

## **Wine-Grower-News #291**

**12-26-14**

Midwest Grape & Wine Industry Institute: <http://www.extension.iastate.edu/Wine>  
**Information in this issue includes:**

### ***Fruit Spray Guide Evaluations***

***USDA Provides Greater Protection for Fruit, Vegetable & Other Specialty Crops***

***University of Wisconsin Enology Position***

***(NCSARE) Online Learning Center***

***2014 / 2015 Northern Grapes Project Upcoming Webinar Series***

***1-9, VESTA Regular Spring Registration Ends***

***Upcoming Beginning Distillation Workshops (Updated)***

***1-(23-24), Greater KC Cellarmasters – Amateur Wine Competition***

***Goals of the Midwest Grape & Wine Industry Institute***

***2-(5-7), Cold Climate Conference – Minneapolis, MN***

***2-(27-28), IWGA Annual Conference – Cedar Rapids, IA***

***3-(4-5), Fruit Brandy Distillation Workshop – Mountain Grove, MO***

***3-(24-26), Natl. Viticulture & Enology Extension Leadership Conference***

***Neeto Keeno Show n Tell Videos of Interest***

***Marketing Tidbits Notable Quotables Articles of Interest***

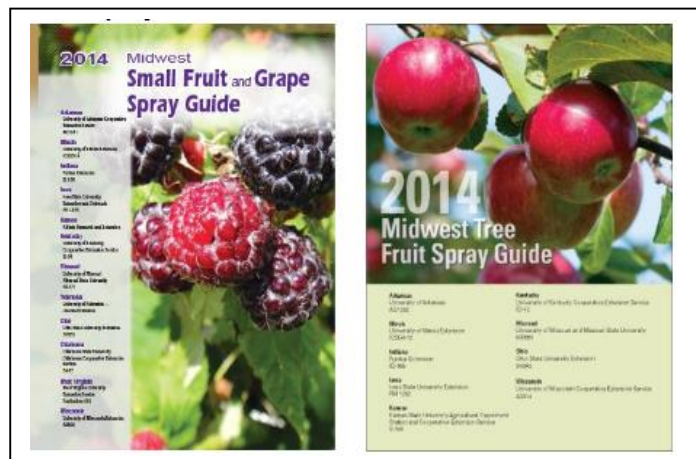
***Calendar of Events***

### ***Fruit Spray Guide Evaluations***

The Midwest Fruit Workers Group, the group responsible for the [Small Fruit and Grape Spray Guide](#) and the [Tree Fruit Spray guide](#), is seeking feedback on the value of these publications and input on how to move forward with new technology platforms. If you are a fruit grower and use these books, please take a couple minutes to complete the evaluation. It should take about 10 minutes to complete.

**Complete the Survey here:**

[https://uky.az1.qualtrics.com/SE/?SID=SV\\_b7Nenj3QQE4aqZ7&Q\\_JFE=0](https://uky.az1.qualtrics.com/SE/?SID=SV_b7Nenj3QQE4aqZ7&Q_JFE=0)



## ***USDA Provides Greater Protection for Fruit, Vegetable & Other Specialty Crops***

WASHINGTON, Dec. 12, 2014 – Agriculture Secretary Tom Vilsack today announced that greater protection is now available from the Noninsured Crop Disaster Assistance Program (NAP) for crops that traditionally have been ineligible for federal crop insurance. The new options, created by the 2014 Farm Bill, provide greater coverage for losses when natural disasters affect specialty crops such as vegetables, **fruits**, mushrooms, floriculture, ornamental nursery, aquaculture, turf grass, ginseng, honey, syrup, and energy crops.

*"These new protections will help ensure that farm families growing crops for food, fiber or livestock consumption will be better able to withstand losses due to natural disasters,"* said Vilsack. "For years, commodity crop farmers have had the ability to purchase insurance to keep their crops protected, and it only makes sense that fruit and vegetable, and other specialty crop growers, should be able to purchase similar levels of protection. Ensuring these farmers can adequately protect themselves from factors beyond their control is also critical for consumers who enjoy these products and for communities whose economies depend on them."

Previously, the program offered coverage at 55 percent of the average market price for crop losses that exceed 50 percent of expected production. Producers can now choose higher levels (buy-up option) of coverage, up to 65 percent of their expected production at 100 percent of the average market price.....

Several crops whose application for coverage closing date has already passed. Those include (but are not limited to): aquaculture, Christmas trees, turf sod, orchards, **vineyards**, fruit-bearing bushes, strawberries, honey and maple sap. FSA is offering a retroactive application for coverage to producers of these crops for the buy-up option only. The application for closing date for these crops is Wednesday, January 14, 2015

Contact your local county USDA Farm Service Agency for details.

