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Nebraska Vine Lines

*University of Nebraska Viticulture Program
Institute of Agriculture and Natural Resources
Editors: Dr. Paul Read, Professor of Horticulture & Viticulture
Donna Michel, University of Nebraska Viticulture Program*

November/December, 2004 Vol. VIII, No. 6

UNIVERSITY OF
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Fall Workshop: Instrumentation for Vineyards and Wineries – 95 attend.

An enthusiastic audience of new and potential winemakers and winery-associated staff was treated to the “gospel according to Cottrell” (for winemakers and wineries, that is), while grape growers and those interested in growing grapes gained new insights for vineyard instrumentation. In addition to his usual erudite discussion of the basics of winemaking, winery hygiene and critical measurements, **Dr. Cottrell** also shared insights relating to some new technologies, such as the Reflectoquant system and other modern approaches to making top-quality wines.

Dr. Ken Hubbard, UNL Climatologist and Professor of Natural Resources, presented the big picture of weather and climate measurement, relating it to the information needs of Nebraska vineyard operators. **Bill Waltman** followed with more detailed site-specific information, explaining how data are gathered and potential applications for Nebraska vineyards. The title of his presentation was “Climate, Weather and Instrumentation in the Vineyard”, and **Marcus Tooze** presented “Imagery in the Vineyard”. (Marcus is an accomplished pilot and some of the aerial images presented by Bill Waltman and others were courtesy of Mr. Tooze’s aerial imagery). Later in the day, “Soil Moisture Measurement” was presented by Bill Waltman; **Paul Read** discussed soil and tissue testing with an able assist from **Eli Bergmeier**, Viticulturist from Iowa, on tissue sampling and interpretation. “Vineyard Basics” was presented by **Steve Gamet**, UNL Viticulture Technician. **Jody Harper**, UNL Dept of Biological Systems Engineering, introduced us to the “Electronic Nose” and **Keri Andersen**, UNL Viticulture Program, discussed her M.S. degree research, “Analyzing Health Related Components of Wine.” *Continued on Page 2*

Cuthills Vineyard Turns “10”.
See story on Page 3.

Marketing Keynote – See story on Page 3

Edward Hellman – Keynote speaker at the Eighth Annual Nebraska Winery & Grape Growers Forum & Trade Show at the Holiday Inn, Kearney, NE.



Edward Hellman is Associate Professor and Extension Specialist in Viticulture. He received his B.S. and M.S. degrees in Horticulture from the University of Illinois, and his Ph.D. in Plant Science from the University of Arkansas. He is no stranger to Midwest Viticulture, having worked at Kansas State University prior to taking a position as viticulturist at Oregon State University. While at Oregon State, he wrote the book “Oregon Viticulture” which has been widely acclaimed, both in Oregon and elsewhere in the grape and wine industry.

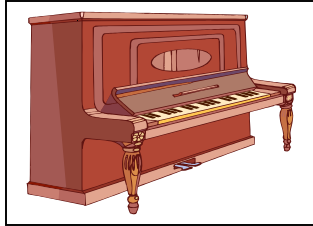
Dr. Hellman's primary responsibility is to plan and conduct Extension educational programs in viticulture in support of the Texas grape and wine industry. His program offers workshops, symposia, and field days to instruct growers in improved grape management practices. Dr. Hellman is currently developing a Viticulture Certificate program to be jointly offered by Texas Tech University and Texas Cooperative Extension.

Dr. Hellman's research program emphasizes improved management practices for winegrapes. Current projects include developing grapevine crop coefficients for irrigation scheduling, evaluating deficit irrigation strategies, and evaluating winegrape varieties and rootstocks for adaptation to Texas.

Selected Publications:

Hellman, E.W. (editor). 2003. *Oregon Viticulture*. Oregon State University Press. Corvallis, Oregon 264pp.

The Grand Banquet to feature “Ragtime”



Giacomo M. Oliva, Dean of the Hixson-Lied College of Fine and Performing Arts at the University of Nebraska-Lincoln, has been a professional musician and music director for almost 30 years. Beginning in the late 1960s, Oliva spent almost 20 years as a pianist and conductor in the music business in New York and New Jersey that included several years as musical director and accompanist for singer Connie Francis.

Oliva maintains a special interest in Ragtime as well as other forms of American popular music, and he presents programs on piano rags to a wide range of audiences on a regular basis. He has given presentations and lecture recitals for a variety of professional organizations throughout the United States and abroad. Oliva has also served as chair of the music departments at the University of Florida and Mississippi State University. He holds degrees from New York University and Montclair State University.

Dr. Oliva will present his upbeat “Ragtime Lecture Recital” that promises to liven up our evening!

Be sure to register for the Banquet – Come and join us in this fun night of “**Ragtime**”.



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Alcohol and Tobacco Tax and Trade Bureau to Speak at the March Forum in Kearney, NE.

