



UNIVERSITY OF  
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Lincoln | EXTENSION

## University of Nebraska Viticulture Program

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### END OF YEAR THOUGHTS AND PROJECTIONS FOR THE FUTURE

As the farmers would say, now that the “hay is in the barn”, what’s next? Of course, we mean now that the harvest is done and the wines either made or well underway, that it’s a good time to assess what went right, what went wrong and what will we be doing to make the 2017 vintage even better.

- **What went right?** Many Nebraska vineyards had good fruit set and harvested excellent yields of high quality grapes.
- Those grapes are in the process of being transformed into potentially outstanding Nebraska wines.
- Weather leading up to and during harvest was essentially quite favorable, which also lent itself to top quality grapes going to the winery.
- This has been one of the mildest and longest fall periods, relatively free from damaging cold, experienced in recent years.
- This means that in most cases, the vines were able to experience a good hardening-off period.
- This should mean the vines should be in good shape to resist cold winter temperatures.
- **What went wrong?** Unfortunately, several vineyards were negatively impacted by various levels of herbicide drift, thus resulting in lower or lost yields.
- Some vineyards suffered severe damage from hail, including one vineyard that was essentially wiped out.

- **What should be done?** Vineyard clean-up should continue to take place, if not already accomplished.
- Leaving unharvested fruit in the vineyard is an invitation to disease development and possible headaches in the next growing season, so removal is necessary.
- Any leftover prunings should be removed and vines should be checked for Apple Twig Borer (aka Grape Cane Borer) and infested canes and stems removed.
- Trellis repair, such as replacing broken posts and making sure wires and anchors are still in good working order.
- Winery advice was noted by Penn State’s enologist:  
<https://psuwineandgrapes.wordpress.com/2016/12/02/2097/>

This also is a good time to be sure that chemical inventories are up-to-date and to order replacements and other needs for the next growing season. If vineyard expansion is in your 2017 game plan, plant orders and necessary vineyard supplies should be ordered well in advance of when they will be needed.

**20<sup>TH</sup> ANNUAL NEBRASKA WINERY AND GRAPE  
GROWERS FORUM AND TRADE SHOW  
MARCH 2-4, 2017  
OMAHA MARRIOTT, OMAHA, NEBRASKA**

With the Holiday Season rapidly approaching, it may seem a long way off for the next conference, but be sure to put it on your 2017 calendar. Great speakers have been lined up to provide you with cutting edge information that will enhance your enterprise, be it

growing grapes, making wine or promotion and marketing.

Karen Purves, internationally acclaimed motivational speaker, will address promotion and marketing topics that will be relevant for anyone selling wine and related products. She will present on the following topics.

- Communicate With Strength - Key Words To Enhance Your Effectiveness – Got the right words? Laugh and learn in this high energy, fun-filled, humorous session offering the latest solutions in effective communication for wineries and growers alike.
- Communicate With Strength - Key Words To Enhance Nebraska Wineries Marketing and Promotion Effectiveness – Part 2! There's a lot more to add on to Friday's session. We'll have an opportunity to focus on proven communication techniques to respond to tasting room inquiries, get visitors to return, and to help entice people to purchase wine!

- This is How You Do It – Proven Marketing Email Tips and Tricks – Do you know the four letter word that instantly increases the response rate to your emails? Find out the answer plus laugh as you learn in this cutting edge, jam packed, interactive session filled with proven email tips.

Find further information about the event at:

<http://viticulture.unl.edu/20th-annual-nebraska-winery-and-grape-growers-forum-and-trade-show>

**SEASONS GREETINGS FROM YOUR UNIVERSITY OF NEBRASKA VITICULTURAL PROGRAM STAFF! WE WISH YOU THE BEST OF ALL ENDINGS TO YOUR 2016 YEAR AND A PROSPEROUS AND FULFILLING NEW YEAR IN 2017!**

Cheers, Paul, Steve, Ben, Amer, Aaron, Diane, Wendy, Lana, and Fran

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## Reminder Calendar:

**January 5-6, 2017** Inaugural Grower and Brewer Conference and Trade Show, University of Nebraska-Lincoln, Innovation Campus, Lincoln, Nebraska Details at [www.growbrewnebraska.com](http://www.growbrewnebraska.com)

**January 21, 2017** "Recipe to Reality" seminar, University of Nebraska Food Processing Center, Pre-registration required, space is limited. Registration deadline is January 1, 2017. Contact Jill Gifford at 402-472-2819 or [jgifford1@unl.edu](mailto:jgifford1@unl.edu) for an information packet.

**March 2-4, 2017** Annual Nebraska Winery and Grape Grower Forum and Trade Show. Mark your calendars for an exciting, landmark conference.



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