Better, Says Study*, 10-24-12

<http://www.wine-searcher.com/m/2012/10/expensive-wines-taste-better-study>

“Even moderate drinking can decrease the production of adult brain cells by as much as 40 per cent, researchers from Rutgers University in the US have found.”

From: *Just two glasses of wine a day can nearly HALVE the number of brain cells we*

Produce, 10-26-12 U.S. Mail: <http://www.dailymail.co.uk/health/article-2223136/Two-glasses-wine-day-nearly-HALVE-number-brain-cells-produce.html#ixzz2AQUvqC60>

Marketing Tidbits

1. *The Strategy of Pricing Wine*, 10-26-12 – Wines & Vines:

<http://www.winesandvines.com/template.cfm?section=news&content=106722&htitle=The%20Strategy%20of%20Pricing%20Wine&>

2. *World Wine Output to Fall to 37-Year Low, Depleting Stocks*, 10-30-12 – Bloomberg:

<http://www.bloomberg.com/news/2012-10-30/world-wine-production-is-estimated-to-fall-6-1-this-year.html>

Neeto Keeno WWW Stuff

1. *The World's Rudest Wine Names*, 10-26-12 – the Drinks Business:

<http://www.thedrinksbusiness.com/2012/10/rude-wine-names-and-labels/>

2. **America's Wine Trails** has teamed up with two industry leaders, WineAmerica and Wines & Vines to produce a comprehensive mobile app of wineries and wine trails. This will become the market standard for winery apps covering all regions of North America. You can search by winery, wine trail and your favorite grape varietal. You can even keep a personal journal of wines you like and want to remember in the future.

Currently a mobile web version is available at

<http://AWT-MOBILE.MOBI>. Bookmark or save to your favorites.



3. *Brit in China breaks wineglass handling record*, 10-29-12 – UK-News: <http://uk.news.yahoo.com/brit-china-breaks-wine-glass-handling-record-154924389.html>
4. Journal of Integrated Pest Management: <http://esa.publisher.ingentaconnect.com/content/esa/jipm>

Videos of Interest

1. *Making Grapes into Wine* at [Frogs Leap Winery](#) with Mike Rowe of Dirty Jobs on the Discovery Channel, 2:13 min.: <http://videos.howstuffworks.com/science/vineyard-videos-playlist.htm#video-29904>

Articles of Interest

1. MO: *Local Wineries Create Missouri's Newest Wine Trail*, 10-11-12 – Perryville News: http://www.perryvillenews.com/lifestyle/article_de393cbe-130f-11e2-a5e3-001a4bcf6878.html
2. *Eastern Winery Exposition Announces 2013 Conference Program, Speakers*, 10-22-12 – Wine Business Monthly: <http://www.winebusiness.com/news/?go=getArticle&dataid=106527>
3. IL: *Number of Illinois wineries continue to grow*, 10-23-12 - The State Journal Register: <http://www.sj-r.com/top-stories/x2053812818/Number-of-Illinois-wineries-continues-to-grow>
4. *What Serious Wine Lovers Need to Know – The Truth* (About the 3-Tier System), 10-23-12 – Fermentation Wine Blog: <http://fermentationwineblog.com/2012/10/what-serious-wine-lovers-should-know/>
5. NY: *Goodness Grapeness! Student-Run Vineyard is Certified Organic*, Fall 2012 – Periodicals: <http://calsnews.cornell.edu/2012-fall/students/student-run-vineyard.html>
6. [What is Biodynamic Wine](#), 10-31-12 – SustainBlog

Show n Tell

“Mike, just wanted to share some pics with you. We have put a few sheep in the vineyard, to eat the weeds, as far as I know this is a first in Kansas. They have been in the vineyard for 4 days and they are doing their job. This is a joint venture between Broken Spoke Vineyard LLC and Gale Fuller and

Lynnette Miller. Gale operates Fuller Farms in Emporia and is big into Cover Crops, he has been working with us for 3 years. Lynnette Miller is the owner of the Sheep.”

Terry Turner, Broken Spoke Vineyard Emporia, Kansas 66801



The [Midwest Grape and Wine Industry Institute](#) recently held a two workshop series dealing specifically with La Crescent wine on October 18 and 25. The October 18th session dealt with honing one's senses to a wide range of aromatic and taste wine descriptors associated with white wines. These included: apple, apricot, butter, citrus, honey, melon, pineapple, lychee, peach, pear, rose, and vanilla. The group then honed their senses on a group of white French vinifera wines compared to La Crescent. The 1st session ended with the group identifying a set of wines via a blind tasting.

The second session on October 25th involved a quick reminder of identifying the wine descriptors represented in the October 18th session. Several La Crescent wines were then tasted and descriptors were assigned by the group. Dr. Murli Dharmadhikari led a discussion on specific La Crescent wine making practices. The two workshops were held in the Food Science Building on the ISU campus. Pictures below:



(Above) Checking out the white wine aromatic descriptors. 10-25-12



.(Above) Dr. Murli Dharmadhikari (not in the picture) led a discussion on La Crescent wine making practices 10-25-12



(Left) Iowa Wine section at the new HyVee grocery store located at 8701 Douglas Avenue in Urbandale, Iowa. This store opened up on August 14, 2012. It boasts a very large wine, spirits and beer department. This is HyVee's first store that has a upscale restaurant and bar located near the large food court.