USDA FSA county office directory: <http://offices.sc.egov.usda.gov/locator/app>

Tool for comparing NAP options: <http://www.fsa.usda.gov/nap>

You can read the entire news release [HERE](#)

## ***University of Wisconsin Enology Position***

The date to apply for the fermentation outreach specialist position at the University of Wisconsin has been extended to January 5<sup>th</sup>, 2015. This position will work with Wisconsin's wines, ciders, and hops/hop pellets, as well as the quality of the specialty crops supplying the industry. The Outreach Specialist in the Department of Food Science will address quality issues in the state's craft fermented beverage industries.

**Details:** [http://www.ohr.wisc.edu/WebListing/Unclassified/PVLSummary.aspx?pvl\\_num=81342](http://www.ohr.wisc.edu/WebListing/Unclassified/PVLSummary.aspx?pvl_num=81342)



## ***North Central Sustainable Agriculture Research & Education (NCSARE) Online Learning Center***

5 – Bulletins

3 – Topic Rooms

15 – Fact Sheets

Field Notes newsletter

Links & Resources

PPT's, Webinars & Video presentations

Continuing Education Programs

National SARE materials and much, much more.

Check it all out here: <http://www.northcentralsare.org/>

## ***2014 / 2015 Northern Grapes Project Upcoming Webinar Series***

### **January 13, 2015**

#### ***“Emerging Cold Hardy Wine Grape Cultivars”***

Tom Plocher, Northern Winework, Inc. and Mark Hart, Mt. Ashwabay Vineyard & Orchard



### **February 10, 2015**

#### ***“Comparing and Contrasting Vertical Shoot Positioning and Top Wire Cordon Training Systems”***

Tim Martinson, Cornell University; Bob Utter, Flying Otter Vineyard and Winery; and John Thull, University of Minnesota

### **March 10, 2015**

#### ***“Tannin Addition and Retention in Red Hybrid Wines”***

Anna Katharine Mansfield, Cornell University

### **April 14, 2015**

#### ***“Branding Studies for Cold Climate Wines”***

Bill Gartner, University of Minnesota

Chrislyn A. Particka, PhD, Extension Support Specialist

Cornell University Department of Horticultural Sciences

[cap297@cornell.edu](mailto:cap297@cornell.edu) or ph: 315-787-2449 <http://www.northerngrapesproject.org>

**Midwest Grape & Wine Industry Institute Updates:**

<http://www.extension.iastate.edu/wine/content/institute-updates>

## **1-9, VESTA Regular Spring Registration Ends**



You can check out the VESTA (Viticulture Enology Science Technology Alliance) Online viticulture, enology and wine business classes here: [vesta-usa.org](http://vesta-usa.org)

Thanks to a new software upgrade, VESTA has now gone mobile! Students can now enjoy taking their classes and course work with them wherever they travel. Our program can now be accessed on smart phones and other hand held devices.

## **Upcoming Beginning Distillation Workshops**



**Multiple**, Moonshine University 2015 Course Schedule – Louisville, KY  
**Dates** <http://www.moonshineuniversity.com/course-schedule/>

**1-(22-24)**, 3 Day Beginner Distiller's Workshop, Koethe Distilling – Chicago, IL: (\$899) <http://www.koethe-distilling.com/newsite/training/threeday>

**2-(9-13)**, Craft Distilling Workshop - [Heritage Distillery](http://www.heritage-distillery.com), Gig Harbor, WA: (\$1,395 to \$1,495) <http://www.artisancraftdistilling.com/html/enroll.html>

**3-(4 & 5)**, Fruit Brandy Distillation Workshop, Missouri State Univ. – Mountain Grove, MO <http://mtngrv.missouristate.edu/mtngrvcellars/Distillation.htm> (\$400)

**3-(27-29)**, 3 Day Beginner Distiller's Workshop, Koethe Distilling – Chicago, IL (\$899): <http://www.koethe-distilling.com/newsite/training/threeday>

## **1-(23-24), Greater KC Cellarmasters – Amateur Wine Competition**

**What:** 16<sup>th</sup> Annual Wine Classic – open to all amateur winemakers

**Entries Due:** January 2-10, 2015

**Contact:** Salvatore Coco [scoco@kc.rr.com](mailto:scoco@kc.rr.com)

**Details Here:** <http://www.cellarmasters.org/>

Cider was so important to Early Americans that one in every 10 farms in early New England operated its own cider mill at the time of the American Revolution.

