



Nebraska VineLines

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University of Nebraska Viticulture Program

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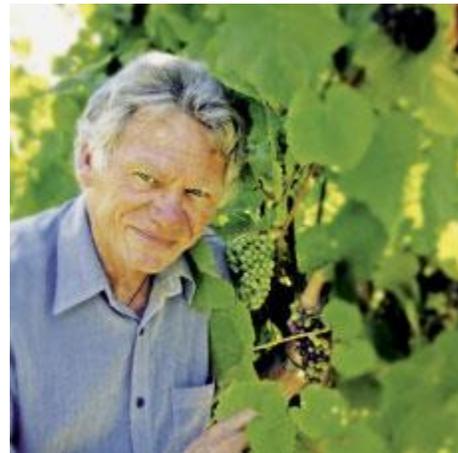
INTERNATIONALLY FAMOUS VITICUTURISTS HEADLINE 20TH CONFERENCE!

Dr. Richard Smart, a.k.a., “The Flying Vine Doctor” and Dr. Stan Howell, “Father” of the modern Michigan wine industry will spearhead a jam-packed program for the 20th Annual Nebraska Winery and Grape Growers Forum and Trade Show to be held March 2-4, 2017 at the Omaha Marriott Hotel in Omaha, Nebraska. Additional featured speakers will include Dr. Paolo Sabbatini, renowned Michigan State University Viticulture Specialist; Drew Horton, University of Minnesota Enology Specialist; and Karen Purves, nationally-known motivational speaker and marketing/promotion specialist.

Dr. Smart will speak on Canopy Management and on Trunk Diseases, while Stan Howell will provide sage observations and analysis of more than 20 years of grape and wine development in the Upper Midwestern USA.

March 2-4, 2017, Omaha Marriott, Omaha, Nebraska, Speaker Information

The excitement is building for this 20th Anniversary event! 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, including a continued focus on herbicide drift. Speakers include:



Richard Smart

The Flying Vine Doctor, Richard Smart has been involved with viticulture since 1966. He is very experienced as a viticulturist, from a teaching, research and consulting viewpoint.

He graduated from Sydney University with Honours in Agricultural Science in 1966 and, subsequently has earned another three degrees. His M.Sc (Hons) from Macquarie University in Sydney was awarded to a study of sunlight use by vineyards.

Richard’s Ph. D from Cornell University in New York State was study under the famous Professor Nelson Shaulis of Geneva. In 1995 he was awarded a D. Sc. Agric. degree by the University of Stellenbosch, South Africa, in recognition of research into canopy management effects on vineyard yield and quality.

Most of Richard’s career has been in viticultural research and teaching, at Griffith, University, New

South Wales, at Roseworthy College in South Australia (including a period as Dean, Faculty of Oenology), and also as Government Viticultural Scientist in New Zealand. With his team of co-workers he helped lay the viticultural foundations for an emerging, quality-oriented and internationally competitive wine industry. He has authored or co-authored over 380 publications, including the internationally acclaimed book “Sunlight into Wine” which is regarded globally as the reference on canopy management. Another significant achievement was as Viticultural Editor and principal contributor to the multi-award winning *The Oxford Companion to Wine* (1994, 1999, 2006 and 2014), edited by Jancis Robinson MW.

Since the mid 1980s Dr Smart has also been involved in international consulting, initially on behalf of the NZ Government as a supplement to research. Consulting has been a full time occupation since 1991, and he has consulted to over 300 clients worldwide. While many clients want to use Richard’s expertise in canopy management to improve wine quality and vineyard yield, complete viticultural advice has been given on a range of issues like choice of site, variety, rootstock, irrigation and nutrition management. Smart Viticulture also offers seminars on canopy management (over 50 have been conducted to date around the world!) as well as educational grape and wine tours and intensive viticultural training.

Dr Smart now lives in Cornwall, United Kingdom.



Dr. G. Stanley Howell

Professor Emeritus of Viticulture and Enology at Michigan State University. After arriving at MSU in

1969, Howell focused on cool-climate viticulture with the goal of assessing which cultivars were compatible with Michigan’s climate and evaluating the wines from those cultivars. Since he retired, he has been working with the VESTA (Viticulture and Enology Science and Technology Alliance) program to develop viticulture and enology courses. Stan’s engaging style and sense of humor will have the audience on the edge of their seats while stimulating both laughter and serious thought about the excitement related to viticulture and wine quality in the Midwest.