It is quite a store, worth visiting if you are in the area. *mlw10-23-12*

Calendar of Events

11-(1-3), 20th Annual Small Farm Trade Show & Conference – Boone County Fairgrounds, Columbia, MO. Sponsored by Small Farm Today Magazine: <http://www.smallfarmtoday.com/trade-show.html>

11-(3 & 4), VESTA Wine Sensory Analysis Workshop at [The Hotel at Kirkwood](#) in Cedar Rapids, IA. Contact Ron Lindblom at [NICC](#): ph:563-556-5110 ext. 474 or lindblomr@nicc.edu

11-3, Herbicide Drift Seminar at [Southeast Community College](#) – Lincoln, NE. Details here: <http://www.nebraskawines.com/events/>

11-(10-11), Sensory Wine Evaluation Workshop, the Bistro Verde, Lincoln Land Community College, Springfield, IL. **Contact:** Candice Fitch-Dietz, Illinois VESTA Coordinator at 618-437-5321 or dietz@rlc.edu (\$125 each).

11-(13 & 14), Iowa ABD Conference – Sioux City, Oct. 31 registration deadline. Full Details: http://www.iowaabd.com/about/updates/press_release/87

11-15, Commercial Grape and Wine Workshop - A Practical Approach, Ohio State Univ. South Centers' Endeavor Center 1862 Shyville Road, Piketon. See OGEN 10-12-12 newsletter for details: <http://www.oardc.ohio-state.edu/grapeweb/pageview.asp?id=783>

11-(18-19), 12th Annual Iowa Organic Conference – [University of Iowa Memorial Union](#), Iowa City, IA. Registration: <http://iowaorganicconference.eventbrite.com/>

11-28 to 12-1, VitiNord & International Cold Climate Grape and Wine Conference - [Neubrandenburg](#), Germany. Details: <http://www.vitinord-nb2012.org>

12-5, Wine Industry Expo – Sonoma County Fairgrounds: <http://www.wineindustryexpo.com/>

12-5, Home Winemaking Workshop, Missouri State University at Mountain Grove, MO:
Details: <http://mtngrv.missouristate.edu/mtngrvcellars/AdvHomeWinemaking.htm>

1-(20-22)-13, Wisconsin Fresh Fruit & Vegetable Conference at [The Wilderness Hotel & Conference Center](#) in the Wisconsin Dells. http://www.waga.org/index.php?option=com_content&view=article&id=149&Itemid=78

1-(29-31)-13, Unified Grape & Wine Consortium at the Sacramento Convention Center, Sacramento, CA <http://www.unifiedsymposium.org/>

1-31 to 2-2-13, Illinois Vintners & Grape Growers Assn. Conference – Crown Plaza Hotel, Springfield, IL.

2-(5-8)-13, Washington Association of Wine Grape Growers Annual Meeting & Trade Show:
Details here: <http://www.wawgg.org/>

2-(5-6)-13, Viticulture 2013 at the Rochester Riverside Convention Center in Rochester, NY:
[New York Wine & Grape Foundation](#): http://vit2013.com/Home_Page.php

2-(5-6)-13, Northern Grapes Symposium (in conjunction with [Vit 2013](#), details later.

2-(7-9)-13, Midwest Grape & Wine Conference & Trade Show – St. Charles, MO Convention Center: Details: <http://www.midwestgrapeandwineconference.com/>

2-(13-15), Michigan Grape & Wine Conference, Kellogg Hotel & Conference Center – East Lansing, MI. Details: http://www.michiganwines.com/page.php?menu_id=77

2-(21-23)-13, Minnesota Grape Growers Association (MGGA) Cold Climate Conference – Crown Plaza, St. Paul. MN. Details: <http://mngrapegrowers.com/conference>

2-28 to 3-2 – 2013, 16th Nebraska Winery & Grape Growers Conference, Holiday Inn – Kearney, NE
Details later: <http://agronomy.unl.edu/viticulture>

3-(5-8)-13, Eastern Winery Exposition at Lancaster County Convention Center & Lancaster Marriott at Penn Square, PA: <http://www.easternwineryexposition.com/conference/>

3-(12-14)-13, Wineries Unlimited at Greater Richmond Convention Center, Richmond, VA:
<http://www.wineriesunlimited.com/>

3-(14-16)-13, Iowa Wine Growers Assn. Annual Conference at the West Des Moines Marriott.
Details later: <http://www.iowawinegrowers.org>

5-(16-18), Winemaker Magazine Conference - Monterey, CA. Full Details & Registration:
<http://www.winemakermag.com/conference>

Past issues archived as html and/or pdf here:
<http://www.extension.iastate.edu/wine/news>

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