

Gazing into the Future of the Midwest Grape & Wine Industry

Nebraska Winery and Grape
Growers Forum and Trade Show

3-2-13

Michael L. White

Viticulture Specialist

ISU Extension

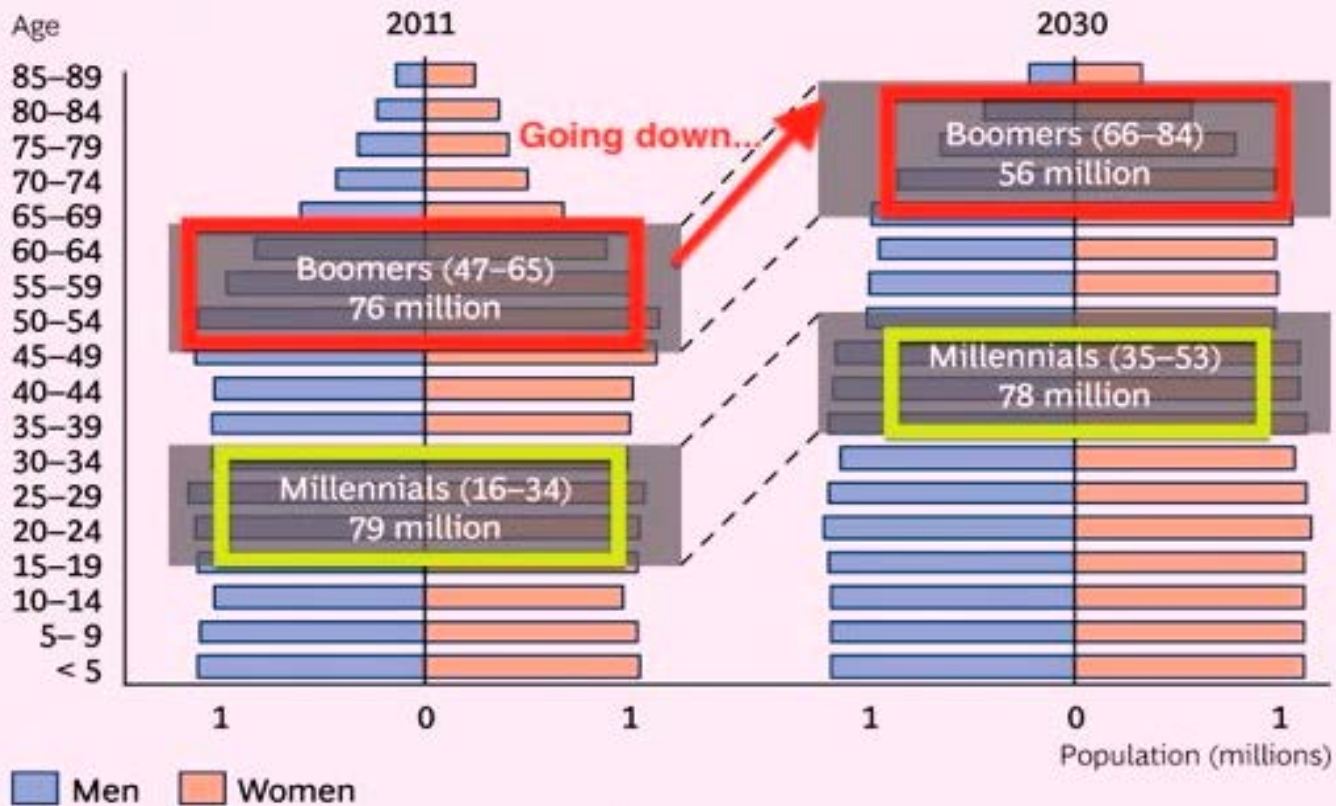
Cell: 515-681-7286

E-mail: mlwhite@iastate.edu



We Will All Be Getting Older!

EXHIBIT 1 | U.S. Millennials Will Outnumber Non-Millennials by 22 Million by 2030



Source: U.N., Department of Economic and Social Affairs.



Sweet

Sweeter

Very Sweet

Short Term Cold Storage for grapes will increase.



A Regional Cold Storage Juice/Grape facility is needed to help grow this industry.



(Left) One of several road signs on route to Walker's.



(Right) – Photo taken from Homepage.
(Below) – Famous juice dispensing wall.



