

Wine-Grower-News #313

8-28-15

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

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The Winegrape Harvest Season in Iowa is now in full swing.

Have Fun and be SAFE!

**7<sup>th</sup> Annual Wine Experience at Iowa State Fair – Huge Success!**

The 7<sup>th</sup> annual Wine Experience at the Iowa State Fair was a huge success. New to the Wine Experience Hill this year was “the Top of the Vine” Iowa wine, Iowa craft beer and Iowa craft soda tent that acted as a magnet to pull people to the top of our hill. Also new was a group of local artists displaying their talents and selling their wares.



Except for one rainy day, the weather was excellent. Total attendance for the entire August 13 – 23<sup>rd</sup> Iowa State Fair broke a new record with 1,117,398 people attending. Iowa Public Television rated our Grape Stomp as one of the top 10 things to do at the Iowa State Fair and shot a short TV segment about the

Wine Experience. ABC 5, KCCI TV8 and WHO 13 also did reports about the Wine Experience.

I cannot think of a better way for our industry to engage the general public in such a positive way. I want to thank our partners in this effort who would include:

[Iowa Wine Growers Association](#)      [Iowa State Fair](#) - Art Fair  
[Iowa Wine & Beer Promotion Board](#)      Iowa State Fair Board & Staff  
[The Top of Vine](#)      [Parlo Pizza](#)  
[Iowa State University Extension & Outreach](#)  
[ISU Midwest Grape & Wine Industry Institute](#)

The 100+ volunteers and daily speakers who made all this happen!

We did not make an official count of people visiting our Wine Experience hill, but my guestimate would be approximately 50-75% more people than any of the past 6 years. Over 2,800 Iowa Wine & Beer Promotion brochures were picked up in the barn. 2,100+ people participated in 533 grape stomp teams who stomped 9,594 lbs. of Iowa grapes. It was a long 11 days, but well worth the effort of the many.

Check out the Wine Experience here: <https://www.facebook.com/ISFWineExperience/info>

You can see daily pictures of the Wine Experience on my Facebook page here: <https://www.facebook.com/profile.php?id=100000304374293>

## 7<sup>th</sup> International Cold Climate Wine Competition Results – St. Paul, MN

<http://www.mngrapes.org/?page=ICCWC>

## 6-30-15 Fiscal Year Iowa Native Wine Business Report

By: Craig Tordsen, [ISU Value Added Agriculture](#)

Craig Tordsen just completed his annual Iowa Native Wine Production & Sales Report for the State fiscal year ending 6-30-15. Highlights of this report include:

<b>Item</b>	<b>June 2013</b>	<b>June 2014</b>	<b>June 2015</b>
Inventory Gallons	418,605	431,551	446,660
Production Gallons	306,108	368,943	338,125
Sales Gallons	265,686	288,226	276,828
% Retail	45.0	45.5	44.2
% Sold to Wholesaler	0	0.1	0.1
% Wholesale	55.0	54.4	55.7
Iowa Native Wine Tax	\$270,487	\$274,728	\$270,487
% Retail Market Share	5.93	5.87	5.8
# of Operating Wineries (1)	95	101	97

(1) # of wineries from annual winery and vineyard maps found here:

[www.extension.iastate.edu/wine/state-iowa-commercial-vineyard-winery-maps](http://www.extension.iastate.edu/wine/state-iowa-commercial-vineyard-winery-maps)

The entire Iowa wine report can be found here:

[http://www.agmrc.org/media/cms/Iowa\\_Native\\_Wine\\_Production\\_for\\_the\\_1D93E7FBC2C81.pdf](http://www.agmrc.org/media/cms/Iowa_Native_Wine_Production_for_the_1D93E7FBC2C81.pdf)

**Buy & Sell Grapes on the Iowa Wine Growers  
Association's FREE  
Grape Exchange WWW site here:  
<http://iowawinegrowers.org/category/classifieds/>**

### ***New Proposed Pesticide Applicator Certification and Training Rule from EPA - Public Comment Period Now Open***

By [Kristine Schaefer](#) and [Betsy Buffington](#), ISU Department of Entomology

The U.S. Environmental Protection Agency has released a proposal for a new certification and training rule for pesticide applicators who apply restricted use pesticides. The current rule has been in place since 1974.

