Integrating viticulture, winemaking, and marketing of new cold hardy cultivars supporting new and growing rural wineries

Develop research base
Develop extension resources
Multi-regional
Multi-disciplinary
Viticulture, enology and marketing for cold-hardy grapes

- Project Director – Tim Martinson, Cornell Univ.
- $6.1M request over 5 years (2011-2016)
- First two years funded - Sept 2011-2013
- Federal grant $ Matched by >25 different organizations, businesses and individuals
• 34 Research/Extension Staff from 12 Universities

• 18 Partnering Industry Associations

Partnering Industry Associations

- Connecticut Vineyard and Winery Assn.
- Illinois Grape Growers and Vintners Assn.
- Iowa Wine Growers Assn.
- Lake Champlain Wines
- Massachusetts Farm Wineries and Growers Assn.
- Michigan Grape and Wine Industry Council
- Minnesota Grape Growers Assn.
- Nebraska Winery and Grape Growers Assn.
- New Hampshire Winery Assn.
- New York Wine and Grape Foundation
- Northern Illinois Wine Growers
- Northern New York Wine Grape Growers
- Scenic Rivers Grape and Wine Association (Iowa & Illinois)
- South Dakota Specialty Producers Assn.
- Upper Hudson Valley Wine and Grape Assn.
- Vermont Grape and Wine Council
- Western Iowa Grape Growers Assn
- Wisconsin Grape Growers Assn.
Vision for a Successful Cold-Climate Wine Industry

Inputs and Activities

- Soil Health/Quality
- Plant Quality
- Fruit Quality
- Wine Quality
- Optimized Vineyard Practices
- Optimized Winemaking Practices

Outcomes

- Marketing & Sales
- Community Vitality
- Business Success
- Customers Buy Wine Repeatedly
- Business Practices
- Quality Product and Consumer Experience
Northern Grapes Webinars

– Electronic seminars (6-8 annually)
– Project team members address various topics
– Delivered to your computer
– Live Monthly on 2nd Tuesday at 11am & 6pm Central
– Recorded for later viewing through web site
Northern Grapes Enterprise Workshops

- Interactive, hands-on participatory workshops
  - Vineyard Workshops
  - Winemaker Workshops
  - Marketing/Management Workshops
Northern Grapes Publications

- Cold Climate-targeted information and practices
- “Northern Grapes News” Electronic Newsletter
- www.eViticulture.org
Northern Grapes Symposia

- Annual symposia
- Organized with project team and industry partners
- Winter meetings in the Midwest and Northeast
Northern Grapes Symposium 2012

- **Northern Grapes Project:** Integrating Viticulture, Enology, Marketing and Community
  - Dr. Paul Lasley, Iowa State University

- **Viticulture:** Addressing Climate, Soils, Nutrition, Pest Management to Achieve Consistent Quality
  - Dr. Paul Domoto, Iowa State University

- **Fruit Composition:** “Farming for Flavors”
  - Dr. Anne Fennell, South Dakota State University

- **Enology:** Developing Winemaking Practices and Styles Suited to Northern Grapes
  - Dr. Anna Katharine Mansfield, Cornell University

- **Marketing and Consumers:** It Takes a Village
  - Dr. Bill Gartner, University of Minnesota

- **Bar Camp roundtable discussions** You and project team members
Bar Camp Roundtable Discussions

“open, participatory, with content provided by participants”

1. Vineyard System - training/canopy/nutrition/cover
2. Disease/Pest Management
3. Economics, Marketing, and Consumers
4. Harvest and Fruit Composition
5. Enology and Winemaking