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University of Nebraska Viticulture Program

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Mechanization, Martinson, McCole, Michael and More Highlight the 19th Annual Nebraska Forum in March

An exciting line-up of speakers and topics make the 19th Annual Nebraska Winery and Grape Growers Forum and Trade Show a “must-attend” event. It will be held at the Omaha Marriott March 3-5, 2016 and will feature world-renowned speakers, including **Tim Martinson**, Cornell University Senior Extension Associate; **Dan McCole**, Michigan State University Associate Professor of Tourism and Marketing; **Michael Jones**, wine and yeast specialist from Scott Laboratories; and **Wayne Peterson**, Midwest Grower Supply.

A workshop on “**Vine Balance**” on the afternoon of Thursday, March 3 will feature Tim Martinson and Jay **Hardenburg**, former Grower Relations person with the National Grape Cooperative, who also has his own vineyard near Portland, NY and works with [21 Brix Winery](#) in the Lake Erie region of western New York. Jay also was very involved in development of the Vine Balance program. Attendees will learn about the importance of vine balance and will actively interact with Tim and Jay to assess their needs for vine balance and related vineyard management practices.

In Thursday’s **Enology** workshop, Michael Jones will help winemakers understand the “nuts and bolts” of making sparkling wine, fortified wine and other alternatives to traditional table wine production. These topics are timely, since in recent years there has been an increase in demand for sparkling wines, cider and other specialty wines. This workshop is a

“must” (pun intended) for any winery that is considering expanding their wine offerings.

The third workshop will focus on **Marketing**. Dan McCole will discuss his research on Wine Branding for Midwest Wines. Dan has conducted large-scale surveys of winery tasting rooms in Michigan, Wisconsin and Minnesota and will share his findings with attendees. This workshop should enable participants to assess various aspects of their own tasting rooms (or those to be opened in the future), garner ideas for improving the tasting room visitor experience, and learn about practices that have made other tasting rooms successful.

Thursday evening will feature “The Other Big Red” wine tasting reception. Light hors d’oeuvres will be served as Forum attendees experience the opportunity to sample some of the great new red wines being produced by Nebraska wineries.

Friday will mark the opening of the Trade Show and the Annual Business Meeting of the Nebraska Winery and Grape Growers Association (NWGGA). More details on the business meeting can be obtained from Lori Paulsen, Executive Director of the NWGGA, lpaulsen@nebraskawines.com (the NWGGA is a major cooperator in development of the conference.)

The afternoon program will include a **Keynote** address by Tim Martinson on the Northern Grapes Project, followed by a second **Keynote** Address by Dan McCole providing “Takeaway Messages” from his extensive research on tasting rooms and how different information has an impact on customers’ willingness to pay for cold-hardy varietal wines.

The third Friday **Keynote** address will be presented by Paul Read, Director of the University of Nebraska Viticulture Program, "Lessons from Other Regions".

These three Keynote Addresses will be followed by a Question and Answer Round Table with the Keynote speakers.

The day will conclude with the "White Night" Wine Reception and the opening of the Silent Auction in the Trade Show.

Saturday's program is packed with content in Viticulture, Enology, Marketing and the Wine Business, an Introduction to Hops Production, and Mechanization in the Vineyard, including Tim Martinson's "Trellis Choices to Maximize Vineyard Profitability". In addition, Maddie Hagger and Katrine Limseth from the "Minnow Project" will discuss use of social media to increase tasting room sales. See the web site <http://agronomy.unl.edu/viticulture> for more details of speakers and topics.

Note that a special session for beginning grape growers or those planning to start vineyards will be conducted by University of Nebraska Viticulture Program specialists, Paul Read and Stephen Gamet. End of the day sessions will include a Growers Round Table on Mechanization, featuring Wayne Peterson (Midwest Growers Supply), Nebraska growers Gary Thompson and Stefan Kegley, along with the University of Nebraska Viticulture Program's Steve Gamet. A Winemaking Round Table, "Diversify or Specialize?" and a Grape Business Round Table on social media and enhancing sales room success will wrap up this very full day.

The conference will conclude with the annual Grand Awards Banquet, in which each course will be matched creatively with Nebraska's finest wines. This new approach has been implemented to allow the Omaha Marriott's team of chefs to develop an inspired menu that will showcase the tremendous quality of Nebraska wines. Introduction of the NWGGA's newly elected officers, presentation of awards and the conclusion of the Silent Auction will round out the evening.