Paolo Sabbatini

Assistant Professor, Department of Horticulture Michigan, long known for its auto industry, is literally branching out and growing another industry—grapes and wine production. According to the Michigan Grape and Wine Industry Council, there are 101 commercial wineries producing more than 1.3 million gallons of Michigan wine annually, up from 32 wineries in 2002.

MSU’s Paolo Sabbatini has been part of this effort for six years doing research and working directly with those in the industry to create high-quality wines and to improve the business in the state. “My program has a strong applied component,” Sabbatini says. “I have a lot of cooperation with different wineries, different grape growers, and different winemakers.”

“If I can find physiological explanations for problems that the growers have in the vineyard and they can solve the problem, that’s something that excites me a lot,” he says. “Understanding why we have a problem, figuring out how we can solve the problem, and applying a solution—that’s kind of a dream.”

For growers, it means producing higher-quality fruit and reducing the cost of production. Sabbatini

says that for the state of Michigan, it means a better reputation, new jobs, new wineries, more acres being farmed, more people working, more wine sold, and more revenue. All are important components that can help Michigan's economy.

"I think you just look around Michigan and you see these booming wineries and the huge interaction that exists between wine and tourism," Sabbatini says. "It's everything related to what we call agritourism. I think if there is a rising star in agritourism in Michigan, it's the wine industry."



Drew Horton

Enology Specialist, University of Minnesota Grape Breeding and Enology Project.

Drew Horton, has been active in the wine industry for over 25 years, having started as a wine salesman, and then as a winemaker. With a BA in Anthropology and early career experience working in kitchens, Drew brings a unique perspective at the intersection of food, culture, and of course wine. Mr. Horton has produced vintages in Santa Barbara, California before moving to Minnesota in 2010 where he began working with cold-hardy, hybrid grapes. In 2015, Drew moved from commercial winemaking to providing outreach as a field specialist for the Midwest Grape and Wine Industry Institute at Iowa State University in Ames, Iowa.

Drew also engages with and provides University and Extension resources to winemakers across Minnesota. This includes troubleshooting, planning, and evaluating winemaking processes for Minnesota's Farm Wineries. Drew has expertise in fermentation techniques, barrel-ageing, and blending. Additionally, Drew offers courses and

workshops to appeal to the needs of wine makers, from amateur to professional. "I'm a hands-on winemaker, always looking for the best, often homemade, solution to solve winemaker issues," Horton said.

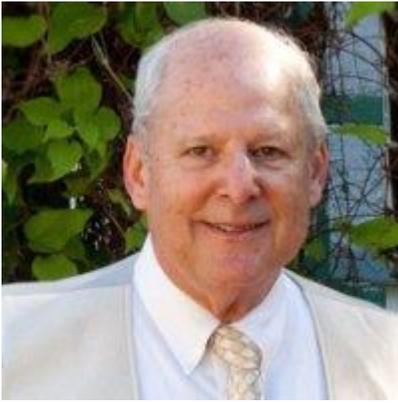


Karen Purves

Karen's inspiring, engaging and witty style blends relatable personal stories, leading edge research and proven solutions to impact your attendees so they can leave a program saying their time was truly well spent. As an award winning International Speaker with particular expertise in how language affects emotions, Karen knows how to connect with audiences as few others can. Karen thought of as the Energizer® Bunny® + Tina Fey + Wikipedia all rolled into one!

In addition to being described as "one of the best" or "favorite" speakers of entire conferences dozens of times, other attendee comments include: "Refreshingly honest", "contagiously enthusiastic", "attention grabber and keeper", "breath of fresh air" and giving "real answers to real life".

Karen combines a Bachelor's Degree in Business, Master's Degree in Environmental Public Policy and over 20 years business experience along with extensive training to leave audiences feeling energized, inspired and empowered. Karen guarantees that attendees will receive useful material, in an engaging way, and practical tools to implement immediately!



Marty Fischer

President and CEO of Agrothermal Systems, is pioneering the usage of heat in agriculture as a means to increase yields, reduce pesticide needs, improve crop qualities and manage climatic challenges such as drying off crops after rains and adding sugar late in the season when target maturity slows.

