

***Wine-Grower-News #22*** (next issue in 2 weeks!)  
***October 26, 2007***

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

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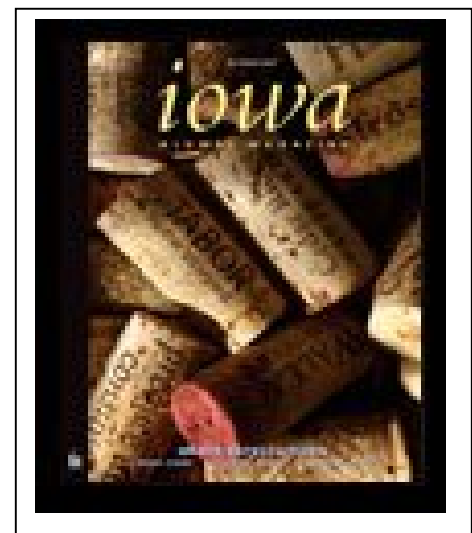
***“Grape Expectations” in Oct. 07 Univ. of Iowa Alumni Magazine***

In Wine Grower News #20 I pontificated on how great it was to have a 14 page article about the Iowa vineyard and winery industry in the ISU Visions Alumni magazine because this magazine is sent around the world.

Now I get to pontificate how great it was for Katharyn Howe to write a 5 page article with great pictures entitled “Grape Expectations” in the University of Iowa Fall 2007 Alumni magazine. Both Wallace Winery in West Branch and Tabor Home Winery were featured. There was also a lot of good information about Iowa’s successful vineyard and winery industry. This publication is also sent all around the world.

Folks, we don’t have enough money to pay for this kind of advertizing and in this case it was free. That’s GREAT!!!

You can see the article here: <http://www.iowalum.com/magazine/oct07/grapeexpectations.html>



**Cover of Iowa Alumni Magazine**

## ***5 New Vine/Wine Classes Start Up Jan. 7, 2008 at DMACC in Ankeny, IA***

Des Moines Area Community College (DMACC) is offering 5 new viticulture and enology courses this spring. Most of these classes will be offered in a blended format where most of the class work is done online and then the class comes together for a 3 full day (Thursday to Saturday) required residential school that will cover the hands on aspect of the courses and some assessment.

The cost of online classes can be found at <http://www.dmacc.edu/tuitionfees.asp> and are the same regardless of whether or not you live in the DMACC district. Classes start on Monday, January 7 and registration ends on Monday, January 12 or when the classes are filled.

### **The following courses will be offered this Spring**

#### **VIN 149: Grape and Wine Science: 4 credits, web blended**

This course introduces the grape and wine industry world-wide and in the Mid-west. It investigates grape origins, vine growth patterns, wine production, and winery quality control. This course is fills a requirement as part of both the enology and viticulture program. Residential school will be on April 17-19 at the DMACC Ankeny Campus.

#### **VIN 101: Intro. To Starting a Vineyard: 4 credits, web blended**

The course is an introduction to selecting and preparing successful vineyard sites, economics of vineyards, and cultural practices for young vineyards. Grape and Wine Science is highly recommended as being the prerequisite for this course since it will build upon the concepts learned in that class. Residential school will be on April 10-12 at the DMACC Ankeny Campus.

#### **VIN 150: Introduction to Wine: 3 credits, face to face**

This course overviews the world wine industry relating information about wine production, world wine growing regions, food-wine pairing, sensory analysis, and prohibition. The broad array of topics is highly beneficial to a member of a cellar team or individuals working in wine service.

#### **VIN 151: Cellar Tech and Operations: 4 credits, web blended**

This course presents winery technology and provides practical instruction on grape processing equipment. This course fills a requirement in the enology program. Residential school will be on April 10-12 at the DMACC Ankeny Campus.

#### **VIN 152: Intro to Wine Science: 4 credits, web blended**

This course will introduce basic scientific principles and common additives associated with wine production. In addition, it will provide hands-on laboratory instruction essential for the production of premium wines. Residential school will be on April 24-26 at the DMACC Ankeny Campus.