Responsibilities

The Office of Headquarters Operations strives to support the Alcohol and Tobacco Tax and Trade Bureau (TTB) in its efforts to protect the American public and the revenue generated from its regulated industries. There are a number of principles that drive this Office and the work of its talented employees. Most important among them are:

- ▶ Ensuring that alcohol products are produced, labeled, advertised, and marketed according to Federal laws and regulations;

Joining us at the March Conference will be Perky Ramroth, Wine Industry Analyst with the TTB office in San Francisco. Perky will be presenting topics both Friday and Saturday and providing information essential for all wineries.

Fall Workshop – continued from Page 1

Both the winery and viticulture session attendees came back together for vendor presentations and a new feature, the “Question Box”, when Dr. Cottrell and other experts responded to written questions submitted by the audience. The day concluded with the ever-popular tasting of Nebraska’s fine wines. Many thanks to the wineries, Arbor Trails Winery, Blue Valley Vineyards, Four Winds Vineyards, James Arthur Vineyards, Last Chance Winery, Mac’s Creek Vineyards, Soaring Wings Vineyards and Whiskey Run Creek Vineyard and Winery for sharing their wines with us – a great time was had by all!

Thanks also to our vendors, Reams Sprinkler, Anderson Fencing, Crete Lumber, G.W. Kent, Inc., Penaoch, and Midwest Vineyard Supply.

Last Chance Winery has opened its doors!

Michael Black along with his partners, Deb and Don Cox of Mullen, NE., have opened their doors in **Historic Downtown Crawford, NE.**

For more information and to place an order for their wines for the holidays call the winery at
308-665-2712.

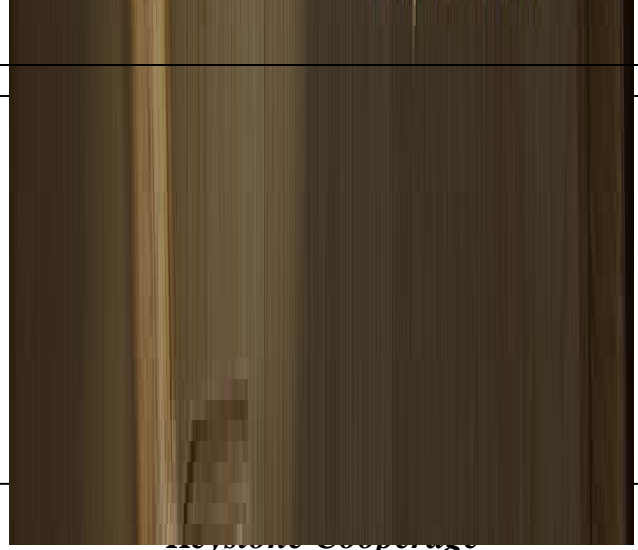
We will have more information on “Last Chance” in the January/February Vine Lines.

Other Hot Topics for the 8th Forum
Ongoing **vineyard problems** (birds, bugs and other challenges) along with what's new in viticulture will be topics for the next Forum. Local speakers will provide insights into various vineyard and winery problems and opportunities. Look for more details in the next issue of the Nebraska Vine Lines.

Pioneer Nebraska Winery Turns "10"

Cuthills Vineyards opened its doors in December, 1994, leading the way for what has become an exciting emerging grape and wine industry in Nebraska. In spite of initially being discouraged from developing a commercial venture by University personnel and others, Ed Swanson persevered in testing dozens of grape cultivars and ultimately demonstrating that grape growing and winemaking were indeed feasible in Nebraska. Cuthills Vineyards has not only survived, but they have paved the way for the numerous other vineyards and wineries now making an impact on the alternative agriculture scene in Nebraska. Many accolades have come to Ed and Holly Swanson and Cuthills Vineyards and they are richly deserved. The Governor's Award for Outstanding New Entrepreneur, along with numerous medals and awards for their top-quality wines exemplify the high status which they have attained. **Congratulations, Ed and Holly!** May the next ten years be even more rewarding and full of success!

**Congratulations from,
Paul Read, and the University of Nebraska
Viticulture Program**



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MORE FOR THE 8TH Forum

Marketing – that's a hot topic. Elizabeth Slater, is the owner of "In Short Direct Marketing" a direct marketing company that works with individual wineries and winery associations. She is also a contributing columnist for "Vineyard and Winery Management" magazine. Elizabeth will be presenting a keynote speech at the conference and will also be presenting a half-day workshop on Marketing, both at the individual winery and marketing the industry at the state level. **Don't miss this one!**

Just Getting Started – or "So You Want to Grow Grapes" – **Vineyard Establishment** topics will be presented by **Steve Gamet**, University of Nebraska Viticulture Program technician and will be geared toward helping people who plan to start a vineyard or have recently begun growing grapes.



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Double A Vineyards is a family owned operation that is dedicated to supplying you with quality grapevines. We began production in 1990 with a small number of cuttings and have grown to over two million cuttings this year. We have increased our variety list to over 75, with production of other varieties by request. I have been involved in the grape industry all of my life and would be more than happy to discuss varietal planting tips or cultural practices with you.



