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## Nebraska Vine Lines, Volume XIII, Issue 1, January/February 2011

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# Nebraska VineLines

UNIVERSITY OF  
**Nebraska**  
Lincoln® EXTENSION

JAN/FEB 2011  
Volume: XIII — Issue: 1

## University of Nebraska Viticulture Program

**Editors: Dr. Paul Read, Professor of Horticulture & Viticulture and  
Stephen J. Gamet, Department of Agronomy & Horticulture**

### LOTS TO LEARN AT 14<sup>th</sup> FORUM

**T**he 14<sup>th</sup> Annual Nebraska Winery and Grape Growers Forum and Trade Show abounds with opportunities to learn. There's something for everyone! Thursday's workshops will feature Tom Cottrell, Extension Enologist from the University of Kentucky; Bill Shoemaker, University of Illinois, Senior Research Specialist; and Patty Held of Patty Held Winery Consulting.

Many in the Nebraska wine industry will remember Dr. Cottrell from his presentations at the first Winemaking School sponsored several years ago by the University of Nebraska Viticulture Program (UNVP) or from his frequent lectures at conferences in other states in previous years. Tom's workshop "Using the Laboratory to Make Good Decisions and Good Wine," will feature 1) Measuring pH, Total Acid (TA) and Percent Soluble Solids (° Brix); 2) "Targeting 'the Perfect' Harvest Date" and "Out of Whack Cultivars and How to Fix Some of Them" and 3) "VA Measurement and Avoidance," "Micro-oxidation" and "Tannin Management." On Friday, Tom will present "Accurate Measurement of Free SO<sub>2</sub> and Why You Should Care" and his Saturday discussion is entitled "Vineyard Actions to Impact pH."

Bill Shoemaker coordinates the northern Illinois viticultural research program, including the Illinois NE-1020 project (the national collaborative cultivar trial in which our UNVP is participating). Bill is also an avid grape breeder who is a frequent contributor to the international Grape Breeders ListServe. Bill's Thursday workshop will focus on "Cold Climate Grapes for Nebraska" and he will present "Challenges for Growing Cold-Hardy Grapes in the Upper Midwest" on Friday. He will also discuss his grape breeding research as part of Saturday's program.

Patty Held's marketing acumen is much-sought by a wide segment of the Midwest Grape and Wine Industry. She speaks frequently to grape and wine conferences and conducts workshops on marketing and promoting your wines. Her workshop on Thursday will provide stimulating ideas for promoting and selling Nebraska wines. She will also lead round-table discussions on Friday and present further insights on Saturday morning.

Combine the foregoing with information about wine caves (see accompanying story), Steve Gross's comments on the wine industry, instruction on pruning and vine management, research on mulches and ground covers, updates on the University of Nebraska Viticulture Program's research, opportunities to sample fabulous Nebraska wines and culminating in a grand finale the Grande Awards Banquet, featuring Doug Frost's inspiring comments and you have a conference with something for everyone. Add in great socializing with old and new industry friends and a great Trade Show and you have a premier event. This is a conference you won't want to miss~! Register today by going to <http://agronomy.unl.edu/viticulture> or by filling out the form found in this issue and mailing it to:

UNL CARI Registration Service  
ATTN: Audrey George  
University of Nebraska-Lincoln  
103H Miller Hall  
Lincoln, NE 68583-0711.

- Please join us for the 14th Annual Nebraska Winery & Grape Growers Forum & Trade Show!
- Tasting nights will be terrific!
- What a great way to meet all wineries!
- WOW—expect a great banquet!



Extension is a division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the counties and the United States Department of Agriculture.

University of Nebraska-Lincoln Extension educational programs abide with the nondiscrimination policies of the University of Nebraska-Lincoln and the United States Department of Agriculture.

## The University of Minnesota announces Frontenac blanc — coming in 2012

**T**he Frontenac family continues to grow. Just like the famous 'Pinot' group, versions of Frontenac with noir (dark blue), gris (grey), and blanc (white or colorless) fruit have appeared.