From: Hard Cider News – Dec. 2014: <http://hardcidernews.com/>

## Goals of the Midwest Grape & Wine Industry Institute

The Midwest Grape & Wine Industry Institute at Iowa State University was approved by the Iowa Board of Regents in September 2006. The Institute is the first of its kind in Iowa.

The formation of the Institute is a result of the state's evolving grape & wine industry. Dr. Murli Dharmadhikari, ISU Extension enologist who was hired in 2005, was named director of the Institute.

### Goals of the Institute include:

- Conduct research to evaluate cold-hardy grape varieties that can thrive in the Midwest
- Conduct enology (the science of wine & wine making) research
- Develop a wine quality award program that will provide wine buyers a quality-assurance stamp of approval
- Establish an outreach program to the industry by training a team of specialists
- Partner with community colleges to develop job training programs specific to growing grapes and making wine

From: <http://www.extension.iastate.edu/wine/about-us>



Over 30 education sessions -- Viticulture, Enology, Business tracks

Certified Sommelier class offered -- International Wine Guild

Keynote Speaker: Keith Bown from Constellation Brands

Over 70 Exhibitors from across the US and Canada

Trade Show Welcome Reception

Early Bird registration discounts

.Gov and .Edu attendee discounts

MGGA Member discounts

**\$50 Other State Association Member discounts: WI, IA, MI, ND, SD, NE, CO**

Students attend FREE

First annual Industry Job Fair, sponsored by VESTA

New location, newly remodeled Hyatt Regency Hotel in the heart of downtown Minneapolis



Winter Wine Out - Dining in Minneapolis,  
more hot restaurants pouring cold climate wines!  
Expanded Winter Wine Fest and more artisan foods  
MGGGA Annual Meeting  
Gala Awards Dinner

Complete Details here: <http://www.mngrapes.org/?page=CCCHome>

## **2-(27-28), IWGA Annual Conference – Cedar Rapids, IA**

**What:** Iowa Wine Growers Annual Conference

**When:** Fri. / Sat. February 27-28

**Where:** [Hotel Kirkwood](#),  
Cedar Rapids, Iowa

**Early Registration Discount  
Deadline: 2-4-15**

**Details:** <http://iowawinegrowers.org/>



## **3-(4-5), Fruit Brandy Distillation Workshop – Mountain Grove, MO**

**What:** 2 day Fruit Brandy Distillation Workshop

**Where:** Missouri State University Winery and Distillery - Darr School of Agriculture  
Mountain Grove Campus Fruit Processing Lab

Due to the hands-on nature of this workshop, attendance is limited to 8 participants. Preregistration is required.

**Who: Dr. Karl Wilker**

Associate Professor of Enology and MSU  
Winery/Distillery Manager, featuring grappa (grape),  
peach, apple and raspberry brandy, Mountain  
Grove, Mo.



**C. J. Odneal Jr.** Cellar Technician, Mountain Grove, Mo.

**Cost:** \$400 each, includes lunches and support materials

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

**Contact: Marilyn Odneal** , Horticulture and Enology Outreach  
[MarilynOdneal@missouristate.edu](mailto:MarilynOdneal@missouristate.edu) or 417-547-7513

### **3-(24-26), Natl. Viticulture & Enology Extension Leadership Conference**



The 2015 [National Viticulture and Enology Extension Leadership Conference](#) (NVEELC) will be held on March 24-26 in Lodi, California. [Registration](#) is now open (password: NVEELC2015).

NVEELC is a professional development group of wine, table, and raisin grape extensionists working within and outside of Cooperative Extension. The conference is hosted by the [Lodi Winegrape Commission](#) (LWC) and the [National Grape and Wine Initiative](#) (NGWI). Please spread the word.

**Cost:** \$200 each

**Details:** <http://www.lodigrowers.com/nveelc-2015/>

**Contact:** Matthew Hoffman, Ph.D.

[MATTHEW@LODIWINE.COM](mailto:MATTHEW@LODIWINE.COM) or Ph: 209.367.4727  
[LODIGROWERS.COM](http://LODIGROWERS.COM)

### **Show n Tell**



(Above) L-R , Wendell Gangstrom – Farm Manager of the [Klinefelter Farm](#) at [Highland Community College – Highland, KS](#); George Fischer – Norwalk, IA and Scott Kohl – [VESTA](#) Coordinator at [Highland Community College – Wamego, KS](#). Wendell and Scott drove up to Iowa to purchase some used vineyard posts from George Fischer to use at their teaching and demonstration vineyard in Wamego, KS. 12-18-14

