

Wine-Grower-News #30
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(Next Issue in 2 Weeks!)

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

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2007 Iowa Welcome Center Survey – Wineries

The Iowa Department of Economic Development recently released the results of their 2007 Iowa Welcome Center surveys. Here are just some of the survey results from travelers indicating an interest in visiting wineries in Iowa:

Average Age – 55 years	Average Party Size – 2.4 people
Travel Party Type – 55.7% Family	19.3% Retired
	17.2% Individuals and/or Friends
	6.9% Business
	0.8% Group
Average amount spent per day – \$250.33	
47% were traveling to Iowa on vacation or just leisure	
29% were traveling to Iowa to visit friends and/or relatives	

There is much more information to glean from this survey summary. You can read the entire report here: http://www.traveliowa.com/travelindustry/welcome_centers.html

Picture from Little Swan Lake Winery at Estherville,
Iowa: <http://www.lslwinery.com/>



New 2008 Iowa Wine & Beer Promotional Brochures Available Soon

I talked to Luann Reinders of the Iowa Wine & Beer Promotion Board this week. She informed me that the new 2008 Iowa Wine & Beer promotional brochures are now at the printer and will be available to the public starting Monday, February 10th, 2008. Boxes of the new brochures will soon be sent out to Iowa wineries. The public will be able to go to their WWW site to order individual copies of the new publication here: <http://www.iowawineandbeer.com>

Visit Iowa Farms Agritourism Conference – March 15, 2008

The Iowa Agritourism Working Group, supported by the Value Added Agriculture Program and other departments within Iowa State University Extension, the Iowa Farm Bureau Federation, the Iowa Department of Agriculture, Iowa Department of Economic Development, Iowa Department of Natural Resources, Silos and Smokestacks, Iowa Natural Heritage Foundation and the Iowa Fruit & Vegetable Growers Association, is planning a conference to address the importance and issues surrounding marketing agritourism operations. Value Added Agriculture Program Director Ray Hansen said this team addresses important challenges in growing this industry in Iowa. “Rural tourism activities are the third most popular activities in Iowa, and spending on rural trips accounts for a growing percentage of total Iowa tourism revenues. Our goal is to enable producers to grow this industry,” Hansen said.

The Visit Iowa Farms conference is planned for March 15 at the Scheman Building on the Iowa State University campus in Ames. The conference agenda will focus on marketing issues and will open with comments from Iowa Secretary of Agriculture Bill Northey. Sessions will target marketing plan development, website marketing, creating a hospitality mindset, market research, ad creation and farm signage. Producer panels are planned for question and answer sessions. Partial funding for the conference is provided by the North Central Risk Management Education Center.

For registration information, visit <http://www.ucs.iastate.edu/mnet/iowafarms/home.html>. For more information, contact the Value Added Agriculture Program at 515-294-9483.

Great River Vineyard 101 Workshop DVD on Sale for \$69

John & Barb Marshall, owners of Great River Vineyard and Nursery in Lake City, Minnesota invited me up to speak at their Vineyard 101 workshop held on January 12, 2008. This all day workshop covered the following topics:

Site Selection	Soil Preparation	Planting	Vineyard Layout
Trellising	Training Young Vines	Pruning	Weed Control
Developing a Spray Program		Cold Hardy Varieties	

The speakers included myself, John Marshall and Tom Mohn of Mohn Brothers Vineyard. I thought the workshop was well done and the 70+ attendees walked away satisfied. John informed me this week that a professional production company produced a set of 4 audio/video DVD's covering the entire workshop. This set is now available for \$69.95 plus shipping if ordered prior to February 15, 2008. Further details can be found here: <http://www.greatrivervineyard.com/>



Page County Winegrape 101 Graduating Class

Page County ISU Extension hosted a 4 week Winegrape 101 class at the Fairgrounds in Clarinda Iowa on the evenings of January 10, 17, 24 and 31, 2008. The graduating class of 24 people is shown in the picture above. Mike White, ISU Extension Viticulture Specialist was the teacher. A special thank you to guest speakers: Stan Olson of Penoch Winery in Adel, James Rost of Waubonsie Winery in Farragut, and Frank & Amy Faust of Sugar Clay Winery in Thurman, Iowa. Attendees came from several southwest Iowa counties and two Missouri counties.