The original 'Frontenac', introduced by the University of Minnesota in 1996, is a dark blue-fruited cultivar originating from a cross of *Vitis riparia* x Landot 4511. 'Frontenac gris' was discovered in a University of Minnesota test vineyard as a naturally occurring, single bud mutation of Frontenac back in 1992. 'Frontenac gris' produces pigment (anthocyanins) only in the outer layers of cells of the berry, just under the skin, giving the berry a grey or bronze color and producing a white or slightly pigmented wine.

More recently, several growers in Minnesota and Canada have independently discovered white-fruited mutations of Frontenac and Frontenac gris that have now come to be known as 'Frontenac blanc'. These Frontenac blanc lines lack pigment and make white wine.

This is an exciting new development for cold climate growers. Frontenac has proven to be an outstanding vine and Frontenac gris shows exactly the same vine growth and disease resistance traits. We have every reason to expect that to be true of Frontenac blanc as well. This will make it easy to manage with the same cultural practices as Frontenac and Frontenac gris.

Initial trial vinifications of Frontenac blanc indicate that it produces wines that are distinctly different from Frontenac gris in flavor and aroma. The University of Minnesota plans to evaluate and characterize Frontenac blanc lines as they are made available and nurseries intend to sell Frontenac blanc in 2012.

(Editors Note: The University of Nebraska Viticulture Program planted examples of Frontenac blanc in its research vineyards in 2010. As these vines mature, we will report on their performance in the Nebraska VineLines and field days.) ♦

## SUPPORT YOUR UNIVERSITY VITICULTURE PROGRAM . . . and Get a Tax Deduction too!

**M**any people make year-end tax-deductible contributions to their favorite charities, but did you know that a tax-deductible contribution may be made to support the University of Nebraska Viticulture Program? A contribution can be made to the **University of Nebraska Foundation**, 1010 Lincoln Mall, Ste. 300, Lincoln, NE 68508. Provide the notation "Gift for the University of Nebraska Grape Cultivar Evaluation Fund #3017." In these days of tight budgets, every dollar counts—by your donation, you can help the research and education programs and at the same time, gain a tax deduction. Thanks for your support!

**The University of Nebraska Viticulture Program**

## WINE CAVE EXPERTS PRESENT AT THE 14th FORUM



**A**ndre Hawks, Staff Engineer at Brierley Associates and Dr. Robert M. Joekel, Professor, at UNL's School of Natural Resources, Department of Earth and Atmospheric Sciences, will present information about the installation and potential value of wine caves for Nebraska wineries.

Wine caves provide ideal fermentation environments and are energy efficient sustainable structures that maximize site utilization. Successfully building a wine cave consists of the following critical components: geology, site layout, and site investigation. This presentation will examine the geology and construction methods used to build wine caves in the Napa Valley and how these construction methods can be successfully applied to building a wine cave in Nebraska.

## A Call for Agricultural Innovation and Value-Added Agriculture (VAA) Grant Proposals March 18, 2011

**T**he Nebraska Department of Economic Development (DED) and Nebraska Rural Development Commission (RDC) announce a call for Agricultural Innovation and Value-Added Agriculture (VAA) grant proposals March 18<sup>th</sup>, 2011. The program supports the collaborative development of farming and ranching; start-up and growth of value-added agricultural enterprises; and growth of rural communities and regions. Additional information will be posted at [www.neded.org/](http://www.neded.org/) or by contacting Linda Fettig at [linda.fettig@nebraska.gov](mailto:linda.fettig@nebraska.gov). ♦

• Drink wine and you will sleep well. Sleep and you will not sin. Avoid sin and you will be saved. Ergo, drink wine and be saved. –Medieval German saying.

• A meal without wine is like a day without sunshine. –A. Brillat-Savarin ♦

**14<sup>th</sup> Annual Nebraska Winery and Grape Growers Forum and Trade Show – Mar. 3<sup>rd</sup> – 5<sup>th</sup>, 2011**  
**Nebraska Wines - Quality from Grape to Glass**  
**Holiday Inn – Kearney, NE**