Registration for the 19th Annual Nebraska Winery and Grape Growers Forum and Trade Show is now open at: <http://events.constantcontact.com/register?lI r=mnvcekkab&oeidk=a07ec3orzba90d25fe4>

The Omaha Marriott has reserved a block of rooms at a special rate for the conference. **Be sure to tell them** that you are attending the grape and wine conference when registering. ([Convention rate hotel room link](#)) Please book hotel rooms by February 11, 2016.

Reminder of the 2015-2016 Northern Grapes Project Webinar

Here are the titles and dates of the upcoming seminars, visit The Northern Grapes Project at http://northerngrapesproject.org/?page_id=12 for more information and registration.

February 9, 2016

Branding and Best Management Practices for Cold Hardy Wines and Wineries
Bill Gartner, University of Minnesota and Dan McCole, Michigan State University

March 8, 2016

Cold-Hardy Grape Breeding at the University of Minnesota and North Dakota State University
Matt Clark, University of Minnesota and Harlene Hatterman-Valenti, North Dakota State University

April 12, 2016

Northern Grapes Project Research Results: Fungicide Sensitivity and Vine Nutrition of Cold-Hardy Cultivars
Patricia McManus, University of Wisconsin-Madison and Carl Rosen, University of Minnesota

May 10, 2016

From Vine to Glass: Understanding the Flavors and Aromas of Cold-Hardy Grapes and Wine
Anne Fennell, South Dakota State University; Adrian Hegeman University of Minnesota; and Somchai Rice, Iowa State University

Informal Survey on Hail

Living and growing grapes in the Midwest, one soon learns that a natural enemy is the damage that can be caused by hail. Therefore, Paul Read is conducting a survey to inquire about the incidence and extent of hail damage in Nebraska vineyards. He hopes to use this information for support of future research related to hail damage. It should only take a few minutes. Your answers will be combined and your anonymity will be assured. To take the survey, go to: <https://www.surveymonkey.com/r/VineLinesHail>. Feel free to pass this link on to others who grow grapes.

Reminder Calendar:

- January 26 – 28, 2016** Unified Wine and Grape Symposium, Sacramento Convention Center, Sacramento, CA <http://www.unifiedsymposium.org/>
- February 3 – 5, 2016** Craft Beverages Unlimited Midwest Conference – St. Charles, MO Convention Center <http://craftbeveragesunlimitedmidwest.com/>
- February 11 – 13, 2016** Cold Climate Conference – Hyatt Regency, Minneapolis, MN <http://www.mngrapes.org/>
- February 24-26, 2016** Michigan Grape & Wine Conference, Radisson Plaza Hotel, Kalamazoo, MI <http://www.michiganwines.com/conference>
- February 26 – 27, 2016** Illinois Grape Growers & Vintners Assn. Annual Conference, Crowne Plaza, Springfield, IL <http://www.illinoiswine.org/wordpress/>
- February 28 – 29, 2016** Iowa Wine Growers Association Annual Conference, Prairie Meadows Hotel, Racetrack & Casino, Altoona IA. <http://iowawinegrowers.org/>
- March 3 – 5, 2016** Nebraska Winery & Grape Growers Forum & Trade Show – Omaha Marriott <http://viticulture.unl.edu/> To get the conference rate at the hotel:
[Book your group rate for 19th Annual Nebr. Winery and Grape Growers Forum](#)
- March 9 – 11, 2016** Eastern Winery Exposition – Lancaster County Convention Center, Lancaster, PA <http://easternwineryexposition.com/>
- March 16 – 18, 2016** Show-Me Grape & Wine Conference, Columbia, MO. Details later.
- April 2, 2016** National Food Entrepreneur Program Seminar, Recipe to Reality. University of Nebraska Innovation Campus. *Registration deadline 3/20/16. No Walk-Ins will be allowed.* Contact Jill Gifford for further information or to register. 402-472-2819 or email: jgifford1@unl.edu
- April 11-12, 2016** Better Process Control School for Acidified Foods, University of Nebraska Food Processing Center, Holiday Inn Downtown, Lincoln, Nebraska. *Registration deadline 3/25/16. No Walk-Ins will be allowed.* For more information or to register please visit our website: <http://fpc.unl.edu/training> or contact Jill Gifford 402-472-2819 or email: jgifford1@unl.edu



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