



photo by Brent Isenberger

**Inside this issue:**

Guidance from the Iowa Alcoholic Beverages Division **2**

Renew your Sensitive Crop Directory Information for 2011 **3**

Wineindustry™ Launches Large-Scale Social Media Usage and Preference Study **3**

## **Uncork New Knowledge at the Iowa Wine Growers Association's 2011 Annual Conference**

**March 18-19, 2011**

**THE HOTEL**

**Kirkwood Center**

**7725 Kirkwood Boulevard SW**

**Cedar Rapids, IA**

The Iowa Wine Growers Association (IWGA) is announcing its 11th Annual Conference to be held March 18 and 19, 2011 at a *new location!* The Hotel at Kirkwood Center (7725 Kirkwood Boulevard SW, Cedar Rapids, Iowa) will host IWGA members and guests for the 2011 Annual Conference.

The Hotel at Kirkwood Center offers an atmosphere of elegance for the 11th Annual IWGA Conference, where we will focus on the needs of the Midwest grape and wine industry.

The IWGA Annual Conference is an educational, fun, and worthwhile event to attend. The annual wine reception will allow you the opportunity to sample some of the best wines from around the state, while Friday and Saturday will involve concurrent viticulture, enology, and marketing sessions that will address topics and concerns of specific interest to winemakers and grapegrowers.



THE  HOTEL



Also, expect to visit a large vendor area

where you can view the newest technologies and innovations in the wine and grape growing industries. For information on becoming a vendor, please contact the IWGA office at 800.383.1682 or email Joan O'Brien at [joano@agribiz.org](mailto:joano@agribiz.org).

A registration form is attached and can be downloaded on the IWGA website at [www.iowawinegrowers.org](http://www.iowawinegrowers.org). The IWGA recommends making your hotel reservations now, because there is a limited number of rooms available at The Hotel at Kirkwood Center. IWGA has secured a reduced room rate of \$89 per night (plus tax) for members attending the conference. Call 319.848.8700 in order to reserve your room at The Hotel.

There are also two other hotels within minutes of The Hotel at Kirkwood Center where IWGA members can make room reservations, they are: Country Inn & Suites (319.363.3789) or AmericInn (319.632.1800).

We look forward to seeing everyone at the 11th Annual IWGA Conference, March 18 and 19, 2011!

**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)

## Guidance from the Iowa Alcoholic Beverages Division

The Iowa Wine Growers Association recently reached out to the Iowa Alcoholic Beverages Division for additional guidance on how wineries should handle festivals and donated wine.

Below are the questions submitted and the Division's response. If you have any additional questions, please contact the Iowa Wine Growers Association office at 515.262.8323 or contact Stephanie Strauss with Iowa ABD at 515.281.7432 or via email at: [strauss@iowaabd.com](mailto:strauss@iowaabd.com).

### I. FESTIVALS

*Communities want wineries to offer wine tastings at their Festivals. The wineries need to sell their wine in order to offset the costs associated with free tastings. We would like to work with the Division on an administrative rule to implement a procedure to stay within the confines of the permitting process and benefit all parties involved in these festivals.*

The Iowa Alcoholic Beverages Division has a process in place whereby Iowa wineries may obtain additional location permits by submitting the following information: wine permit number; name and address of festival; dates of festival; and letter of invitation to participate in festival. The information may be provided in an email or on the Division's form designed for that purpose. The information may be faxed to 515.281.7375, emailed to [Freund@IowaABD.com](mailto:Freund@IowaABD.com), and sent by regular mail to the address on the letterhead.

The Division does not have express statutory authority to issue more than one license to a location, unless the licenses are issued to the same person or entity. Iowa Code §§ 123.1 and 123.30. Thus, when a festival is held on a premises covered by a license

issued to someone else, additional requirements come into play. Specifically, the existing licensee must amend the premises to exclude the festival area by filing a Premises Update with the local authority. Excluding the festival area from the existing licensed premises makes the space available for the issuance of the additional location permits.

The existing licensee has the final say as to whether or not a Premises Update form will be filed with the Division. If the licensee makes the business decision to not file a Premises Update, the additional location permit cannot be issued and the winery will be limited to tastings of one ounce or less during the festival.

The current process for obtaining additional location permits is in place to ensure that all statutory requirements are met before an additional location permit is issued. The adoption of an administrative rule cannot change the requirements. But, planning ahead can certainly make the process easier. Wineries are encouraged to contact the Division as soon as the decision is made to participate in a festival. Starting the licensing process early allows time to resolve any issues that may arise.

### II. DONATED WINE

*The members of the IWGA need clear guidance on the issue of donated wine. This answer should include wine that is donated and later sold or raffled at an event and gift certificates from the winery that are sold or raffled and redeemed at the winery by the bearer. Also, if the wine is not sold or raffled, is it legal to donate the wine to an organization?*

The legality of any particular promotional or charitable activity is highly dependent upon the facts and circumstances as to how that activity or event is conducted. For this reason, the Iowa Alcoholic Beverages Division is unable to provide you the "clear" guidance that you seek. Your membership is encouraged to contact the ABD's regulatory division on a case by case basis to determine whether a particular activity or event may be conducted under chapter 123 and other applicable law.

