

Iowa Wine @ Farmers Markets

Farmers Market Assn. Workshop

2:15 – 3:00 p.m. Saturday February 3rd

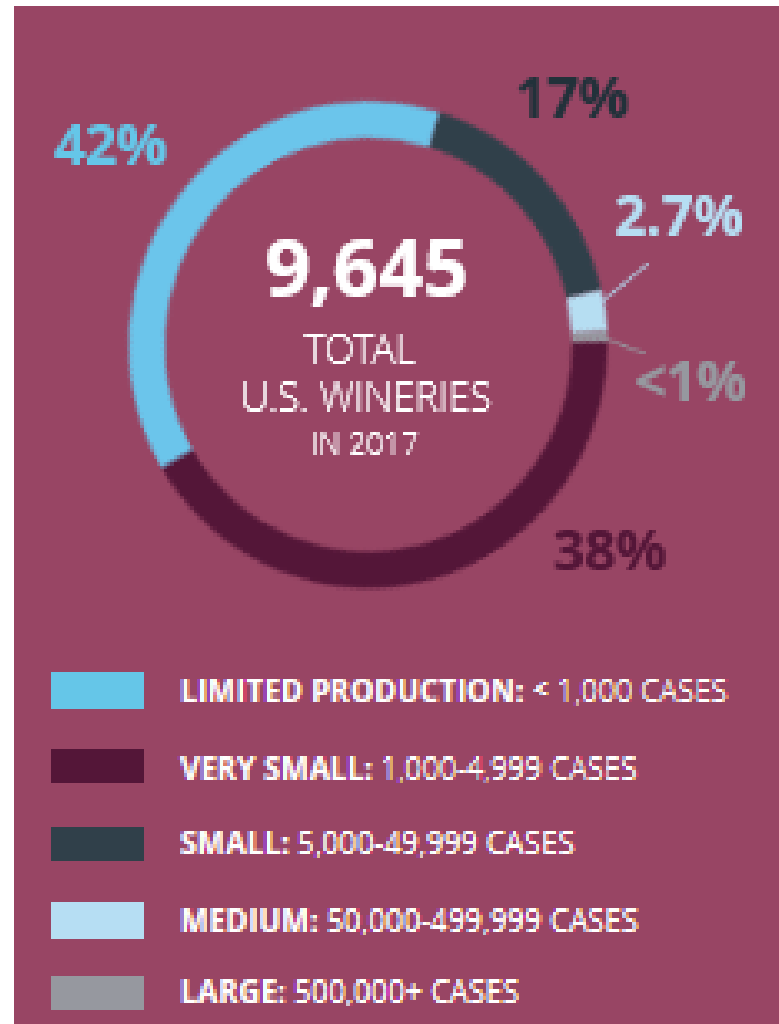
Grace Lutheran Church





**1-26-18 Sovos &
Wines & Vines
Magazine**

<http://www.shipcompliant.com/dtcreport18/>



Cooking Wines

Sparkling Wines

Vegetable Wines

Dry Wines

Fruit Wines

Types of Wine

Port Wines

Honey Wine (Mead)

Sweet Wines

Dessert Wines

Blush Wines

Iowa Wineries have them all!

Midwest Grape & Wine Industry Institute established...9-26-06

Midwest Grape and Wine Industry Institute

Helping support the state's evolving grape and wine industry, because the potential economic opportunities in wineries, value-added agriculture and tourism are limitless.



<https://www.extension.iastate.edu/wine/>

Research, Quality, Training

Get more information and register online here for the Wine Filtration and Oxygen Management Workshop on Monday, October 18, 2016 at Iowa State University.



Wineries and Vineyards in Iowa

Presently, there are 27 licensed wineries and over 300 vineyards (totaling 1,200+ acres) in Iowa. The potential economic opportunities in wineries, value-added agriculture and tourism are limitless.



Now Hiring!

We are currently looking to hire a Assistant Professor in Enology/Director of Midwest Grape and Wine Industry Institute.

To apply, please visit: <https://www.iastatejobs.com/postings/22522>

For guaranteed consideration, submit online applications by January 27, 2017.