More information on these courses can be found at <http://www.dmacc.edu/Schedule/>  
Information on how to register can be found at: <http://www.dmacc.edu/potenti.asp>

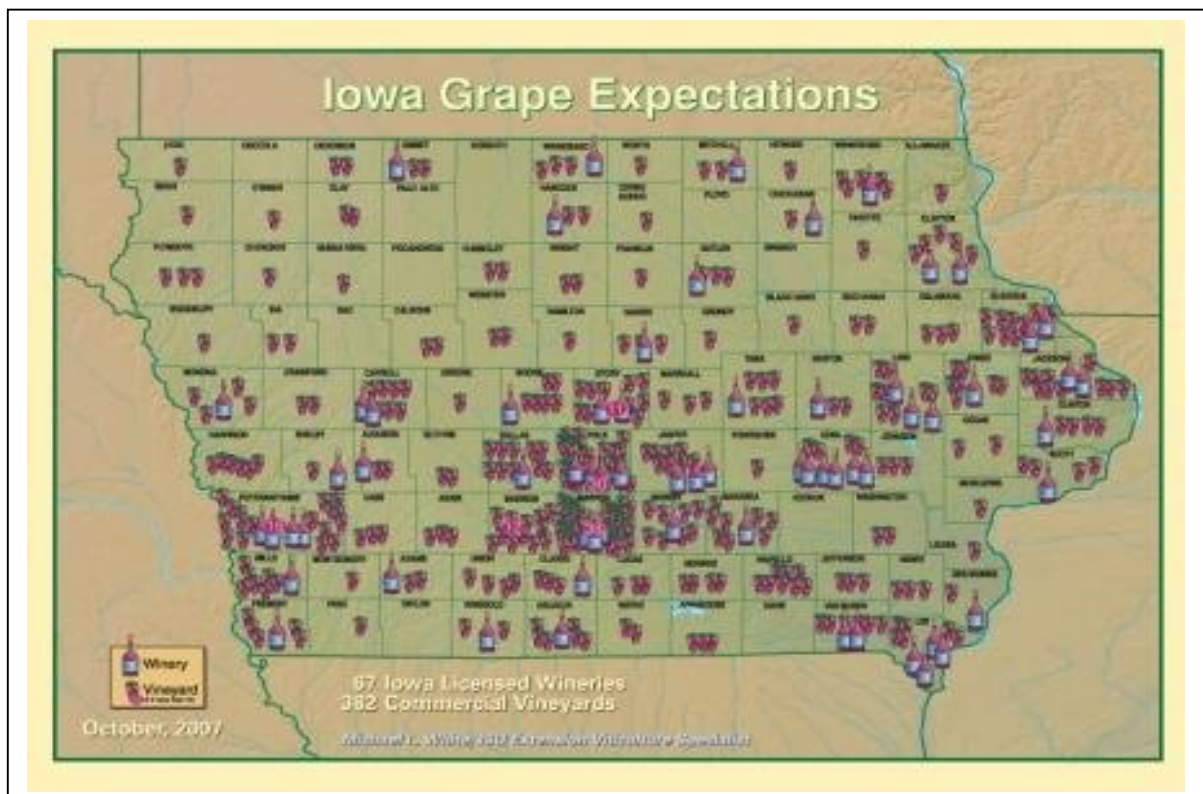
For more information on the viticulture classes contact Randall Vos ([rjvos@dmacc.edu](mailto:rjvos@dmacc.edu) or 515-965-7310). For more information on the enology classes contact Paul Gospodarczyk ([ptgospodarczyk@dmacc.edu](mailto:ptgospodarczyk@dmacc.edu) or 515-964-6406)