Start	End	MARCH 3 <sup>rd</sup> – THURSDAY AFTERNOON WORKSHOPS			
11:00	1:00		Registration – Pre-function area-West entrance		
1:00	5:00		<b>Viticulture</b> Cold Climate Grapes for Nebraska Bill Shoemaker, Senior Research Specialist, University of Illinois  (Room DE)	<b>Enology</b> Using the Laboratory to Make Good Decisions and Good Wine Tom Cottrell, Extension Enologist, University of Kentucky  (Room F)	<b>Marketing &amp; Promotion</b> Patty Held, Patty Held Winery Consulting  (Room A)
5:00	7:00		Dinner (on your own)		
7:00	9:00		“White Night” Wine Reception with hors d’oeuvres (Pre-function area - West Entrance)		
MARCH 4 <sup>th</sup> - FRIDAY PROGRAM					
8:00			Registration Open		
8:30	10:00		NWGGA General Business Meeting (Room DEF)		
10:00	11:00		Grape Growers Council Meeting		
10:00	11:00		Winery Council Meeting		
11:00			TRADE SHOW OPENS		
11:00	12:30		Lunch (provided) (Loper Room)		
1:15	1:30		Opening of Conference Welcome and Introductions Paul Read, University of Nebraska Viticulture Program		
1:30	2:15		Challenges for Growing Cold-hardy Grapes in the Upper Midwest Bill Shoemaker, Senior Research Specialist, University of Illinois (Room DEF)		
2:15	3:00		Accurate Measurement of Free SO <sub>2</sub> and Why You Should Care Tom Cottrell, Extension Enologist, University of Kentucky (Room DEF)		
3:00	3:45		Break – Visit Trade Show		
3:45	4:30		<b>Viticulture</b> Round Table Discussion I Moderator: Bill Shoemaker (Room C)	<b>Enology</b> Round Table Discussion II Moderator: Tom Cottrell (Room F)	<b>Marketing &amp; Promotion</b> Round Table Discussion III Moderator: Patty Held (Room DE)
4:35	5:20		<b>Repeat</b> Round Table Discussion I Moderator: Bill Shoemaker (Room C)	<b>Repeat</b> Round Table Discussion II Moderator: Tom Cottrell (Room F)	<b>Repeat</b> Round Table Discussion III Moderator: Patty Held (Room DE)
5:30	7:00		Dinner (on your own)		
7:00	9:30	“The Other Big Red” Wine Reception with hors d’oeuvres Trade Show Area Silent Auction Opening in Trade Show			



**14<sup>th</sup> Annual Nebraska Winery and Grape Growers Forum and Trade Show – Mar. 3<sup>rd</sup> – 5<sup>th</sup>, 2011**  
**Nebraska Wines - Quality from Grape to Glass**  
**Holiday Inn – Kearney, NE**

**MARCH 5<sup>th</sup> – SATURDAY PROGRAM**

MARCH 5 <sup>th</sup> – SATURDAY PROGRAM					
8:00	9:00		Registration Open		
8:00			TRADE SHOW OPEN		
8:30	9:30		Marketing & Promotion Patty Held, Patty Held Winery Consulting  (Room C)	Viticulture – Fundamentals Pruning Class Room Work Bill Shoemaker, UNVP Staff: Paul Read, Stephen Gamet & Vaughn Hammond (Room F)	Enology Yeast & Wine Nutrients Gordon Specht, Scott Laboratories  (Room DE)
9:30	10:30		Break – Visit Trade Show		
10:30	12:00		Marketing & Promotion Legislative Update Steve Gross, the Wine Institute	Viticulture – Fundamentals Pruning - Field Demonstration Bill Shoemaker, UNVP Staff: Paul Read, Stephen Gamet & Vaughn Hammond  (Room F - offsite location TBA?)	Enology Wine Making: Vineyard Actions to Impact pH Tom Cottrell
		Viticulture PhD Research Project: Mulches & Ground Covers Christina Bavougian (Room C)	Marketing & Promotion “Wineries & Agri-Tourism” Linda Fettig, Director of Rural Development Commission (Room DE )		
12:00	1:30		Lunch (provided) (Trade Show Area)		
1:30	2:00		Herbicide Tolerant Crops and the Potential Impact on Sensitive Crops  (Room C)	Viticulture Breeding Great Cultivars for the Midwest Grape & Wine Industry Bill Shoemaker  (Room F)	Wine Caves in Nebraska Andre Hawks, Staff Engineer at Brierley Associates & Dr. Robert Joeckel, Department of Earth & Atmospheric Sciences, University of Nebraska–Lincoln (Room DE )
2:00	3:00		“NE-1020 Project” Paul Read, Steve Gamet, Tom Zumpfe  (Room C)	Viticulture UNL Update on Viticulture Program Research Results Paul Read, Christina Bavougian, Steve Gamet (Room F)	Marketing & Promotion Legislative Interaction: Promoting Your Wine Industry Steve Gross, the Wine Institute  (Room DE)
3:00	4:00		Viticulture Round Table Discussion I (Room C)	Enology Round Table Discussion II (Room F)	Marketing & Promotion Round Table Discussion III (Room DE )
4:00	5:00		Wrap-Up Discussion Bill Shoemaker & Tom Cottrell (Room DEF)		
6:30	10:00		Aperitif (Pre-function area - West Entrance)  <b>GRAND AWARDS BANQUET</b>  <b>SPEAKER: DOUG FROST</b>  Close of Silent Auction Announcement of Amateur Wine Competition Winners Live Auction Background Music (Hotel Ballroom)		

