



photo by Brent Isenberger

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## Iowa Wine and Cheese Tent is a Success at 2011 Iowa State Fair



The Iowa Wine and Cheese Garden returned to the Iowa State Fair and broke records! Wine sales and attendance both increased from previous years, and IWGA even had to call in additional supplies because we had sold out of some wines and cheeses!

The Iowa Wine and Cheese Garden at the Iowa State Fair provides an opportunity for people from all over the Midwest, the United States, and many foreign countries to sample Iowa made wines. There was a 10% increase in attendance at the 2011 Iowa State Fair over last year, with a total of 1,080,959 people walking through the fairgrounds.

Thank you to everyone who volunteered at the Iowa Wine and Cheese Garden and to the following wineries for participating:

- Cedar Valley Winery**
- Engelbrecht Family Winery**
- Fox Ridge Winery**
- Grape Escape Winery**
- Jasper Winery**
- Madison County Winery**
- Rosey Acres Winery**
- Santa Maria Vineyard & Winery**
- Snus Hill Winery**
- Summerset Winery**
- Tabor Home Vineyards & Winery**



## North American Cold Climate Wine Classic

The North American Cold Climate Wine Classic would like to extend the invitation to attend their competition, held in October. There is a wine competition dedicated to the cold climate grape growers and wine producers in North America!

The classic will be held **October 7, 2011 in Plattsburgh, NY** and as it is the first year for the classic, they are trying to get the word out. They are working hard to promote their fellow cold climate wine producers.

If you have any questions at all regarding the competition, please feel free to contact Becky Webster, of the NACCWC Steering Committee, @ [becky@elfsfarm.com](mailto:becky@elfsfarm.com) or the competition chairwoman @ [jen@naccwc.org](mailto:jen@naccwc.org).

**IOWA WINE GROWERS ASSOCIATION**

900 Des Moines Street  
Des Moines, IA 50309

515.262.8323 //  
800.383.1682

Fax: 515.262.8960

[www.iowawinegrowers.org](http://www.iowawinegrowers.org)

## I-80 Wine Trail – Iowa’s New Wine Trail

Up until just recently Iowa had only five wine trails. These five wine trails can be found listed on the Iowa Wine & Beer WWW site here: <http://www.iowawineandbeer.com/winetrail.aspx?id=-3>  
The *I-80 wine trail* is the new kid on the block. It is composed of wineries within 10 miles of I-80 in Iowa. The following wineries are on this new wine trail (west to east):

[Breezy Hills](#)– Minden, IA  
[Danish Countryside Winery](#) – Exira, IA  
[Dale Valley](#) – Stuart, IA  
[Penoach Winery](#) – Adel, IA  
[Jasper Winery](#) – Des Moines, IA  
[Fireside Winery](#) – Marengo, IA  
[Brick Arch Winery](#) – West Branch, IA

Organizers of the I-80 Wine Trail envision working with other I-80 connected states and adding them to the trail, until ultimately, tourists traveling coast-to-coast can visit I-80 Wine Trail wineries from New York to California.

Check out the I-80 Wine Trail here: <http://i80winetrail.com/>

## IWGA Joins the Social Network

The Iowa Wine Growers Association is continually working to promote the association and Iowa’s wine and grape growing industries. In order to reach a wider audience and keep members informed of all the association’s activities, the Iowa Wine Growers Association has joined the social network!

Find out the latest information about the Iowa Wine Growers Association by becoming a fan or follower of IWGA’s newest venture, social media. The Iowa Wine Growers Association can now be found on both Twitter and Facebook. IWGA’s Twitter ([www.twitter.com](http://www.twitter.com)) handle is @IaWine.



Also, find the Iowa Wine Growers Association on Facebook:

(<http://www.facebook.com/pages/Iowa-Wine-Growers-Association/236182609733534>) and “Like” us for the latest information and photos.



## Iowa Wine and Beer App Now Available for Download



After many months of hard work our Iowa Wine and Beer App is now available for downloading. You can link to the Apple App store through our website – [www.iowawineandbeer.com](http://www.iowawineandbeer.com). You’ll find the link on the right hand side. I’m also pleased to tell you that we are getting a lot of great response from the media.

## Iowa Native Wine Production & Sales Report

By: Craig Tordsen, Iowa State University, Aug. 2011

The Iowa Native Wine Production & Sales Report has detailed a 3 year overview of the production and sales of the Iowa wine industry. The report compares several fundamental areas of growth for the industry, as well as areas in which the industry is well beyond the statics of years past. The overall tone indicates that the rapid expansion of the Iowa Native wine industry has slowed and is trending to a normal supply and demand cycle.

To view the report in its entirety please visit:

[www.extension.iastate.edu/NR/rdonlyres/76EF63EC-3311-47AC-B2F1-791C81E1A736/154096/IowaNativeWineProductionandSalesfortheyearending63.pdf](http://www.extension.iastate.edu/NR/rdonlyres/76EF63EC-3311-47AC-B2F1-791C81E1A736/154096/IowaNativeWineProductionandSalesfortheyearending63.pdf)

Native Wine Ending Inventory & Number of Wineries									
Winery Size in Gallons of Ending Inventory	Jun-09			Jun-10			Jun-11		
	# of Wineries	Ending Inventory by Winery Size	%	# of Wineries	Ending Inventory by Winery Size	%	# of Wineries	Ending Inventory by Winery Size	%
No Inventory	5	0	0%	11	0	0.0%	19	0	0.0%
1 to 5,000	49	77,823	22%	50	76,962	21.0%	55	101,311	26.3%
5,000 to 10,000	11	80,288	23%	14	95,730	26.1%	11	77,867	20.2%
Over 10,000	11	198,608	56%	11	194,524	53.0%	12	206,429	53.5%
<b>Total</b>	<b>76</b>	<b>356,718</b>	<b>100%</b>	<b>86</b>	<b>367,216</b>	<b>100.0%</b>	<b>97</b>	<b>385,608</b>	<b>100.0%</b>

The June 2011 ending inventory of native produced wine in Iowa is 385,608 gallons from 97 wineries up from 367,216 gallons from 86 wineries on June 2010 and 356,718 gallons from 76 wineries on June 2009.

Native Wine Production & Sales For the Year Ending						
(In Gallons)						
	Jun-09		Jun-10		Jun-11	
Production	292,907		279,853		311,534	
Sales at Retail	107,656	55.1%	108,300	48.3%	101,717	42.0%
Sold to an Iowa Licensed Wholesaler	4,248	2.2%	4,765	2.1%	4,875	2.0%
Sold At Wholesale	83,359	42.7%	111,163	49.6%	135,872	56.0%
<b>Total Sales</b>	<b>195,263</b>	<b>100.0%</b>	<b>224,228</b>	<b>100.0%</b>	<b>242,464</b>	<b>100.0%</b>

Total wine production over the last 12 months ending 6/2011 is 311,534 gallons up from 279,853 gallons the year ending 6/2010 and 292,907 gallons the year ending 6/2009.

### Iowa Native Wine Production & Sales 12 Month Running Average June 2002 to June 2011