According to EPA: "The goal of this proposed rule is to reduce the likelihood of harm from the misapplication of toxic pesticides and ensure a consistent level of protection among states. EPA has determined that use of restricted use pesticides would be safer with increased supervision and oversight. EPA is proposing stricter standards for people certified to use restricted use pesticides and to require all people who apply restricted use pesticides to be at least 18 years old. Certifications would be renewed every three years. Additional specialized licensing is also proposed for certain methods of application that can pose greater risks if not conducted properly, such as fumigation and aerial application. Individuals working under the supervision of certified applicators would now need training on using pesticides safely."

More information about the proposal and certification for pesticide applicators can be found at [EPA's pesticide-worker-safety](#).

Comments on the proposed changes can be made at [www.regulations.gov](http://www.regulations.gov) in docket number [EPA-HQ-OPP-2011-0183](#).

EPA is accepting comments on the proposal until November 23, 2015.

Cognac must be made from a specific selection of grapes, double distilled in copper alembic stills and aged for a minimum of two years in French Limousine oak.

From: [Brandy: A Beginner's Guide](#), 8-26-15 Eater

## **9-1, Early Bird Registration for VitiNord 2015 Coming up Soon!**

The Early Bird registration deadline for VitiNord 2015 is coming up fast. This is one premier international Cold Climate grape and wine event you don't want to miss. There will be:

Enology Track      Viticulture Track      Trade Show      Wine Receptions  
International Networking      Pre & Post Conference Tours      Great Food  
International Speakers

VitiNord is an International Viticulture & Enology conference that happens every three years. This conference focuses on research and practices being used in Northern wine growing climates. Speakers from across the globe will share strategies and information that you can use in your own vineyard and or winery.

**When:** Wednesday – Saturday, November 11-14, 2015

**Where:** [Lied Lodge & Conference Center](#), 2700 Sylvan Rd.  
Nebraska City, NE 68410    ph: 800-546-5433



**Agenda:** <http://www.vitinord2015.org/conference-info.html>

**Speakers:** <http://www.vitinord2015.org/conference-speakers.html>

**Full Details, Agenda and Registration:** <http://www.vitinord2015.org>

**Suggest "Friending" VitiNord on Facebook:**

<https://www.facebook.com/pages/VitiNord-2015/301010626722061?fref=ts>

**Midwest Grape & Wine Industry Institute Updates:**  
<http://www.extension.iastate.edu/wine/content/institute-updates>

## **9-12 UMN Grape Breeding & Enology Project Open House - MN**

**What:** Open house hosted by the University of Minnesota Grape Breeding and Enology project. This event will feature informal demonstrations of trellis systems used in Minnesota, first year vine maintenance, a refresher on grape pests and diseases, and sampling the diversity of grape varieties and breeding lines in development. This will also be an opportunity to meet the new project leader [Dr. Matthew Clark](#).

**When:** 10 a.m. to Noon, Saturday, September 12, 2015

**Where:** [UMN Horticultural Research Center](#), 600 Arboretum Blvd., Chaska, MN 55318.

**Cost:** FREE

## 10-(5-9), VESTA WINE WORKSHOP WEEK – Bryan, TX

**When:** 8am-5pm, Tuesday – Friday, October 5-9, 2015

**Where:** [Messina Hof Winery](#), Bryan, TX

**What:** Tuesday – Wednesday, VESTA Sensory Evaluation Two-Day Workshop. (Tues. – white wines, Wed. – red wines)  
Thursday – Friday, VESTA Wine and Must Analysis Two-Day Workshop



<http://www.vesta-usa.org>

**Who:** ► [Melba Allen, VESTA Instructor](#), Director of Operations and Head Sommelier at [Flat Creek Enoteca](#) will be teaching the Sensory Evaluation workshop.  
► [Dr. Barry Gump](#), VESTA Instructor, Prof. Emeritus Fresno State University, and Brewing Prof. Florida International University will be teaching the Wine and Must Analysis workshop.

