



photo by Brent Isenberger

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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.



IWGA Board and Committee members are still fine-tuning the schedule of events for the Annual Conference; however, expect staples from past conferences that make the IWGA Annual Conference 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 Saturday will involve concurrent viticulture, enology, and marketing sessions that will address topics and concerns of specific interest to winemakers and grapegrowers.

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.

A registration form will soon be available. However, 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 AmeriInn (319.632.1800).



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

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Design the VQA Seal

Iowa's Vintner's Quality Alliance (VQA) program is about to launch to the public and we need a logo or seal design to designate wines that are certified. The IWGA Board is looking to our membership to develop the VQA seal with the following criteria:

- 1) Include the words 'Iowa VQA' or 'Iowa Vintner's Quality Alliance'
- 2) 2-tone color or black and white
- 3) Include two seals one for quality certification and one for Iowa Appellation.
- 4) Does not exceed 1.5" in diameter.
- 5) Provide the design in .PDF and .AI format.

Outside of these criteria you are free to use your creativity. **Please submit your seal design proposals by October 28, 2010.** The IWGA Board will trim down the submissions to three, current VQA members will then vote on their favorite. The winning design will receive a free basic IWGA and VQA membership for 2011 (value \$295).

Once a logo design is selected it will need to be approved by the TTB, for the winner to qualify for the membership credit they will need to make any required changes to the logo design in a timely fashion.

For any questions or to submit the proposals, please email the completed form (attached with the October IWGA News Bulletin) to Joan O'Brien at joano@agribiz.org.

New Online Tool Helps Fruits and Vegetable Producers

Iowa fruit and vegetable growers have a new tool to help them determine the demand for their crops in Iowa and surrounding states.

The Leopold Center for Sustainable Agriculture and Iowa State's Institute for Transportation have teamed up to create the web-based *Iowa Fruit and Vegetable Market Planner*. The application, and a link to a user's guide, is at: <http://www.intrans.iastate.edu/marketplanner>.

The Iowa Fruit and Vegetable Market Planner shows rates of demand for 80 different crops. Users can target specific regions, consumers by age group, different time frames and product mixes – from fresh off-the-farm produce to demand for canned, dried or frozen products. All results are shown in retail weight, which takes into account spoilage and processing losses that occur after a crop leaves the farm.

"We wanted the Iowa Fruit and Vegetable Market Planner to be flexible, so that farmers could look at their marketing territory, even if it extended outside Iowa because markets transcend state boundaries," said Leopold Center Associate Director Rich Pirog, who worked closely with Randy Boeckenstedt at the Institute for Transportation to develop the application.

Users of the tool select crops and a central location (such as a farm or business) for the target market, choosing from all incorporated communities in Iowa. They also determine the driving distance from this location to include in the target market, with or without areas in adjoining states.

The tool calculates a rate of demand for each crop the farmer selects, based on food availability data reported each year by the U.S. Department of Agriculture's Economic Research Service, and U.S. Census data for consumers in the target market. Target market demand can be

compared with state-level production (or supply) of a crop to see where the greatest opportunities exist for farmers.

An early version of the tool, the Iowa Produce Market Potential Calculator created in late 2005, included only 37 crops, county-level data for supply and demand, and no regions outside Iowa.

Pirog said the utility of the new tool will extend beyond farmers. "We think the Iowa Fruit and Vegetable Market Planner will be used by local food groups and county and city governments as they develop planning strategies to increase local food commerce," he said.

Additional adjustments can be made for age of the consumer, from elementary school-age to retirees, with rates of demand calculated according to population differences for each age group in each area. "We think this option will be very helpful for farm to school groups, and groups working on food and nutrition programs for the young or elderly so they can better assess their population's needs," Pirog added.

Results can be shown based on a 10-month school year, a 20-week growing season, a three-month growing season or any time period from one day to a year. Demand can be shown in many units of measurement – from the number of acres required to grow a crop, cubic feet or storage space needed, 20-ton truck loads of the crop, or servings.