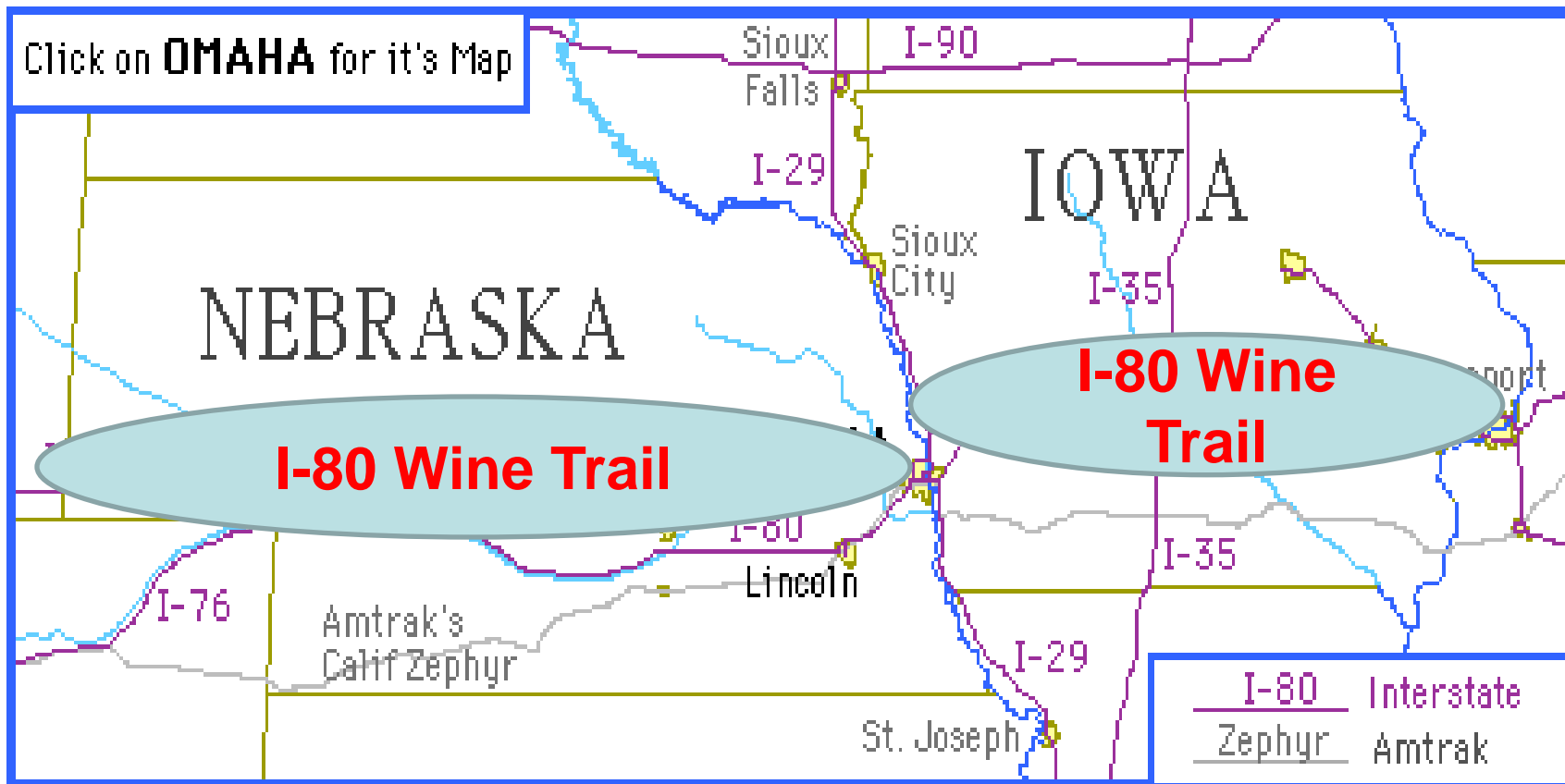
(Below) Tank wall chart behind the juice dispensing wall.

COOLER 1									
TOP 6 Strawb 528	TOP 7 Stoken 844	TOP 8 Fech 844	TOP 9 Ravshan 844	TOP 10 Gambin 844	TOP 11 Orkner 528	Bottom 3 Sabella 2500	Bottom 4 2500		
TOP 5 Caban 528	CENTER 2 Roe 844	CENTER 3 Fradua 844	CENTER 4 Larson 844	TOP 12 Cher 528	TOP 13 Berry 528	Bottom 2 2500	Bottom 5 Mace 2800		
TOP 4 528	CENTER 1 Roe 844	CENTER 6 Reid 844	CENTER 5 Black 844	TOP 14 Cabernet 528	TOP 15 Merlot 528	Bottom 1 Dunbar 2600			
TOP 3 Vidal 528	TOP 1 844	TOP 17 Casta 528	TOP 16 Roe 844						
TOP 2 Roe 528									

More Quality Assurance Programs



I-80 Wine Trail will expand through Nebraska





Wine quality will improve and selection will increase.