Contact Us

2212 Food Sciences Building
Ames, IA
50011-1061
Phone: 515-294-3305
Fax: 515-294-4362
E-mail: murli@iastate.edu

Iowa Grape Expectations



 Winery
 Vineyard
 (if more than 10)

101 Iowa Licensed Wineries
271 Commercial Vineyards

Michael L. White, ISU Extension and Outreach Viticulture Specialist

IOWA STATE UNIVERSITY
Extension and Outreach

July 2017



#THISIOWA

WINE AND BEER

[Back to All Trip Ideas](#)



<http://www.traveliowa.com>

Iowa has National and International Award Winning Wines



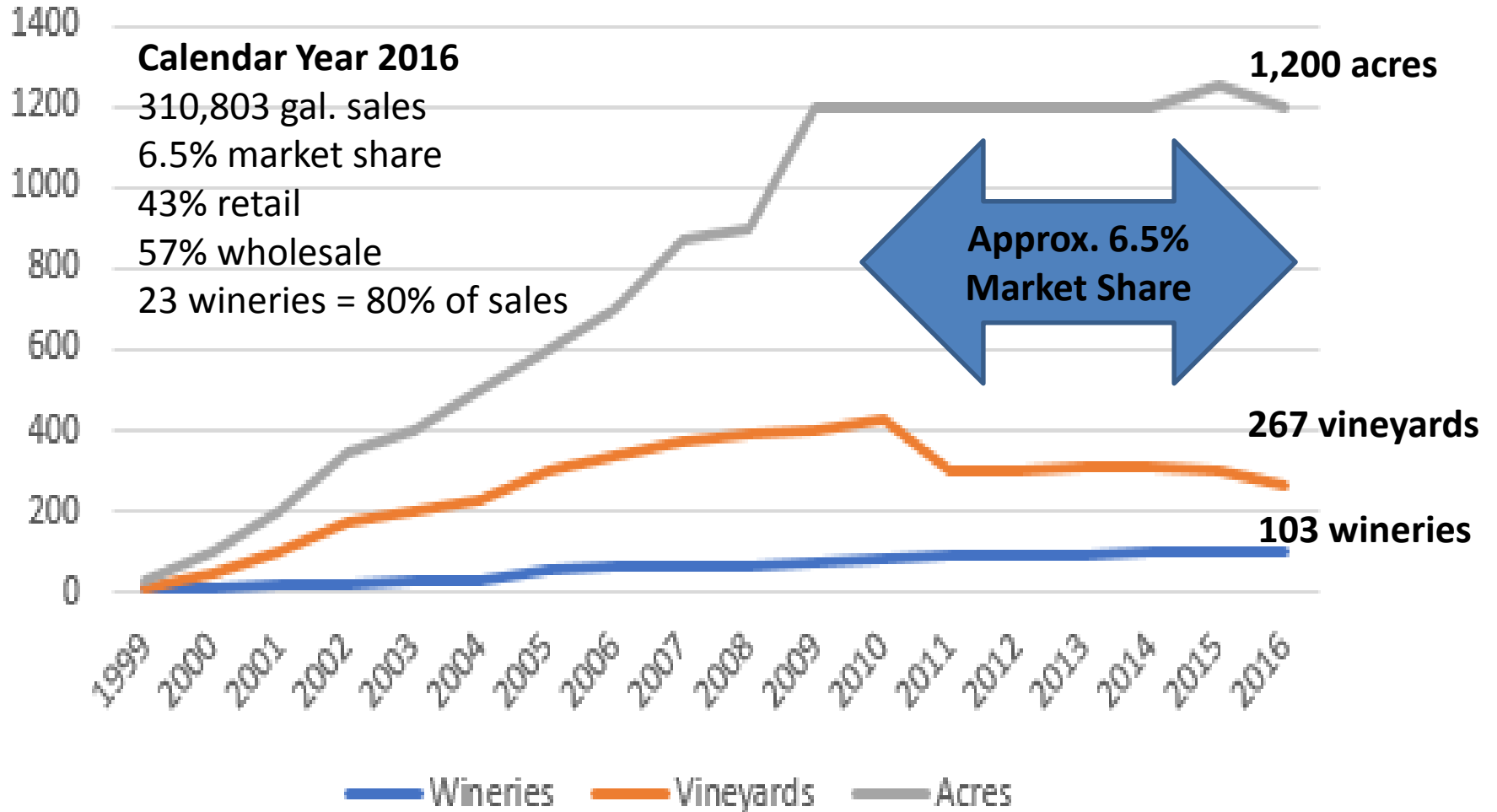
7 Wine Trails & Two AVA's

Upper Mississippi
Valley American
Viticultural Area
(AVA)