Without judging the legality of any particular activity or event, the following information may be of interest to you and your membership. As stated above, each native winery in the state possesses a class "A" wine permit. As class "A" wine wholesalers, native wineries are prohibited by statute from discriminating between various retailers that are licensed to sell wine. See Iowa Code §§123.172 and 123.180(4). Consequently, any discounts or free product offered to one retailer must be uniformly offered to all licensed retailers. Thus, while it is not unlawful for a native winery to offer free product to another party licensed to sell wine at retail, the winery must make the same product available to all other licensed retailers on the same terms.

As a wine permittee authorized to sell wine at retail, a native winery may offer wine it has fermented itself in the State of Iowa to any member of the public at whatever price the winery deems appropriate. Thus the winery could donate its own native wine to an unlicensed individual without charge. Unlike in its wholesale transactions, a native winery does not have to make product available to the retail public on an equal basis.

It must be remembered, however, that an unlicensed recipient of native wine may not auction or resell that product. Only persons who possess a requisite retail liquor control license or wine permit may sell wine. A native winery could alternatively provide gift certificates in lieu of free wine to nonlicensed persons or entities for resale as part of a charity event or auction, provided that the certificates could be redeemed for any item sold by the winery – not specifically wine.

Are you the right  
**character**  
to join our team





Prairie Berry Winery is looking for a  
**winemaker** to expand our winemaking team.  
Someone with a sense of FUN who embraces  
the wines we are known for, plus the skill, inno-  
vation and enthusiasm to help build the future!

— See what you're missing: —

**BLACK HILLS, SOUTH DAKOTA**  
Midwest Living: "100 Best Small Town Getaways"  
Backpacker Magazine: "Best Place to Raise an Outdoor Kid"  
National Geographic: "Next Great Adventure Towns"

www.prairieberry.com Email: darcy@prairieberry.com

## Renew your Sensitive Crop Directory Information for 2011

The Iowa Department of Agriculture and Land Stewardship is reminding producers of sensitive crops that now is the time to review, edit if necessary, and validate your Iowa Sensitive Crops Registry website information for 2011. The Sensitive Crops Directory can be accessed at:

[www.iowaagriculture.gov/Horticulture\\_and\\_FarmersMarkets/](http://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/).

Please read the Directory information on this website, and then click on the "Producers" access box located on the right side directly below the picture of the yellow airplane. You will then be prompted to enter your user ID and password (if you have forgotten your password, please click on "Need Help Logging In" and follow the prompts to retrieve your password). Once logged in, click on "Manage Your Crop Locations." The next screen will show a summary of your site(s) information with the word "no" under the heading "Current". Clicking on the "no" – or any of the location text – will take you to a screen where you can review that crop site's information, make edits if desired, and finally click "save" to validate the information for 2011. A "saved data results" page will appear with the saved information presented. You may click on "Return to Grower Site Menu" to return to the summary page. Under the word "Current" the word "yes" will now appear and that crop site is validated for 2011. Should you have more than one site, please click on the next site and repeat the process described above. While logged in, you may also add or delete sites by following the prompts. After the "yes" has replaced the "no" under "Current" for all of your sites, you

may log out at any time.

If your acreage size has changed you will need to notify us of the new field size; the site doesn't permit acreage changes, but we can make those edits from our office.

Also, if your contact information has changed, or you wish to enter a new password, you can click the "Manage Your Profile" tab near the top left of the screen and make any necessary changes.

Should you be interested, the link above also provides information on ordering "No Spray" signs from the Department for \$5.00 per sign.

**Please note that this verification is a requirement to be included in the Directory. Producer information that is not annually verified will be dropped from the website.** Those producers that do not have internet access will receive a printout of their sensitive crop information along with a letter asking that they review, edit if necessary, and return the information to IDALS; the department of ag will then make any requested changes and verify the website Directory information.

If you have any questions, Paul Ovrom, Program Manager, at 515.242.6239 or via email at:

[paul.ovrom@iowaagriculture.gov](mailto:paul.ovrom@iowaagriculture.gov).

## Wineindustry™ Launches Large-Scale Social Media Usage and Preference Study

Wineindustry ([www.wineindustry.com](http://www.wineindustry.com)) recently launched a nationwide study focused on understanding social media networking trends, usage and preferences by wine industry professionals and wine consumers.

"The impact of social media networking cannot be ignored any longer by businesses wanting to reach new and expanding markets" said Brad Johnson editor and study organizer. With more than 500 million users, Facebook has recently surpassed Google as the busiest website in the U.S.

One of the goals of the study is to see if wineries and consumers share similar usage patterns and preferences for social media communications. Early responses to the survey suggest there may be a misalignment between winery and consumer social media usage and preferences. "Hitting a moving social media target is difficult; however,

being able to craft and deliver a message when and how customers prefer it makes for 'precision-marketing' and smart business", said Johnson.

We need your input – whether you are hardcore social media mavens or have never used social media – your perspectives are important and our study results will be shared via Wineindustry and at the upcoming conferences.

Please take the survey now: [http://www.surveymonkey.com/s/social\\_media\\_networking](http://www.surveymonkey.com/s/social_media_networking).

Then, share the survey with your wine friends, customers, and colleagues!

About Wineindustry: Wineindustry™ - wine industry news for the "other" grapes is a daily online news and information e-trade journal for nontraditional wines and regions. [Wineindustry.com](http://Wineindustry.com)

Register Today for the IWGA Annual Meeting  
March 18-19, 2011  
The Hotel at Kirkwood Center - Cedar Rapids, Iowa