**Cost:** \$150 for a two-day workshop, \$250 for both days. \$150 for entire two-day Wine & Must Analysis. \$400 for all four days.

**Register for Wine Sensory:**

<http://vesta-usa.org/Events/Wine-Sensory-Analysis-Workshop-TX2>

**Register for Wine Chemistry:**

<http://vesta-usa.org/Events/Wine-Chemistry-Workshop-TX>

**Questions or RSVP:** VESTA Rep Scott Kohl at 785-456-6006 or [skohl@highlandcc.edu](mailto:skohl@highlandcc.edu)

**Wine O'clock:** Now in the Oxford Online Dictionary defined as An appropriate time of day to start drinking wine: *I just checked my watch and it's definitely wine o'clock.*

From: [Today News, 8-27-17](#)

## 11-(13 & 14), Beginner Intro to Mead Making – UC Davis

**When:** Friday & Saturday, November 13 & 14, 2015

**Where:** Honey & Pollination Center – UC Davis



**Cost:** \$500 prior to September 15<sup>th</sup>, \$575 afterwards.

**Details & Registration:** <https://registration.ucdavis.edu/Item/Details/170>



## Videos of Interest

1. *Versatile Grapes Help Generations Keep Bottling Their Dream*- 8-21-15 IPTV Market to Market, 7 min. [Lange Twins Family Winery & Vineyards](http://www.iptv.org/mtom/story.cfm/feature/13170/mtom_20150821_4052_feature/video) in Sacramento, CA (8,000 ac. of vines) and [Ardon Creek Vineyard Winery](http://www.iptv.org/mtom/story.cfm/feature/13170/mtom_20150821_4052_feature/video) in Letts, IA (4.1 ac of vines) are featured: [http://www.iptv.org/mtom/story.cfm/feature/13170/mtom\\_20150821\\_4052\\_feature/video](http://www.iptv.org/mtom/story.cfm/feature/13170/mtom_20150821_4052_feature/video)
2. *George Washington Carver Intern Studies Wine Aroma*, Iowa State University: <https://www.cals.iastate.edu/features/2015/george-washington-carver-intern-studies-wine-aroma>

## Show n Tell



(Left) ISU Cy and U of I Herky faced off in a grape stomp at the Wine Experience at the Iowa State Fair. Unfortunately Herky won by considerable measure. Wait until next year!  
8-20-15

(Below L & R) Downy Mildew on the leaves of St. Pepin grapes.  
8-17-15 – Iowa.



## **Marketing Tidbits**

1. Natural, craft sodas are becoming a consumer craze, with millennials ahead of the trend, 8-19-15 CSPNet: <http://www.cspnet.com/category-news/beverages/articles/crafting-new-image>
2. *Is Your Brand Just in Your Bottle*, 8-26-15 Marshall Bauer of [Milestone Events Group](http://www.wineindustryadvisor.com/2015/08/26/is-your-brand-just-in-your-bottle/): [www.wineindustryadvisor.com/2015/08/26/is-your-brand-just-in-your-bottle/](http://www.wineindustryadvisor.com/2015/08/26/is-your-brand-just-in-your-bottle/)
3. *Why Training is More Important than Marketing*, 8-27-15 Restaurant News: <http://nrn.com/sullivision/why-training-more-important-marketing>

## **Novinophobia: The fear of running out of wine**

### **Neeto Keeno**

1. VinVillage Radio interview with John Burns of [Barrel Head Winery](http://filesource.abacast.com/wsradio/vinvillageradio/070715/segment4070715.mp3) in Dubuque, IA. 12:58 min.: <http://filesource.abacast.com/wsradio/vinvillageradio/070715/segment4070715.mp3>
2. Try Wine On Tap: <http://trywineontap.com/>
3. Missouri's new winery guide: <http://missouriwine.org/introducing-the-new-missouri-winery-guide/>

### **Notable Quotables**

*"Facebook is starting to drive more traffic to digital media websites than Google."*