Northwest Prairie Wine Trail



Iowa



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

\$420 Million

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

IOWA WINE AND WINE GRAPES	2012 ECONOMIC IMPACT	2008 ECONOMIC IMPACT
Full-time Equivalent Jobs	2,678	1,777
Wages Paid	\$83 million	\$50 million
Wine Produced (Gallons)	296,900	186,700
Retail Value of Iowa Wine Sold	\$15 million	\$10 million
Number of Wineries	99	74
Grape-Bearing Acres	1,250	1,000
Wine-Related Tourism Expenditures	\$41 million	\$27 million
Number of Wine-Related Tourists	358,000	237,000
Taxes Paid: Federal / State and Local	\$42 million / \$26 million	\$14 million / \$14 million

<https://www.extension.iastate.edu/wine/industry-information>

101 Iowa Grape & Wine Industry Facts

6-20-12 – Michael L. White – ISU Viticulture Specialist
mlwhite@iastate.edu

1. Iowa ranked eleventh in grape production in the United States in 1899, and sixth in 1919. (a)
2. The Federal Government does not subsidize grape growing or winemaking. (b)
3. Iowa had approximately 30 acres of grapes in production in 2000. (a)
4. As of June of 2012 Iowa had 99 wineries with approximately 300+ vineyards covering 1,200 acres. (b)

Midwest Grape & Wine Industry Institute

<http://www.extension.iastate.edu/Wine>

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.

Old-time photo of the day Oct. 3 Des Moines Register

OCTOBER 3, 2009

Comments (9) Recommend Print this page E-mail this article Share ?



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."

White Elk Vineyards (1869 – 1914?) – Keokuk, IA

WINE
OF THE

White Elk Vineyards,
Keokuk
Iowa!

GENERAL AGENTS.—KELLOGG, BIRGE & Co., Keokuk, Iowa; SAMUEL MYERS & Co., 268 and 270 Madison Street, Chicago; McILVAINE & BALDWIN 27 and 29 Beaver St New York. OFFICE—No 2 SECOND-ST., corner Main.

These Wines are guaranteed pure and generally acknowledged by Physicians and Chemists throughout the country to be the **FINEST MEDICINAL WINES MADE IN THE UNITED STATES.** Je21-tf



**Site of White Elk
Vineyard
June 2017**

So What Happened to Iowa's Wine Industry?