Pirog strongly recommends that people first review a brief user's guide before doing their own calculations on the Iowa Fruit and Vegetable Market Planner.

Wine Industry News Website for the “Other” Grapes

Winedustry Focuses on Non-Vinifera Grapes/Wine

Winedustry, a new online and interactive wine industry news and information website for the nontraditional wine/grape community, is looking to develop a positive working relationship with IWGA members. Their mission is to advance, promote and support the “other” wine industry through news, information, education, collaboration, and insightful commentary.

Winedustry welcomes any news and press releases from your business, notes about the growth of wineries and vineyards in your state, promotional items, and other related events and activities. Email Brad Johnson, editor of Winedustry at brad@winedustry.com and news or information you think would be valuable for the website.

[Here is the latest buzz about Winedustry:](#)

Note from Wine Business Monthly production manager (and registered Winedustry user): *“thanks for the welcome! I came across your website today, and found it really great with a lot good news and information that is often not seen by us in California. I'm hoping to use your site as a source and post to it when appropriate.... and hopefully bring the wine industry for the “other” varieties into national view and bring it the recognition it deserves.”*

Article included in the New York Wine and Grape Foundation weekly newsletter: *“The site’s approach is refreshing: It doesn’t display an “attitude”, disparaging more famous wine regions and varieties, but instead just fills a gap with good, useful information.”*

[Here is a press release for more information about Winedustry:](#)

A wine industry news, information, and collaboration website has launched for the growers, makers and sellers of wines made from nontraditional grapes and growing regions.

There is an exciting and thriving wine industry located outside the traditional vinifera wine regions of North America. A new wine culture is emerging and is largely ignored by the traditional wine news and information sources. Thanks in large part to grape breeding programs of innovative universities, new cultivars combining the best of the old and new world vines are quickly making a name for themselves. If you live in places outside of where traditional vinifera grow (i.e., traditional European or “noble” grape varieties) and read the mainstream wine industry news and information magazines one quickly realizes how little attention is given to non-traditional grapes and growing regions. States like Iowa, Missouri, Ohio, Indiana, Pennsylvania, North Carolina, Maryland, Texas, Michigan, Minnesota, and New York are just a few of the states in an emerging new wine culture that Winedustry will serve.

According to the most recent information, California tops the nation with the total number of wineries in a state with a little more than 3,000, representing 49% of all U.S. winery business – that leaves 51% of the wine industry without dedicated attention. Winedustry™ is the wine industry news for the “other” grapes and is focusing on what the rest of the wine industry is doing.

Winedustry seeks to advance, promote and support the “Other” Wine Industry through news, information, education, collaboration, and insightful commentary. Our online format delivers Daily news and insights to wine growers, wine makers, and wine distributors/retailers when you need it and provides just the right amount of research, education and business topics – in a language that is both understandable and easy to apply.

Visit www.winedustry.com to get the latest wine industry news for the “Other” grapes.

Free Grape Exchange Online

Wineries—post the grapes you are looking for. Vineyards—get inside knowledge about what your consumer is wanting.

Do you have grapes you would like to sell, or are you looking for a specific variety of grape to purchase? The Iowa Wine Growers Association’s online Grape Exchange is the forum to announce what you have or what you are looking for.

The online Grape Exchange provides wineries the opportunity to post the varieties of grapes they are looking for, thus giving vineyards two valuable benefits. Vineyards will now have inside knowledge as to what type of grapes their consumers are looking to purchase and the ability to post the varieties they have for sale.

Vineyards and wineries utilizing the IWGA Grape



Exchange have had great success; either selling all of their available grapes or finding the variety they were searching for.

There is no charge to post to the Grape Exchange. On the left-side column of the Iowa Wine Growers Association website (www.iowawinegrowers.org) click the tab “Post FREE Ads.” The tab will link to an informational form, complete the form and click submit. Your advertisement will be posted within the week.

If you have any questions about the Grape Exchange, please call the IWGA office at 515.262.8323.