The Borg Will Be Coming to Your Winery, Soon!



Google Glasses \$1,500



Captain Picard

Cedar Ridge Distillery



More Distilleries



OMG the Experts R Coming

Accountants

Architects

Winemakers

Musicians

Sustainable – Organic- Biodynamic Specialists

Lawyers

Winery Insurance

University
Specialists

Viticulturists

Estate
Planners

Government Regulation Consultants

Event Planners

Marketing Specialists

Lobbyists

Shelf Space Will Get Tighter



Satellite Tasting Rooms and Multiple Branding will increase.

GMO Grapes R Coming!



**Dr. Bob Skirvin, Univ.
of IL at Urbana -
Champaign**

Genetic Engineering Produces 2,4-D Resistant Grape

10-14-08 University of Illinois
announces that Dr. Bob Skirvin has
used genetic engineering to produce
“Improved Chancellor”, a 2,4-D
resistant Grape

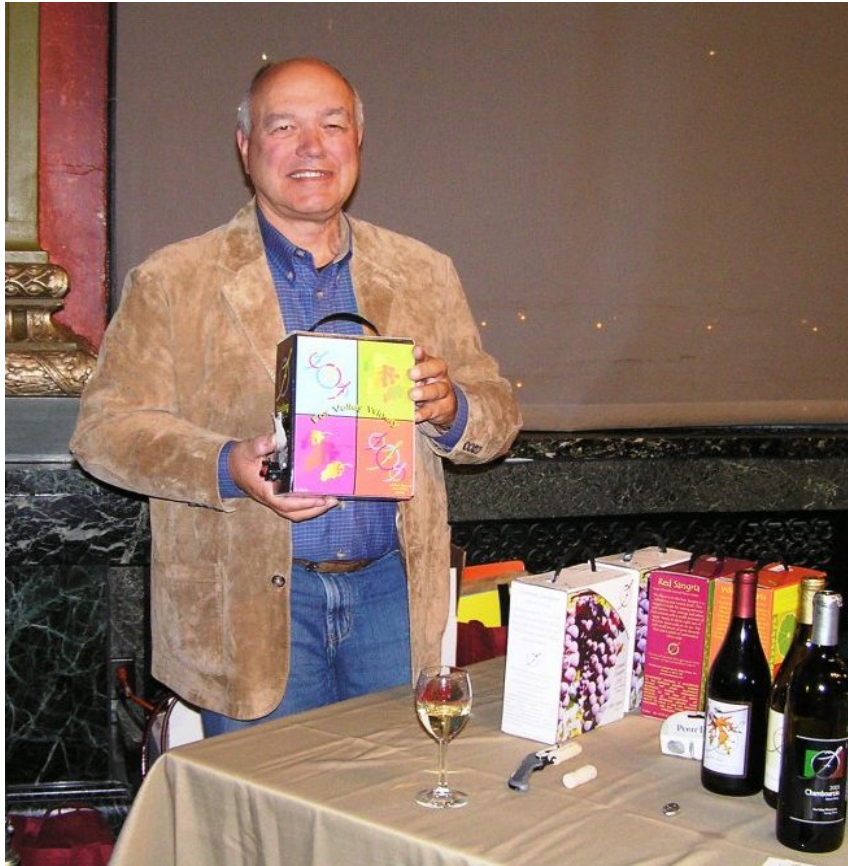
Grower / Winery Contracts will Increase



"AN ORAL CONTRACT IS NOT WORTH THE PAPER IT'S WRITTEN ON."



Bags, Boxes & Screw Caps



AstroPouch

Richard Faltz
Fox Valley Winery, Oswego, IL

Midwest Certified Sustainable Winegrowers Guide

VineBALANCE



New York Guide to Sustainable Viticulture Practices



Washington Guide to Sustainable Viticulture

British Columbia
Sustainable Winegrowing Program



LIVE

LOW INPUT VITICULTURE AND ENOLOGY

Move over, Craft Beer is Here?



Doug Bakker

Aronia Berry Wine Sales



Erosion of the 3-Tier System will Continue



Vineyard Mechanization



Thank You