1. Prohibition of Alcohol

- Iowa Prohibition 1916 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**

Bootlegger's Tombstone Templeton Cemetery

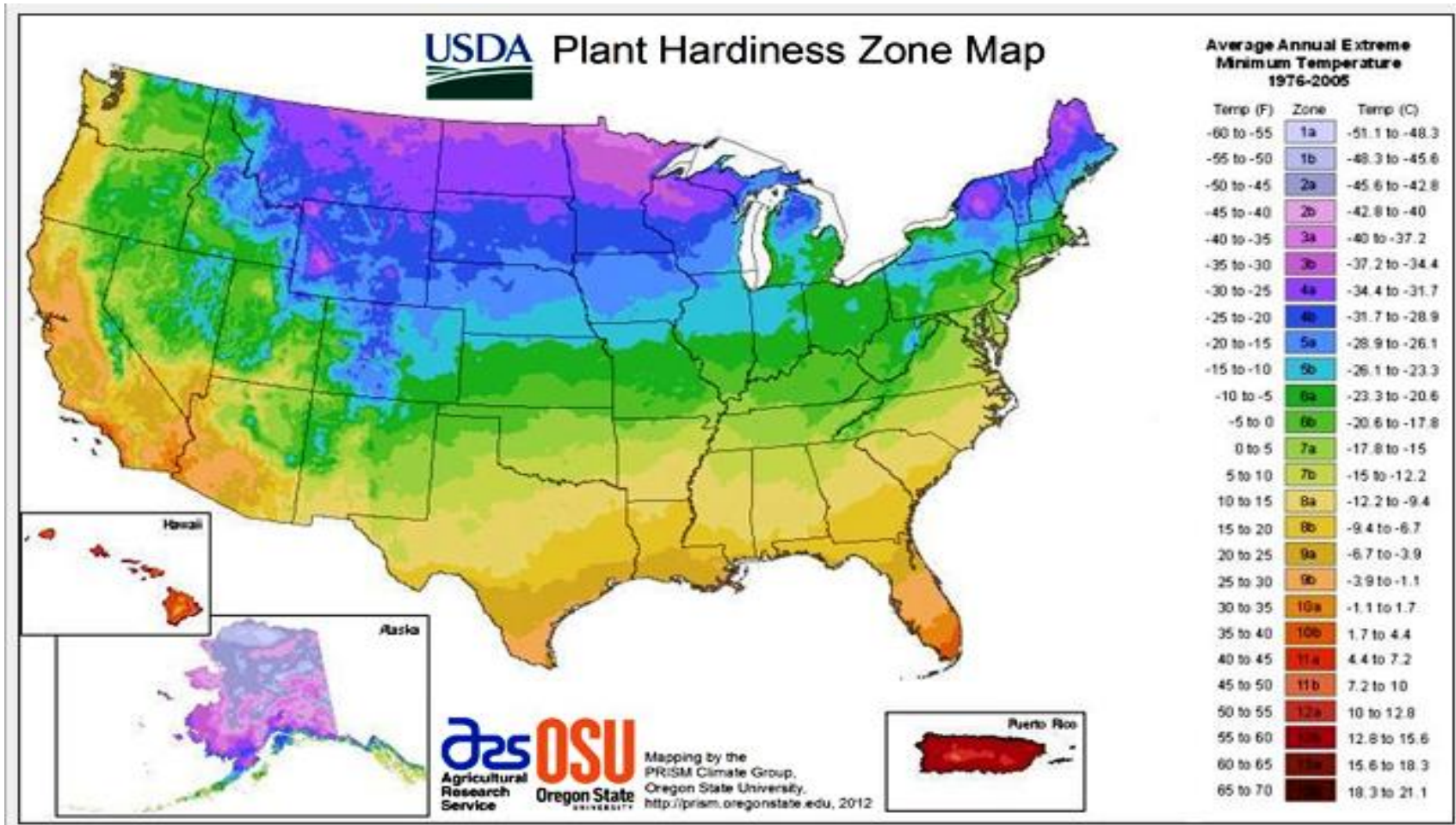


U.S. Prohibition Jan. 1920 to Dec. 1933

Iowa Prohibition 1916



Cold Climate Grapes



2012 USDA Hardiness Zone Map (1986- 2005 Ave. Extreme Min. Temps.)

Primary Wine Grapes Being Planted in Iowa

White Wine Grapes

Edelweiss, Frontenac Gris, Frontenac Blanc, La Crescent, La Crosse, Louise Swenson, Niagara, Prairie Star, St. Pepin, Seyval Blanc, Swenson White, Vignoles, Brianna, Kay Gray, Esprit, Petite Amie

Red/Blue Wine Grapes

Catawba, Concord, Norton/Cynthiana, Frontenac, Leon Millot, Marechal Foch, St. Croix, Steuben, Petite Pearl, Swenson Red, Valiant, St. Vincent, GR-7, Marquette

Information in this issue includes:

The Passing of Two Midwest Wine Industry Icons
Midwest Grape & Wine Industry Institute – Position Announcement
Become a Certified Winemaker within less than a year!
United States Association of Cider Makers Style Guide
USDA Specialty Crop Research Grant Program Open for Proposals
Post-Harvest Vineyard A-Z To-Do List
5-(7-16)-2018 Washington State University Tour of NY Wine Regions
WineAmerica: U.S. Wine Industry 2017 Economic Impact is \$219.9 Billion
10-16, VESTA Wine & Must Analysis Workshop – Olathe, KS
NEW: ISU Iowa High Tunnel Fruit and Vegetable Production Manual
10(22-24), Vindemia Conference – Nebraska City, NE
10-(23-24), Critical Sensory Evaluation of Wines – ISU Campus
10(25-27) Iowa Tourism Conference – Sioux City, IA
10-28, Tour of Missouri’s White Oak, Whiskey, and Wine Tour
11-(6-8), Wine Marketing & Tourism Conference – Santa Rosa, CA
11-16, Fine Tuning – Preparing Your Wines for Bottling – ISU Ames, IA
Show n Tell Videos of Interest Marketing Tidbits Neeto Keeno
Articles of Interest Calendar of Events
State Farm Map of Chances of Hitting a Deer in Your State

Wine Grower News

Bi-Weekly in-season
viticulture/enology newsletter.

