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.
QUESTIONS

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.
More Quality Assurance Programs
I-80 Wine Trail will expand through Nebraska

http://i80winetrail.com/
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

http://www.crwine.com/
OMG the Experts R Coming

- Accountants
- Architects
- Winemakers
- Musicians
- Sustainable – Organic- Biodynamic Specialists
- Lawyers
- Winery Insurance
- University Specialists
- Estate Planners
- Viticulturists
- Government Regulation Consultants
- Event Planners
- Lobbyists
- Marketing Specialists
Shelf Space Will Get Tighter

Satellite Tasting Rooms and Multiple Branding will increase.
GMO Grapes R Coming!

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

Dr. Bob Skirvin, Univ. of IL at Urbana - Champaign
Grower / Winery Contracts will Increase
Midwest Certified Sustainable Winegrowers Guide

New York Guide to Sustainable Viticulture Practices

British Columbia Sustainable Winegrowing Program

Certified Sustainable California Winegrowing

Certified Sustainable Live IOBC

Low Input Viticulture and Enology

Iowa State University Extension and Outreach
Move over, Craft Beer is Here?

Doug Bakker

http://madisoncountywinery.com/
Aronia Berry Wine Sales

Charlie Caldwell, Council Bluffs, IA
Erosion of the 3-Tier System will Continue
Thank You