ISU Extension New Pest Management & the Environment WWW Site

Iowa State University Extension's Pest Management and Environment (PME) has recently revamped their website located here: <http://www.extension.iastate.edu/pme/> ISU's PME WWW site is the #1 place to go for pesticide license training materials, pesticide safety and general pesticide use information in Iowa.

Wine Gains on Beer as U.S. Youth Drink of Choice

The so-called 'Millennial' generation (21 -30 yr. olds) still shows an overall preference for beer, which is still most often cited as the 'favorite' alcoholic drink, but wine and spirits are both gaining ground.

On a dollar basis of purchases, beer has slipped as young Americans' first choice of alcoholic drink from 59% to 47%, and wine and spirits show even growth to 27% and 26% respectively. 11-29-07 Decanter.com: <http://www.decanter.com/news/164434.html>

IWGA Resolutions Process Announcement and Description

By John Guinan (IWGA Board Member) – Villa Santa Maria Winery

The Iowa Wine Growers Association (IWGA) Board of Directors is pleased to announce the implementation of a formal resolutions process by which members can submit ideas, suggestions and issues to the IWGA Board for consideration and action. The new resolutions process, which is managed by a four-member Resolutions Committee, is designed to provide members with a timely and efficient way of submitting resolutions for the betterment of the IWGA. It insures that member issues and ideas receive a documented review and hearing. It is the IWGA Board's hope that this resolutions process will provide an ongoing responsive and constructive interaction of ideas with members.

The following description provides an outline of the structure of the IWGA Resolutions Committee and the process it will employ to accept and review resolutions submitted by the IWGA membership.

Resolutions Committee Structure:

The committee is comprised of four (4) members:

Resolutions Committee Chairman IWGA Board member (John Guinan)

IWGA Board Chairman (Doug Bakker)

IWGA non-Board member (George Fischer) IWGA non-Board member (Chris Harmeyer)

The Resolutions Committee meets no later than two weeks prior to the next scheduled IWGA Board meeting to review and determine the disposition of any outstanding resolutions. Resolution dispositions result from the majority vote of the committee members. Possible dispositions would be to accept, reject or return submission for additional information or modification.

Resolution Submission Process

Only members of the IWGA are eligible to submit resolutions

Resolutions are to be submitted in writing either via email or letter. Submissions will be addressed to the designated IWGA Resolutions email address iwgaresolutions@agribiz.org or the IWGA Des Moines mailing address: Iowa Wine Growers Association Attn: Joan O'Brien 900 Des Moines Street Des Moines, IA 50309

Resolutions need to have the following structure:

Resolution description

Description of the benefits that would accrue to the IWGA through the adoption of the resolution

Description of the hard and soft costs associated with the implementation of the resolution.

Resolution submissions will be acknowledged upon receipt either by email or letter.

Resolution submissions will be distributed to committee members upon receipt and acted upon at the next committee meeting.

The disposition of all outstanding resolutions will be communicated to the submitting IWGA member immediately following each committee meeting.

Resolutions accepted by the committee will be included in the agenda of the next scheduled IWGA Board meeting.

The IWGA Board hopes that the members view this Resolutions process as an opportunity to more directly work with the Board for the betterment of the IWGA organization.

Notes on Freeze Damage Workshop held in December of 07

Marilyn Odneal, VESTA - Missouri State MarilynOdneal@MissouriState.edu

In the dead of winter, we have fond memories of spring - unless of course we think about the Easter Freeze of 2007. This unprecedented weather event severely decreased the grape crop in Missouri and prompted the ICCVE (Institute of Continental Climate Viticulture and Enology) to hold a Workshop on Understanding and Preventing Freeze Damage in Vineyards. Here are some notes from this event held in Columbia, Missouri December 5 -6 in 2007.

Pat Guinan, Missouri State Climatologist, noted that this was only the fourth time where the average March temperature was higher than the average April temperature in a given year. This occurred in 1907, 1910, 1918 and of course 2007 (we hope weather history does not follow the same pattern!).