Recipients in AZ, CA, CO, CT, DE, FL, GA, OH, OK,
IA, IN, IL, KS, KY, MA, MD, ME, MI, MN, MO, MS,
MT, NC, ND, NE, NH, NJ, NM, NV, NY, OR, PA,
SD, TX, VA, VT, WA, WA DC, WI, Australia,
Canada, Chile, France, India, Israel, Norway,
Pakistan, Spain, Sweden & Turkey

To Subscribe to this FREE Newsletter

E-mail “ mlwhite@iastate.edu “ with the word

“*subscribe*” in subject line.

<https://www.extension.iastate.edu/Wine/Resources/winegrowernews.htm>

Two Alcohol Licenses Required to make and sell wine in Iowa

State License



<https://abd.iowa.gov/alcohol>

Federal License



<https://www.ttb.gov/wine/>

Hobby winemakers can have 200 gallons of wine per household at any one time and cannot sell wine.

Code of Iowa

TITLE IV
PUBLIC HEALTH

SUBTITLE 1
ALCOHOLIC BEVERAGES AND CONTROLLED SUBSTANCES

CHAPTER 123
ALCOHOLIC BEVERAGE CONTROL

Referred to in 99B.3, 99B.12, 99B.43, 99B.53, 99B.55, 125.2, 137F.1, 232C.4, 523H.1, 537A.10, 546.9, 714.16

<https://www.legis.iowa.gov/>



**Tabor Home Winery
Downtown Cedar Rapids
6-7-14**

May 23, 2015



Brush Creek Winery
Dubuque Farmers Market
5-23-18

Iowa Wine Law

***Class A Native Winery
license:***

***Can self distribute (sell
wholesale) to other retail
businesses.***

***No in-state fruit or juice
requirements.***



**Ardon Creek Winery
Iowa City Farmers Market
11-19-16**

Class A Native Winery license:

***Can provide “Free” wine
tastings and sell unopened
containers for off premise
consumption at winery
and/or other retail location.***

***- No more than 2 - 1 oz
servings of any one brand
(label).***

How does an Iowa Winery get to a Farmers Market?

Class A Native Wineries need to send their application for an “Additional Location” permit and invitation letter from the Farmers Market to the IA ABD.

They also need a copy of their Class A Native Winery Permit at their location

The application can be found on the Iowa ABD WWW site.

<https://abd.iowa.gov>



**Summerset Winery at Des Moines Farmers Market
8-5-02**

Little Swan Lake Winery
Sioux City Farmers
Market
9-9-17



Class C Native Winery license:

***Can sell wine by the glass for
both on and off premise.***

***This class C license can only
be at the site of manufacture
of the native class A winery.***

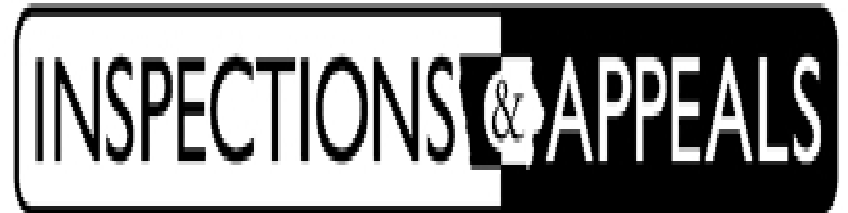
***Dram Shop Insurance will be
needed.***

Food Safety Regulations



<https://www.fda.gov/Food/default.htm>

IOWA DEPARTMENT OF



<https://dia.iowa.gov/>



**Winneshiek Winery
Clear Lake Farmers Market
7-9-16**

Food Safety Modernization Act (FSMA)

**Enforced by the Iowa Department
Department of Inspections and
Appeals.**

**Foods that do not require
temperature control are EXEMPT
from regulation at Farmers Markets.**

Suggest Food Safety Best Practices:

- **Hot water, hand soap and towels
at each location**
- **Individual disposable tasting cups**



Empty Nest Winery
Winneshiek Farmers Market
5-6-17

Class B Native Winery License

- A retail business in Iowa can sell native wine in unopened containers for off premise consumption at their licensed location.
- *Less than 2- 1 oz servings of any one brand (label).*
- *Cannot sell at Farmers Markets.*



We like to drive into our vendor location and have our vehicle close to us.