## **Videos of Interest**

1. *20 Ideas on how to recycle wine bottle wisely*, DIY- 2:16 min.  
<https://www.youtube.com/watch?v=mxBax-sy3O0>
2. *Wine Bottle Craft Ideas*, Linda Handayanai - 4:14 min.  
[https://www.youtube.com/watch?v=HNfl\\_1cuboE](https://www.youtube.com/watch?v=HNfl_1cuboE)
3. *Creative Wine Bottle Craft Ideas*, Easy Home Art Décor – 4:14 min.  
<https://www.youtube.com/watch?v=LVtlPZoYKOc>
4. *Wine Bottle Garden Wall*, Terracottage – 5:22 min.  
[https://www.youtube.com/watch?v=y1\\_TqtzSpxM](https://www.youtube.com/watch?v=y1_TqtzSpxM)
5. *25 Cool Things to do with Wine Bottles*, Fave Crafts – 1:24 min.  
<https://www.youtube.com/watch?v=kJfwLtGcG2g>

## **Marketing Tidbits**

1. *“The percent of wineries reporting being satisfied with their wholesalers has dropped from 60% to 37% since 2012. Meanwhile, the percent of wineries reporting they are unsatisfied with their wholesalers has risen from 26% to 41% since 2012.”*

From: [Top 10 Reasons Wineries Hate Their Wholesalers](#), 12-12-14 – Daily Wine Blog

2. Infographic: *15 Marketing Trends for 2015*, 12-16-14 – The Drum:  
<http://www.thedrum.com/news/2014/12/16/infographic-15-marketing-trends-2015>
3. [2014 Gallo Annual Consumer Wine Survey](#)
4. *10 E-mail List Building Tricks*, 12-19-14 – Heidi Cohen  
<http://heidicohen.com/email-list-building-trick/>

## **Neeto Keeno**

1. *Serving Wine Survival Guide* – Missouri Wine:  
<http://missouriwine.org/wp-content/uploads/2014/12/Serving-Wine-Survival-Guide-01.png>
2. Missouri Grape & Wine Production Tax Credit Program:  
<http://agriculture.mo.gov/abd/financial/gwtaxcredit.php>

## **Notable Quotables**

1. *“Helping support the state’s evolving grape and wine industry, because the potential economic opportunities in wineries, value-added agriculture and tourism are limitless.”*



From: [Midwest Grape & Wine Industry Institute](#) home page

2. "Create, share, and apply knowledge to make Iowa and the world a better place."

From: Iowa State University's Mission Statement

3. "We want to raise the art of living well."

--- Robert Mondavi

## **Articles of Interest**

1. SD: *South Dakota Winery Takes Flight*, 12-13-14 – Keloland TV:  
<http://www.keloland.com/newsdetail.cfm/south-dakota-winery-takes-flight/?id=141216>
2. IA: *Farmland Values Fall from Historic High*, 12-18-14 – ISU Extension:  
<http://www.extension.iastate.edu/article/farmland-values-fall-historic-high>
3. *Monsanto (Xtend) trait technology closer to commercial launch*, 12-15-14 – Ag Professional:  
<http://www.agprofessional.com/news/monsanto-trait-technology-closer-commercial-launch>
4. [\*What is in Store for the Midwest Winter Season?\*](#), 12-19-14 – Midwest Regional Climate Observer
5. IL: *Illinois Bottom Feeding Lawyer Goes After Wine Shippers*, 12-21-14 – The Daily Wine Blog:  
<http://fermentationwineblog.com/2014/12/bottom-feeding-lawyer-goes-wine-sellers-illinois/>
6. *Wine Drinking in American Today*, 12-6-14 – The Conversation:  
<http://theconversation.com/wine-drinking-in-america-today-35104>

## **Calendar of Events**

- 1-(8-10)**, 19th Annual Great Plains Grower Conference at [Missouri Western State University](#)  
Details: <http://www.greatplainsgrowersconference.org>
- 1-(16 & 17)**, Kansas Grape Growers & Winemakers Annual Conference – Topeka, KS.  
Details later: <http://kansasgrapesandwines.com/>
- 1-(23-24)** Practical Farmers of Iowa Annual Conference. Ames, IA.  
Details later: <http://practicalfarmers.org/>
- 1-(27-31)**, 2015 Unified Wine & Grape Symposium – Sacramento, CA  
<http://www.unifiedsymposium.org/>
- 1-(29-30)**, Iowa Fruit & Vegetable Growers Conference & High Tunnel Workshop – FFA Enrichment Center – Ankeny, IA Details later: <http://www.ifvga.org/>