Speakers' titles and additional program details can be found on the web site: viticulture.unl.edu

Additional informative and exciting speakers will be announced soon. Local and regional experienced growers will provide ideas and experiences that will be shared as part of presentations and round table discussions, including a continued focus on **Herbicide Drift**. This is a "can't miss" event that will be both educational and fulfilling, providing up-to-date information from our outstanding Trade Show vendors and great networking opportunities with colleagues and friends, both old and new. **SEE YOU IN OMAHA!**

National Food Entrepreneur Program Seminar

The University of Nebraska Food Processing Center is once again offering a one-day seminar for all individuals interested in exploring the idea of starting a food manufacturing business. Please encourage interested individuals in your community to attend the "Recipe to Reality" seminar which will be offered on April 1, 2017. Pre-registration is required and space is limited. Registration deadline is March 15, 2017. Contact Jill Gifford at 402-472-2819 or jgifford1@unl.edu for an information packet.

Midwest Fruit Pest Management Guide 2017 is now available at:
https://ag.purdue.edu/hla/hort/pages/sfg_sprayguide.aspx Single copies \$15, boxes of 10 \$135

Also available - Midwest Small Fruit Pest Management Handbook:
<https://ag.purdue.edu/hla/Hort/Documents/Midwest%20Sm%20Fruit%20861%201-24-11.pdf>
Midwest Tree Fruit Pest Management Handbook:
<http://www.ca.uky.edu/agc/pubs/id/id93/id93.htm>

Do you grow fruits, vegetables, or other edible specialty crops like hops or wine grapes? Do you understand the new federal regulations for produce safety? Connie Fisk, Extension Educator-Regional Food Systems is offering a webinar February 16 at 10 am on the topic of On-Farm Food Safety with GAPs and FSMA. The webinar will be recorded and posted for anyone who can't make it at that time.

On-Farm Food Safety with GAPs and FSMA Webinar

An overview of Good Agricultural Practices as they pertain to fruit and vegetable production and help to determine which operations will need to comply with the Food Safety Modernization Act Produce Safety Rule and which may qualify for exemption. This webinar will help growers determine if they'll need to attend the all-day Grower Training Workshop that we will offer over the next few years.

When: Feb 16, 2017 10:00 AM Central Time

Please click the link below to join the webinar:

<https://nebraskaextension.zoom.us/j/824852445>

Or iPhone one-tap (US

Toll): +16465588656,824852445# or

+14086380968,824852445#

Or Telephone:

Dial: +1 646 558 8656 (US Toll) or +1 408 638 0968 (US Toll)

Webinar ID: 824 852 445

Reminder Calendar:

February 5-6, 2017 Iowa Wine Growers Association Annual Conference at the Gateway Hotel & Conference Center, Ames, Iowa. Detail at <http://www.iowawinegrowers.org/>

February 16, 10:00 AM Central Time, Webinar, On-Farm Food Safety with GAPs and FSMA (see above)

February 16-18, Minnesota Grape Growers Association's Cold Climate Conference – Doubletree Hotel, Bloomington, MN. Details at <http://www.mngrapes.org/default.asp?page=ccchome>

February 22-24, Michigan Grape & Wine Conference – Grand Traverse Resort, Acme, MI.
<http://www.michiganwines.com/conference>

February 24-25, Illinois Grape Growers & Vintners Assoc., Springfield, IL. <http://illinoiswine.com/events>

March 2-4, 20th Annual Nebraska Winery and Grape Growers Forum and Trade Shoe, Omaha Marriot, Omaha, NE. <http://viticulture.unl.edu/events> Mark your calendars for an exciting, landmark conference.

March 8-10 Show Me Grape & Wine Conference – Columbia, MO. Details later:
<http://gwi.missouri.edu/>

March 22-24, Eastern Winery Exposition at The Oncenter – Syracuse, NY:
<http://easternwineryexposition.com/>

April 1, 2017 "Recipe to Reality" seminar, University of Nebraska Food Processing Center, Pre-registration required, space is limited. Registration deadline is March 15, 2017. Contact Jill Gifford at 402-472-2819 or jgifford1@unl.edu for an information packet.



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