## ***ISU Winery & Vineyard Feasibility Workbooks and Videos VERY Popular***

In my opinion, The ISU Agricultural Marketing Resource Center located at <http://www.agmrc.org> is the #1 resource to use when looking for information on value added agriculture. This site received over 10 million hits in the first quarter of 2007 and had more than 41,000 downloads. Pretty busy place! In January 2005, 4 separate winery and vineyard education and marketing videos were placed on this site for viewing. By the end of September 2007, these videos had been viewed 8,952 times. In October of 2005, an interactive Excel “Winery 10 Year Financial Planning Workbook” was placed on this site. By the end of September 2007, this workbook had been downloaded 5,918 times. Three separate vineyard establishment interactive Excel workbooks were also placed on this site in October, 2005; a high wire, vertical shoot position and Geneva double curtain system. One or more of these vineyard workbooks have been downloaded 7,422 times up through September 2007. The videos and workbooks are found here <http://www.agmrc.org/agmrc/commodity/fruits/wine/wineryfeasibility.htm>

This work was truly a team effort. Craig Tordsen of ISU Value Added Ag and Dr. Paul Domoto worked together on the vineyard establishment workbooks. Craig Tordsen created the winery planning workbook. A whole host of ISU staff worked on the videos. Financing for these projects came from the Ag Marketing Resource Marketing Center, The Leopold Center for Sustainable Agriculture and ISU Extension. Accolades from all over the country have come in proclaiming the value of this information.

## ***New October 2007 Iowa Vineyard and Winery Map***



I just finished working with our ISU Extension Communications and Marketing Services this week to update our commercial vineyard and winery map. They do fantastic work! The 382 grape bunches on

the map above represent vineyards and the 67 bottles represent Iowa licensed wineries. The vineyard list comes from my database of commercial vineyard contacts. This is the most complete data base that I know of. I am sure there are still many vineyards that I am not aware of out there.

There have been several "official surveys" done recently that have failed to identify all the vineyards in the state. Though, the 2006 vineyard survey done by the Iowa National Ag Statistics Service did show that the average commercial vineyard size in Iowa is about 2.3 acres. This would indicate to me that we have more than 878 acres of grapes in the state. I have found that vineyard people are pretty independent and really don't spend much time filling out surveys.

The winery list is very accurate. It comes from the list the Iowa Alcohol Beverage Division (Iowa ABD) sent to me on October 5, 2007. The 2007 map and maps from 2004, 2005, and 2006 can be accessed on the Midwest Grape & Wine Industry Institute WWW site. The 2007 map has a high resolution 2 mb jpeg file that can be downloaded to make a wall mounted poster map. These maps look good in tasting rooms and make for good conversation. Last year I had a local sign company print the 2006 map on a vinyl 24" x 36" poster for \$45. The maps can be found here:

<http://www.extension.iastate.edu/Wine/Resources/iowasvineyardgrowth.htm>

### ***Pre-Holiday Season - Tasting Room Management Workshop***

***When: Noon – 5 P.M. , Wednesday November 14<sup>th</sup> , 2007***

***Where: Snus Hill Winery, 2183 320<sup>th</sup> St. Madrid, IA (515-795-3535)***

***3.5 mi. East of Madrid or 3.5 mi. west of Slater on Hwy 210, then one mile north on Violet Ave., then ½ mile east on 320<sup>th</sup> St. See map here: <http://www.snushillwine.com>***

***Agenda: Noon – Sandwich Bar***

**1:00 P.M. Know The Laws – Alcohol Compliance**

**Loraine Safly (Director of Boone County Community Services)**

**Rod Thompson (Boone, Iowa Police Officer)**

**Compliance Check Program**

**Reading Iowa Driver's Licenses**

**Laws of Iowa**

**Reasons for Refusing to Sell to Minors**

**Consequences of Intoxication**

**2:00 P.M. Break**

**2:15 P.M. Examples of Common Wine Flaws**

**Dr. Murli Dharmadhikari, ISU Extension Enologist**

**3:45 P.M. Guidelines of Tasting Room Management**

**Sandra Taylor, Owner/Operator of "World of Wine"**

**<http://www.worldofwine-ia.com/>**

**Sandra is a very knowledgeable Certified Wine Educator with extensive tasting room experience from behind and in front of the counter. She is a well traveled wine enthusiast who can share her experiences from around the world.**