- 1-(29-31)**, Illinois Grape Growers & Vintners Association Annual Conference at the Crowne Plaza – Springfield, IL: <http://www.illinoiswine.org/>
- 2-(5-7)**, Minnesota Grape Growers Association's Cold Climate Conference – Minneapolis, MN: <http://mgga.publishpath.com/conference>
- 2-(6-7)**, North Dakota Grape & Wine Association Annual Conference – Bismarck, ND: <http://www.ndgwa.org/annual-meeting-and-conference/>
- 2-(10-12)**, World Ag Expo – Tulare, CA: <http://www.worldagexpo.com/>
- 2-(16-17)**, Ohio Grape & Wine Conference – Crowne Plaza at Dublin, OH: <http://www.oardc.ohio-state.edu/grapeweb/images/OGEN20141218%2837%29.pdf>
- 2-(19-21)**, Texas Wine & Grape Growers Assn. Annual Conference. San Marcos, TX: Details: <http://www.txwines.org/>
- 2-(26-28)**, MOSES (Midwest Organic and Sustainable Education Service Annual Conference). Largest event of its kind in the U.S. - La Crosse Center in La Crosse, WI: Details: <http://mosesorganic.org/conference/>
- 2-(27-28)**, Iowa Wine Growers Association Conference – The [Hotel at Kirkwood](#) – Cedar Rapids. Detail later: <http://www.iowawinegrowers.org>
- 3-(4-5)**, Fruit Brandy Distillation Workshop – MO State University - Mountain Grove, MO Details: <http://mtngrv.missouristate.edu/mtngrvcellars/Distillation.htm>
- 3-(4-6)**, Michigan Grape & Wine Conference – [Kellogg Hotel & Conference Center](#), East Lansing, MI. Details: <http://www.michiganwines.com/conference>
- 3-(5-7)**, 18th Annual Nebraska Winery and Grape Growers Forum and Trade Show. Omaha Marriott hotel, Omaha Nebraska. Details later here: <http://agronomy.unl.edu/viticulture>
- 3-(13-15)**, Women of the Vine “Global Symposium”, Meritage Resort & Spa in Napa, CA: Details: <http://www.womenofthevine.com>
- 3-(17-20)**, Eastern Winery Exposition – The Oncenter – Syracuse, NY: Details: <http://www.easternwineryexposition.com/>
- 3-(24-26)**, National Viticulture & Enology Extension Leadership Conference – Lodi, CA: Details: <http://www.lodigrowers.com/nveelc-2015/>
- 4-8**, Liz Slater Winery Marketing Workshop – [Two Saints Winery](#) – St. Charles, IA: Sponsored by IWGA and VESTA. Contact [Emily Saveraid](#). Registrations must be received by April 1, 2015. Space is limited! [Register here](#)
- 4-(20-22)**, License to Steal – Geneva on the Lake, Ohio: <http://nationalwinemarketing.com/>
- 5-(26-29)**, 9<sup>th</sup> Annual Conference of the [American Association of Wine Economists](#) [AAWE](#) hosted by the National University of Cuyo at Mendoza, Argentina

**3-(10-12)**, Midwest Grape & Wine + Craft Brew Conference & Trade Show, St. Charles MO: <http://www.midwestgrape.com/>

**3-(31) to 4-2**, American Distilling Institute Conference – Louisville, KY:  
<http://distilling.com/2015-spirits-conference/>

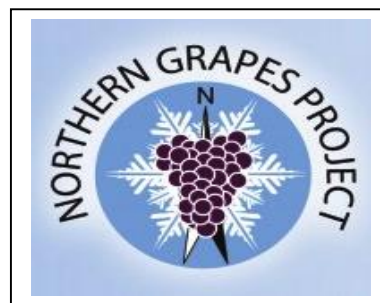
**5-(28-30)**, WineMaker Magazine Annual Conference – Portland, OR. Details:  
<http://winemakermag.com/conference>

**6-(15-19)**, 66<sup>th</sup> ASEV National Conference- Mariott Downtown, Portland, OR:  
<http://www.asev.org/>

**7-(23-25)**, 40th ASEV-Eastern Section Annual Meeting, Clarion Hotel - Dunkirk, NY:  
Details: <http://www.asev-es.org/>

**7-(26-29)**, ISHS International Workshop on Vineyard Mechanization and Grape and Wine Quality - Fredonia, NY: <http://www.ishs.org/symposium/428>

**11-(11-14)**, 2015 VitiNord International Conference will be held at the [Lied Lodge & Conference Center](#) in historic Nebraska City, NE: <http://www.vitinord2015.org/>



<http://northerngrapesproject.org/>

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...and justice for all

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