15 Years of Trials, Tribulations, and Successes in Iowa Viticulture

2-24-16

Northern Grapes Project
Kalamazoo, MI

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Too much VIGOR – Most common problem.

http://www.geobabble.org/~hnw/esri98/
Iowa Wine History

A.S. Bonham planted grapes in Council Bluffs in 1857

Fig. 1. First vineyard set in the Council Bluffs section. Planted in 1857; still vigorous and productive.
White Elk Vineyards (1869 – 1914?)
Keokuk, IA

White Elk Vineyards Established in 1869

Ruins still located 2 mi. north of Keokuk.
From 1940: Here’s the caption from this photo, which ran in August, 1940: "Workmen at the Council Bluffs Grape Growers Association winery move one of the 18 vats recently purchased. Fifteen of the vats are being moved into the basement of the new addition to the association. ... Each vat holds 3,500 gallons of wine. Left to right are Ralph Prior, Mike Reggio and Clay McBride."
So What Happened to Iowa’s Wine Industry?

1. Prohibition of Alcohol
   - Iowa Prohibition 1914 to 1933
   - U.S. Prohibition 1920 to 1933

2. Armistice Blizzard, November 11 & 12, 1940

3. Introduction of highly volatile 2,4-D’s in late 1940’s

4. Government Farm Commodity Programs
Year 2000 Iowa Wineries

- Summerset Winery
- 11 Amana Colonies Wineries
- Tabor Home Winery
Iowa’s Wine Renaissance Started When…..

120 people showed up to Iowa’s First Winegrape Meeting on Saturday February 19th, 2000 at the Odd Fellows Hall - Indianola, IA
Founding Fathers of the Iowa Winegrape Industry

Paul Tabor, PhD
Tabor Home Winery
Baldwin, IA

Ron Mark
Summerset Winery
Indianola, IA

Dr. William Brown
Timber Hill Winery
Leon, IA
8-21-2000 Iowa Grape Growers Association – 501c5
4-7-05 Renamed Iowa Wine Growers Association

https://iowawinegrowers.org/
No in-state fruit requirements for wineries

Winery with vineyard remains assessed as agriculture

2005 Iowa wine festival law

Winery excise tax exemption for retail sales

Native wineries can self distribute

$25/year license allows businesses to sell and sample native wine

Approx. 10% of wine taxes go to research education & marketing

Good State Native Wine Laws!
Blind Leading the Blind

2000 to 2005

Wrong Cultivars
Wrong Sites
Wrong Spacing
Wrong Intentions
Home-made Equipment
Acreage Agriculture

IOWA STATE UNIVERSITY
Extension and Outreach
Iowa Soils Adapted for Vineyards:  
http://extension.agron.iastate.edu/soils/interpretations.html
5-1-01 DeWitt Vineyard Planting

67 acre vineyard established in turf type fescue with no weed control in the row.

Examples
Mechanical Harvesters

8 Grape Harvesters in Iowa Today
9-24-05
Iowa’s First Wine Festival
Indianola, IA
June 2005 Murli Comes to ISU
Midwest Grape & Wine Industry Institute established...9-26-06

http://www.extension.iastate.edu/Wine/
ECONOMIC IMPACT OF IOWA WINE AND WINE GRAPES

FULL ECONOMIC IMPACT OF IOWA WINE AND WINE GRAPES -- 2012

$420 Million

<table>
<thead>
<tr>
<th>Iowa Wine and Wine Grapes</th>
<th>2012 Economic Impact</th>
<th>2008 Economic Impact</th>
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</thead>
<tbody>
<tr>
<td>Full-time Equivalent Jobs</td>
<td>2,678</td>
<td>1,777</td>
</tr>
<tr>
<td>Wages Paid</td>
<td>$83 million</td>
<td>$50 million</td>
</tr>
<tr>
<td>Wine Produced (Gallons)</td>
<td>296,900</td>
<td>186,700</td>
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<tr>
<td>Retail Value of Iowa Wine Sold</td>
<td>$15 million</td>
<td>$10 million</td>
</tr>
<tr>
<td>Number of Wineries</td>
<td>99</td>
<td>74</td>
</tr>
<tr>
<td>Grape-Bearing Acres</td>
<td>1,250</td>
<td>1,000</td>
</tr>
<tr>
<td>Wine-Related Tourism Expenditures</td>
<td>$41 million</td>
<td>$27 million</td>
</tr>
<tr>
<td>Number of Wine-Related Tourists</td>
<td>358,000</td>
<td>237,000</td>
</tr>
<tr>
<td>Taxes Paid: Federal / State and Local</td>
<td>$42 million / $26 million</td>
<td>$14 million / $14 million</td>
</tr>
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</table>

$28 Economic Impact for each $1 in Iowa wine sold.

http://www.extension.iastate.edu/wine/industry-information
Netter Getter hits the Market in 2007

Summerset Winery
Indianola, IA  9-29-06

ISU Horticulture Farm  7-30-07

http://www.nettergetter.com
Farm Progress Show Years

- 9-30-02
- 9-3-04
- 8-30-06
- 8-29-08
Choose Iowa Quality Wines!

http://www.iowawinegrowers.org
Iowa Grape Expectations

97 Iowa Licensed Wineries
300 Commercial Vineyards
July 2015

97 Wineries & 300 Vineyards 7-1-15
Seven Wine Trails

Northwest Prairie Wine Trail
15 wineries

Heart of Iowa Wine Trail
9 wineries

Iowa Wine Trail
9 wineries

Amana Wine Trail
3 wineries

I-80 Wine Trail – 10 IA wineries

Western Iowa Wine Trail
6 wineries

12 wineries

Scenic Rivers Wine Trail
9 IA wineries
Iowa has National and International Award Winning Wines
Iowa's Winegrape Industry

Approx. 6% Market Share
Thank You
&
Have a “Grape” Day