**5:00 P.M. Adjourn Snus Hill Wine Tasting Room will be open.**

**Cost: \$15 each for IWGA members, \$20 each for non-members at the door.  
Includes lunch, handouts & refreshments.**

***Pre-Registration Requested:* Call or e-mail Joan O'Brien at the Iowa Wine Growers Assn. by noon, Monday, Nov. 12th, 2007 at (800-383-1682) or [joano@agribiz.org](mailto:joano@agribiz.org)**

## *A Special Thanks to Our Sponsors*

**Accent Tag & Label, Des Moines:** <http://www.accentlabel.com>

**Matt Leyden's Dive Shop, Des Moines:** <http://www.leydensinc.com>

**Northern Prairie Chevre, Woodward:** <http://www.northernprairiechevre.com>

### *Notes from the Wildlife Discussion Group Meeting – 4-19-07 in Des Moines*

(Taken from the Iowa Christmas Tree Growers Assn. Fall 2007 “Tree Farmers Speak Newsletter” and written by Gary Harman, Christmas tree grower and grape grower at Indianola, Iowa)

This annual discussion was led by Dale Garner Wildlife Bureau Chief of the DNR:  
(515-281-7127) or [dale.garner@dnr.state.ia.us](mailto:dale.garner@dnr.state.ia.us)

### **Facts, figures and estimates presented by the DNR**

Deer population estimates from aerial and spot light counts are similar to last year to up 5%

1. Road Kills similar to last year
2. Licenses issued down 3%
3. Hunters killed 150,000+. This is down from 2005 but a major change in reporting was started for the 2006 hunting season.
4. 4,185 deer were checked for Chronic Wasting Disease (C.W.D) ---- all negative.
5. There may be an increase in doe licenses for 2007
6. 214 deer damage complaints were received (65% were concerning ag. row crops)
7. Depredation licenses available 4,000---issued 2,400---deer killed 1,500

The DNR is in total agreement that the deer herd is too large in some parts of the state. Reducing the doe population is their goal. They have been successful in parts of the state and want to get the total herd down to about 175,000. They can only sell the licenses they cannot improve the hunters ability to hit what they aim at. An increasing number of acres are not being hunted because land owners will not allow anyone in and deer move to these areas during the hunting season. Also some of these land owners who do hunt their own land only want large bucks and do not shoot does. A farmer was there and shared his success story about the Depredation License Program. The first year he received 40 doe tags and had no trouble filling them during the hunting season. The second year he received and filled another 40 doe tags but had to work to fill them all. This past fall he got 40 more tags and had to work very hard to get them filled. His crop damage is greatly reduced and he feels he has gotten his problem under control. With continued normal hunting he feels he can keep the herd size at a livable level.

We as landowners must be willing to get hunters to hunt that can hit what they aim at and are willing to kill does. There are enough licenses to reduce the populations if the hunter success ratio increases and there are less Refuge acres where the does can hide out. If you are having problems getting enough successful hunters on your land to kill enough does, the DNR has a list of hunters who can shoot straight and are willing to shoot does to help landowners. Feel free to contact Bill Bunger for the western 2/3 of the state at 641-744-8563 or Greg Harris for the eastern 1/3 at 319-653-2135. These men are the wildlife Depredation Biologists for the DNR and want to help landowners solve the deer problem. These men know how to do it, but we as landowners have to be willing to put forth the time and effort and follow their recommendations

## ***Photo Booth - A Marketing Idea You Might Want to Consider***

My wife and I recently attended a wedding and reception at the West Des Moines Country Club. The food and drink were exceptional, but what impressed me the most was the amount of people crowded around an old fashioned 1950's type of photo booth. The photos, both color and black & white were free that evening. Still, I could not believe how busy that one photo booth was all night. Everyone wanted a picture with their friends and/or relatives.



