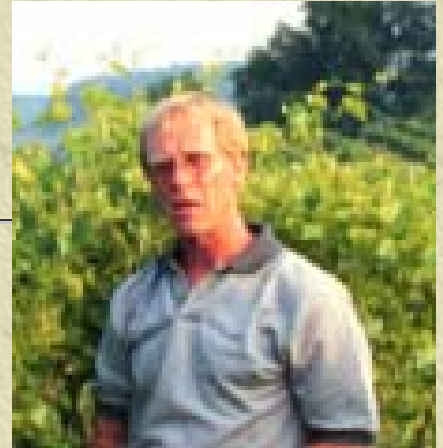


Iowa's Grape and Wine Industry

Where are we going?



Dr. Paul Tabor

Tabor Home Vineyards and Winery

08/16/2003

Important Factors in the Growth of Iowa Grape and Wine Industry –an outline

✠ State and Regional Associations

◆ Iowa Grape Growers Association

- Newsletter, conferences, networking for growers, website (www.iowagrapegrowers.org) obtains grants
- Lobbies state government

◆ Regional

- Western Iowa Growers Association
- Central Iowa Growers group
- Miss. Valley Grape Growers Association
- SE Iowa Growers group

Important Factors in the Growth of Iowa Grape and Wine Industry –an outline

✦ Technical Assistance for Growers

- ✦ Eli Bergmeier, Golden Hills RC&D
Eli.Bergmeier@goldenhillsrkd.org
- ✦ Mike White, ISU Extension mlwhite@iastate.edu
- ✦ ISU Horticulture:
 - Dr. Paul Domoto domoto@iastate.edu
 - Dr. Gail Nonnecke nonnecke@iastate.edu
 - Website:** <http://viticulture.hort.iastate.edu/>
- ✦ Other ISU faculty
- ✦ IDALS: Mike Bevins mike.bevins@idals.state.ia.us

Important Factors (cont.)

✦ **Iowa Wine and Grape Development Commission**

- ✦ Recommends use of State funds
- ✦ Provides strategic plan for growth of the industry
- ✦ Direct communication with IDALS
 - Specialty crop grants
 - Information clearing

✦ **NICC and the Vesta program**

- ✦ NSF-supported of tri-state training program for viticulture and enology

Important Factors (cont.)

Technical Assistance for Winemakers

- ◆ SMSU courses in IA and NE
 - Winemaking 101 and 102
- ◆ SUI seminars/courses
- ◆ NICC Vesta program
- ◆ MGGA, NWGA, IWGA Seminars

Important Factors (cont.)

Legislation

- ◆ 2001 IWGDC established, funding formula for \$75K per yr.
- ◆ 2002 vineyards/wineries assessed agricultural for property taxes
- ◆ 2003 revise funding formula
- ◆ 2003 establish Class B and C Native permits
 - –allowing gift shops to sell IA wines
 - By the glass sales at wineries
- ◆ 2004 single event permit

Important Factors (cont.)

Iowa Wine and Beer Promotion Board

- Wine industry's link to Iowa tourism office
 - Taste of Iowa
 - Group advertising
 - Leads
- Wholesale tax from native wineries goes to IWBPB for promotion

Important Factors (cont.)

✦ Research and Development

- ◆ ISU research projects on grape varieties –wine and grape
- ◆ ISU disease management research projects
- ◆ SARE producer research projects
 - In 2002 5 of 7 SARE grants that were awarded to Iowa involved grape production.
- ◆ Silos and Smokestacks National Heritage Area grants
- ◆ Leopold Center
- ◆ RC&D offices can help with Rural Development grants
 - Winery Incubator Project
 - Winemaking 101 and 102

Important Factors (cont.)

✦ Research and Development

- ✦ ISU research projects on grape varieties –wine and grape
- ✦ ISU disease management research projects
- ✦ SARE producer research projects
 - In 2002 5 of 7 SARE grants that were awarded to Iowa involved grape production.
- ✦ Silos and Smokestacks National Heritage Area grants
- ✦ Leopold Center
 - Grape Expectations

✦ RC&D offices can help with Rural Development grants

- Winery Incubator Project

Important Factors (cont.)

✦ WineAmerica –National Association for wineries

<http://www.americanwineries.org/>

- Lobby US Congress to aid wineries
 - ◆ Non-restricted interstate wine orders
 - ◆ Specialty crop funding
- Label approval

State Survey Results 2002

-
- ✦ 90 tons wine grapes harvested
 - ✦ 200-250 acres of grapes planted (2003 IDALS / Golden Hills RC&D survey; Mike White has other information not on the survey that projects 400 acres).
 - ✦ Value of Iowa grape harvest = \$81,000
 - ✦ Number of Iowa growers = 200 (again Mike White says number could be 400 growers).
 - ✦ 70,000 gallons of wine produced by 19 wineries
 - ✦ Value of wine produced: \$3,529,411.