Information on passive methods of frost protection was presented by Dr. Keith Striegler of the ICCVE. Proper site selection, cultivar selection and cultural methods, such as long cane pruning method in grapes where extra buds at the ends of the long canes suppress the development of buds closer to the base that you want to use for fruiting were mentioned.

Dr. Barclay Poling, an expert in frost protection of fruit crops from North Carolina State University has done a lot of work with overhead irrigation to protect crops from frost/freeze damage. His new chapter on **Spring Frost Control** (Chapter 11) in the **North Carolina Winegrape Grower's Guide** has comprehensive information on the types of spring cold events and both passive and active methods of protection. Active methods include overhead irrigation, wind machines and heaters. The guide can be downloaded at the www.ncwine.org site or go directly to http://www.cals.ncsu.edu/hort_sci/fruit/winegrapes.html

Dr. Imed Dami of Ohio State University shared his research work on using oils sprayed on the vines in the dormant season to slow respiration and delay bud break. He also introduced the new guide **Winter Injury to Grapevines and Methods of Protection** available at <http://grapes.msu.edu/> Dr. Poling is going to study overhead "wobbler" type sprinkler irrigation for frost protection in his research plantings in North Carolina. Most of the presenters believed that passive methods of frost protection were the most important to consider for Missouri, but that delaying bud break through active methods was a key approach to at least consider for the future.

Interestingly, Andy Allen, Missouri Extension Viticulture Specialist, noted that much of the crop produced in Missouri this year was on non-count buds (see photo of non-count buds on 'Vivant' which bore a surprisingly good crop at Mountain Grove). The 2007 crop reinforced some words of wisdom quoted at the workshop "It's never as bad as it appears at first".

Netafim – Orchard & Vineyard Drip Irrigation Demo Day – 2-15-08

What: Orchard & Vineyard Drip Irrigation Demo Day

When: Friday, Feb. 15, 2008

Where: Schweizer Orchard in Amazonia, Mo (approx. 5 mi north of St. Joseph)

<http://www.schweizerorchards.com>

Sponsors: Netafim: <http://www.netafim.com>

Hooks Point Irrigation: <http://www.hookspointirrigation.com/>

Midwest Grower Supply: <http://www.midwestgrowersupply.com/>

Cost: No Charge, lunch will be provided.

RSVP: Midwest Grower Supply at 866-802-3431



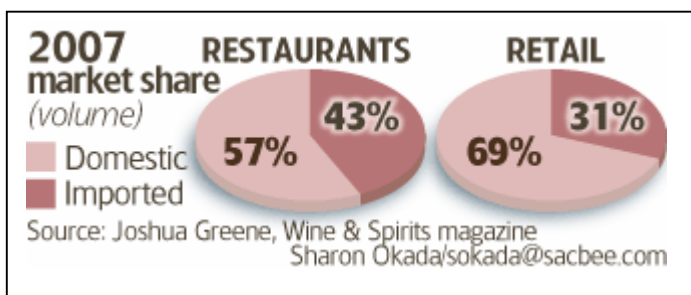
I caught Ron Corey working on his wine barrel Hwy sign Thursday January 31st when I was driving through Corning, Iowa. Ron recently purchased two old wooden ~ 3,000 gallon wine barrels. He is placing one along Hwy 34 as a sign and the other in his vineyard. Corning Winery & Vineyard is getting ready to open this spring.

Quote of the Week

"Imports represent about 31 percent of the total wine market by volume. But they account for a significantly larger share, about 43 percent of the wine sold at the restaurants."

James Downing, 1-31-08 Sacramento Bee:

<http://www.sacbee.com/103/story/675501.html>



Neeto-Keeno WWW Stuff

1. BC Winecast, weekly radiocast about the undiscovered wineries of British Columbia:

<http://www.bcwinecast.com/>

2. Model Winery Law: <http://www.wineamerica.org/issues/model.htm>

3. Northern IL Wine Growers 2007 Harvest parameters:

http://northernillinoiswine.com/pdf/VINSUM_2007.pdf

Past issues archived as html: <http://www.extension.iastate.edu/Wine/Resources/winegrowernews.htm>

Past issues archived as pdf: <http://www.extension.iastate.edu/ag/newsletters/winegrowers.html>

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