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Taste Buds –

First detected in the 19th century by two German scientists, George Meissner and Rudolf Wagner, taste buds are located on the soft palate, pharynx, larynx, and epiglottis as well as the tongue. The average adult has 10,000, although the number varies widely. Each taste bud is made up of a cluster of receptor cells grouped together like the segments of an orange. Receptor cells wear out quickly and are replaced about every ten days. Taste buds, alas, would be ineffective without the sense of smell. In fact, what is often considered a decline in the ability to taste as one ages is actually a decline in the ability to smell. Both are essential for wine evaluation, so sniff, sip and enjoy!

Give us some questions and/or topics you would like us to have an “in-depth” presentation on at the March Conference. We like hearing about what you would like to know. Call or e-mail either Paul Read, pread@unl.edu or Donna Michel at dmichel@unl.edu

Paul Read – 402/472-5136
Donna Michel – 402/472-8747

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www.reams.net

Masters students to speak at 8th Forum in Kearney, March 4 and 5, 2005

Keri Andersen of the University of Nebraska Viticulture Program will be presenting further research on “Analyzing Health-related Components of Wine”.

Wayne Woldt of the University of Nebraska BioSystems Engineering Department will be presenting his and **Jodi Harper’s** research on the “Electronic Nose”. Sample corks were collected at the 2004 Fall Workshop for analysis. Don’t miss the results of their research.

Vendors, Vendors, and more Vendors. This promises to be our biggest year ever for the Trade Show.

**EIGHTH ANNUAL NEBRASKA WINERY &
GRAPE GROWERS FORUM & TRADE SHOW**

March 4-5, 2005

Holiday Inn

Kearney, NE

	NWGGA Member	Non- Member
Name _____	\$90.00 _____	\$100.00 _____
Vineyard/Company _____		
Address _____		
City _____ State _____ Zip _____		
Telephone: _____ E-mail _____		

Additional people registering:

Name _____	\$90.00 _____	\$100.00 _____
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Name _____	\$90.00 _____	\$100.00 _____
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Pre-registration Deadline is February 15, 2005 – Registration is \$100.00 for member and \$110.00 for non-member after February 15, 2005 and \$120 at the door. Refunds before February 11th, 2005 will be assessed a \$10 service charge. No refunds after February 11, 2005.

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Register me for the “Banquet” – “A Night of Great Food – Great Wine and Ragtime”.

Name _____	\$40.00
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Name _____	\$40.00
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Entrée Selection: Prime Rib – done to perfection _____

Salmon with Dill Sauce _____

TOTAL AMOUNT ENCLOSED \$ _____

Make checks payable to: University of Nebraska Viticulture Program

And mail to:

**Viticulture Program
Attn: Donna Michel
University of Nebraska
377 Plant Science Hall
Lincoln, NE 68583-0724**

Questions? Call Paul Read at
402/472-5136 or Donna Michel at
402/472-8747
pread@unl.edu or dmichel@unl.edu

FOR YOUR CALENDAR

Keep these dates open:

March 4-5, 2005. "Eighth Annual Nebraska Winery & Grape Growers Forum and Trade Show" – Kearney, NE. Contact Donna Michel – 402-472-8747 or go to our web-site at

agronomy.unl.edu/viticulture

March 12, 2005. University of Nebraska Viticulture Program – Advance Viticulture "Outdoor Field Day" –Eastern NE Springfield, NE

March 19, 2005. University of Nebraska Viticulture Program – Advanced Viticulture "Outdoor Field Day" – Western NE Ogallala, NE.

Some further information:

February 5-7, 2005. Midwest Grape & Winery Conference, Tan Tara, MO. Information – Denise at 1-800-392-WINE

February 18-19, 2005. Minnesota Grape Growers Association "Cold Climate Symposium". Friday Session \$50 Saturday Session - \$125 per person. Mail registration to: 35690 Hwy 61 Blvd, Lake City, MN 55041.

March 21-24, 2005. Wineries Unlimited, Lancaster, PA



NWGGA -- Don't forget to join the NWGGA – and here is how:

There are four membership categories: Student- \$15.00/year; Individual - \$45.00/year; Joint - \$65/year; and Corporate - \$125/year. To join the NWGGA send your check to Deb Barnett, NWGGA Treasurer, Big Cottonwood Winery, 2865 Co. Rd. I, Tekamah, NE., 68061. For more information about the NWGGA, see their website www.nwggga.org or contact any of the NWGGA officers.

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University of Nebraska Viticulture Program





Viticulture Program
377 Plant Science Hall
Lincoln, NE 68583-0724

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Planning Ahead – Future Forums

2005 – March 4 and 5 – Holiday Inn, Kearney, NE

2006 – March 3 and 4 – Holiday Inn, Kearney, NE

2007 – March 2 and 3 – Holiday Inn, Kearney, NE

Eighth Annual Nebraska Winery and Grape Growers Forum and Trade Show materials enclosed! Beat the rush – register early.

Complete program will be in the January-February issue of the Nebraska VineLines.