From: [Business Insider](http://www.businessinsider.com), 8-18-15

*"Wine makes daily living easier, less hurried, with fewer tensions and more tolerance."*

--- Benjamin Franklin

### **Articles of Interest**

1. [Scientist Has Sights On Shooting Down Spotted Wing Drosophila](http://www.growingproduce.com), 8-14-15 Growing Produce:
2. [South Dakota Wine? New Grape Genetically Optimized For Extreme Temperatures](http://www.sciencemag.org), 8-14-15 Science 2.0:
3. ND: *Fargo couple open new winery in ND*, 8-15-15 Inforum <http://www.inforum.com/business/3818140-fargo-couple-open-new-nd-winery>
4. *Move over soybeans: Missouri's, Iowa's wine cup runneth over*, 8-17-15 Merced Sun Star: <http://www.mercedsunstar.com/news/nation-world/national/article31319894.html>

5. *New Project at ISU Horticulture Station Offers Research on Growing Hops*, 8-18-15 ISU Extension & Outreach: <http://www.extension.iastate.edu/node/31320/>
6. *'Super' Appellations: A View from Minnesota*, 8-18-15 – Midwest WinePress: <http://midwestwinepress.com/2015/08/18/super-appellations-a-view-from-minnesota/>
7. UK: *Pesticides linked to bee decline for first time in a countrywide field study*, 8-20-15 UK Guardian: [http://www.theguardian.com/environment/2015/aug/20/pesticides-neonicotinoids-linked-bee-decline-first-time-large-scale-field-study?CMP=tw\\_t\\_qu](http://www.theguardian.com/environment/2015/aug/20/pesticides-neonicotinoids-linked-bee-decline-first-time-large-scale-field-study?CMP=tw_t_qu)
8. *Honey bees rapidly evolve to overcome new disease*, 8-21-15 – Ag Professional: <http://www.agprofessional.com/news/honey-bees-rapidly-evolve-overcome-new-disease>
9. *How to Make Your Own Honey Mead*, 8-21-15 Mother Nature Network: <http://www.mnn.com/food/beverages/stories/how-make-your-own-honey-mead>
10. *Winemakers Are Building Houses for Bats to Make Vineyards Greener*, 8-24-15 Smithsonian: <http://www.smithsonianmag.com/science-nature/winemakers-are-building-houses-bats-make-vineyards-greener-180956381/>
11. *3 Urban Vineyards Show That Anything is Possible*, 8-24-15 Wine Folly: <http://winefolly.com/update/3-urban-vineyards-show-that-anything-is-possible/>
12. *During Prohibition, Vintners Sold "Wine Bricks" Rather Than Wine*, 8-27-15 Smithsonian: <http://www.smithsonianmag.com/smart-news/ingenious-brick-helped-wine-industry-survive-prohibition-180956412/?no-ist>
13. CA: [\*Healdsburg grape grower raises alarm over Northwestern Pacific Railroad's herbicide spraying\*](#), 8-27-15 The Press Democratic
14. *Sustainable Options For Brown Marmorated Stink Bug Control*, 8-28-15 Growing Produce: <http://www.growingproduce.com/fruits/sustainable-options-for-brown-marmorated-stink-bug-control/>

## **Calendar of Events**

### **2015 Practical Farmers of Iowa schedule of field days:**

[http://practicalfarmers.org/wp-content/uploads/2015/05/2015-Field-Day-Guide\\_final\\_smaller1.pdf](http://practicalfarmers.org/wp-content/uploads/2015/05/2015-Field-Day-Guide_final_smaller1.pdf)

**8-29**, "WHAT" Berry Farm Aronia Berry Field Day – Fairbank, IA:

Details: [http://midwestaronia.org/event/berry-farm-field-day/?instance\\_id=78](http://midwestaronia.org/event/berry-farm-field-day/?instance_id=78)

**9-12 10 a.m. to noon**, UMN Grape Breeding & Enology Project Open House - MN [UMN Horticultural Research Center](#), 600 Arboretum Blvd., Chaska, MN 55318. FREE