Selling wine in a shady location is preferred.

Sell more wine early in the season. August through October is very slow.

Need a lot of people attending farmers market to make it worth the effort.

Winery Comments



When space is limited, seek out Iowa wineries who use predominantly Iowa fruit & juice.

Starting time of 8 a.m instead of 7 a.m. works better.

No dogs.

Pay for vendor spot each time you attend provides flexibility.

Permanent vendor facilities

More Winter Farmers Market space for more vendors.

Winery Comments

XXXXXXXXXX was by far the worst. It was in the far corner of a deserted parking lot in the hot sun, the wind was always blowing and there weren't any buyers.

Vendors want to be appreciated and listened to. They need a safe well planned venue to operate.

Wineries provide a lot of free samples at farmers markets. Wine sales are essential to cover expenses.



Winery Comments

We do Iowa City, QCA, Burlington every week. Cedar Rapids twice a month. Marion once a month. Des Moines once a month.

The farmers' markets were a really good way to get our product introduced to the market place when we first began. Now, 9 years later, we have return customers plus always meet new customers.

Farmers Market coordinators are demanding, inflexible and in general just not very nice.

The markets need to provide more trash cans for customers and a large trash container on site for vendors.

The law in Iowa is that native wineries must be paid in 30 days. We do not like "Chips", Gift Cards, etc...



**Garden Winery at Fort Dodge
Farmers Market 9-30-17**

Winery Comments

I like the markets that let us sell and buy as vendors 30 min before the markets open. During the market, we can't get away.

Winery Comments



**Old Town Winery
Ida Grove Farmers Market**

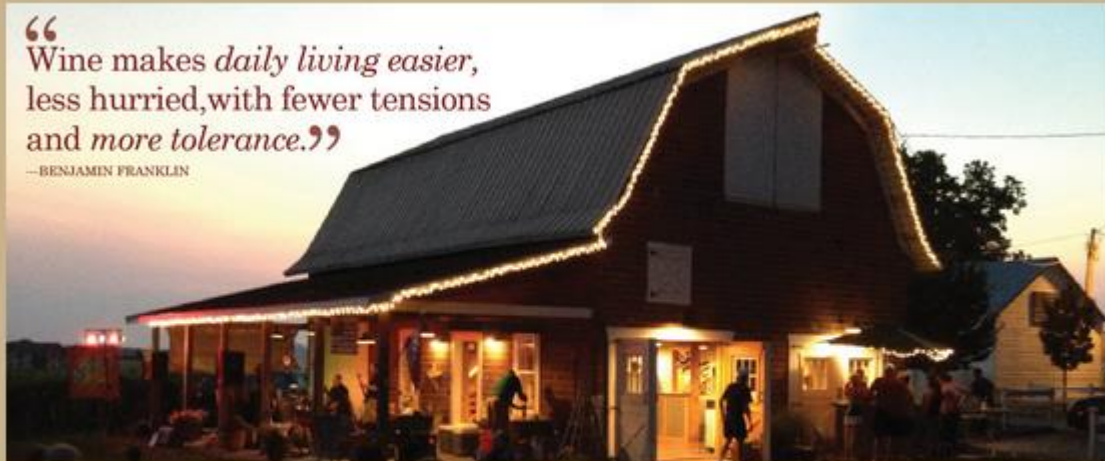
There are two main ingredients that are the most essential to any farmers market: vendors and foot traffic.



THE END
QUESTIONS

“Wine makes *daily living easier*,
less hurried, with fewer tensions
and *more tolerance.*”

—BENJAMIN FRANKLIN



 **PENOACH**
VINEYARD *and* WINERY

**Stan & Joanie Olson,
owners / operators**



<http://www.penoach.com/>