I started to envision that photo booth located at a winery during a wedding reception or on a busy Saturday or Sunday afternoon. I called the company "Photoworks Interactive" the following Monday to learn more about this machine. I found out that these machines can be rented or purchased and they run between \$11 - \$12,000 each if purchased new. You can install a dollar change machine and/or credit card readers in the machines. The company has been in business for over 72 years. You can check them out here: <http://www.photoworksinteractive.com>

**Old Fashioned Photo Booth with New Computer Technology**

## ***FACTS AND FIGURES From "Free The Grapes"***

<http://freethegrapes.org/research.html#figures>

**FACT:** Distributors can't logistically stock and sell the 10,000 new wines produced each year by more than 4,000 American wineries. 30% of all products stocked in the average supermarket would need to be wine to display one bottle of each wine. A single row of lined-up wine bottles would stretch for nearly one-half mile.

**FACT:** Less than 5% of wine production is ever likely to be shipped directly to consumers. The 50 largest U.S. wineries produce over 87% of all wine produced in the U.S. U.S. wineries are located in all 50 states, and are mostly family-owned and operated. They produce, on average, less than 10,000 cases each. But this is not an issue exclusive to small wineries. Large wineries also blend special, small production lots which the current system cannot adequately sell. And retailers can ship to, at most, consumers in 12 states. Well-aged "library" wines are often only available from the winery or retailer. The majority of specialty imports, like Bordeaux "futures," are purchased and sold by a handful of East Coast retailers.

**FACT:** Wholesalers want exclusive control of the wines consumers can and cannot purchase, and are going to extreme measures to maintain their state-sanctioned monopolies. In 1999, state wholesalers in Texas aggressively supported a bill that carried the same penalty for shipping a bottle of wine illegally to a Texas adult consumer as the penalty for assault with a deadly weapon. Fortunately, the bill was not signed into law by then Governor George W. Bush. Distributors forced through legislation, making it a felony for winemakers to ship any amount of wine directly to wine lovers in Utah, Maryland, Kentucky, Florida and Georgia (except in compliance with House Bill 1273). Florida's key wholesalers have virtually eliminated competition by setting legal requirements which prevent the formation of new, small distributorships: Maintain minimum \$100,000 in inventory; Actively service 25% of all

accounts in their county-- that is, staffed to sell to convenience stores-- even though fine wine specialists account for just 5-10% of all accounts

### ***New Book - "Wine Across America – A Photographic Road Trip Across America"***

"Wine Across America – A Photographic Road Trip Across America" is a new 222 page coffee table book now available in bookstores. Daphne Larkin is the author and Charles O'Rear is the photographer. This would be a good book for your tasting room. It is now available at Amazon.com for \$23.10. The Amazon customer reviewers give it a top 4 star rating. Check it out: <http://www.amazon.com/Wine-Across-America-Photographic-Road/dp/0962522767>

### ***Quote of the Week***

"We are seeing the tide turn when it comes to consumer rights and wine shipping, We expect to see further legal victories for consumer and retailers rights as well as more legislatures ignoring the wine distributors' calls for prohibitions on consumers' ability to purchase wine from out-of-state retailers just to protect the wholesalers' special interest."

Tom Wark, Executive Director, Specialty Wine Retailers Association, Sacramento, CA:  
<http://www.specialtywineretailers.org/index.html>

Taken from 10-25-07 "SWRA Hails Michigan Judges Ruling on Retailers and Wine Shipping" E-Media Wire: <http://www.emediawire.com/releases/2007/10/emw564048.htm>

### ***Neeto-Keeno WWW Stuff***

1. Amateur Winemakers of Ontario: (Excellent!): <http://www.makewine.com/resources>
2. FIVS is worldwide organization designed to represent all sectors of the wine, spirits and beer industries, and has members who are producers, distributors, importers, exporters, and trade associations: [www.fivs.org](http://www.fivs.org)  
Check out the U.S. Members here: [http://www.fivs.org/modules.php?name=Member\\_Directory](http://www.fivs.org/modules.php?name=Member_Directory)

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

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