**9-(22 & 25)**, International Master Gardeners Conference, Mid-America Center, Council Bluffs, IA. Hosted by the UNL & ISU. (Registration deadline is 9-31)

<http://mastergardener.unl.edu/imgc2015>

**10-(5-9)**, VESTA WINE WORKSHOP WEEK – Bryan, TX. Questions or RSVP: VESTA Rep Scott Kohl at 785-456-6006 or [skohl@highlandcc.edu](mailto:skohl@highlandcc.edu)



10-17, Fall University of Nebraska Viticulture Program Workshop, Lincoln, NE  
Details here: <http://viticulture.unl.edu/>

11-(13 & 14), Beginner Introduction to Mead Making – UC Davis. Details & Registration  
<https://registration.ucdavis.edu/Item/Details/170>

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/>

## 2016

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1-(26-28), Unified Wine & Grape Symposium – Sacramento Convention Center, CA  
<http://www.unifiedsymposium.org/>

2-(4-5), Midwest Grape & Wine & Craft Brew Conference – St. Charles, MO Convention Center. Details: <http://midwestgrape.com/>

2-(11-13), Texas Wine Grape Growers Conference – San Marco, TX.  
Details: <http://www.txwines.org/>

2-(11-13), Cold Climate Conference - Hyatt Regency, Minneapolis, MN  
<http://www.mngrapes.org/>

2-(22-23), Northern Grapes Project Symposium & Advisory Committee meeting – Kalamazoo, MI, Details later: : <http://northerngrapesproject.org/>

2-(24-26), 2016 Michigan Grape & Wine Conference, Radisson Plaza Hotel – Kalamazoo, MI. Details later: <http://www.michiganwines.com/conference>

2-(28-29), Iowa Wine Growers Association Annual Conference – [Prairie Meadows Hotel – Racetrack & Casino](#) , Altoona, IA. Details later here: <http://iowawinegrowers.org/>

3-(3-5), Nebraska Winery & Grape Growers Forum & Trade Show – Omaha Marriott  
<http://agronomy.unl.edu/viticulture/>

3-(9-11), Eastern Winery Exposition – Lancaster County Convention Center – Lancaster, PA: <http://easternwineryexposition.com/>

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Iowa Wine Growers Association: <http://iowawinegrowers.org/>

Iowa Wine Explorers Facebook page: <https://www.facebook.com/IAWineExplorers?ref=hl>

Iowa Wine & Beer Promotion Board: <http://www.traveliowa.com/GetInspired/WineAndBeer>

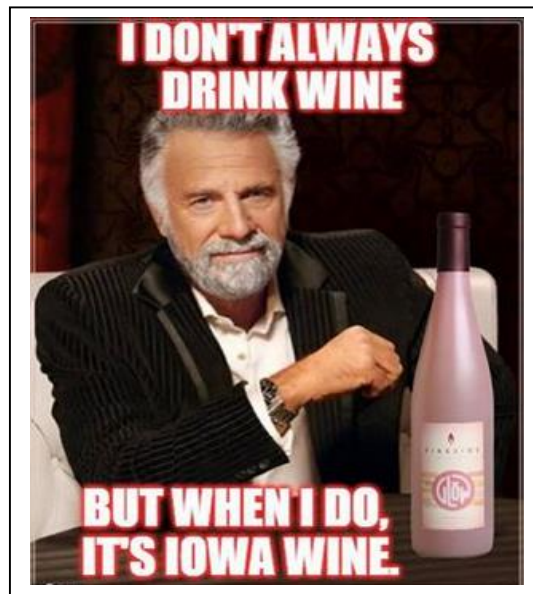
ISU Viticulture Extension: <http://viticulture.hort.iastate.edu/>

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

Northern Grapes Project: <http://northerngrapesproject.org/>

Missouri Grape & Wine Institute Weekly Vineyard IPM Reports can be found here:  
<http://gwi.missouri.edu/>

VESTA (Viticulture Enology & Science Technology Alliance):  
<http://www.vesta-usa.org/>



Courtesy of [Fireside Winery](#) – Marengo, IA

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...and justice for all

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