**14<sup>th</sup> Annual Nebraska Winery and Grape Growers Forum & Tradeshow**  
**Holiday Inn**  
**Kearney, Nebraska**  
**March 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup>**

Main Registrant: \_\_\_\_\_  
First name: N \_\_\_\_\_  
Last name: N \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Special Needs: \_\_\_\_\_

**Main Registration Information**

**Package Options Available**

**Full Conference Package**

NWGGA Member     \$225.00 ☐  
Non Member         \$250.00 ☐

*Includes:*

- Thursday Workshop
- Thursday's "White Night" Wine Reception
- Friday & Saturday Programs (Including Lunches & Refreshment breaks)
- Friday's "The Other Big Red" Wine Reception
- Trade Show Pass
- Saturday's "Grand Awards Banquet"

**Forum Package (Fri. & Sat.)**

NWGGA Member     \$200.00 ☐  
Non Member         \$225.00 ☐

*Includes:*

- Friday & Saturday Programs (Including Lunches & Refreshment breaks)
  - Friday's "The Other Big Red" Wine Reception
  - Thursday's "White Night" Wine Reception
  - Trade Show Pass
  - Saturday's "Grand Awards Banquet"
- (Does not include Thursday's Workshops)

**Thursday's Workshops (Thurs. ONLY)**

NWGGA Member     \$60.00 ☐  
Non Member         \$75.00 ☐

*Includes:*

- Thursday's Workshop
- Thursday's "White Night" Wine Reception

**A la Carte Options for Main Registrant**

**(If you selected the FULL Package skip A la Carte Section)**

Thursday's "White Night" Wine Reception.....\$25.00 ☐  
Friday Day Pass Only (includes lunch, breaks, trade show, & wine reception).....\$120.00 ☐  
Friday Lunch Only (this does not include Friday program).....\$30.00 ☐  
Friday's "The Other Big Red" Wine Reception.....\$25.00 ☐  
Saturday Day Pass Only (includes lunch, breaks & trade show).....\$120.00 ☐  
Saturday Lunch Only (this does not include Saturday program).....\$30.00 ☐  
Saturday's "Grand Awards Banquet".....\$60.00 ☐  
Trade Show Pass (Fri & Sat).....\$20.00 ☐

## Guest Registration

Guest Name: \_\_\_\_\_ (First/Last Names please)

Full Conference Package	NWGGA Member	\$225.00 <input type="checkbox"/>
	Non-Member	\$250.00 <input type="checkbox"/>
Forum Package (Fri. & Sat.)	NWGGA Member	\$200.00 <input type="checkbox"/>
	Non-Member	\$225.00 <input type="checkbox"/>
Thursday's Workshops (Thurs. Only)	NWGGA Member	\$ 60.00 <input type="checkbox"/>
	Non-Member	\$ 75.00 <input type="checkbox"/>

### A la Carte Options for Guest Registrant

(If you selected the FULL Package skip A la Carte Section)

Thursday's "White Night Wine Reception Guest".....	\$25.00 <input type="checkbox"/>
Friday Day Pass Only Guest <i>(this does not include Friday programs)</i> .....	\$120.00 <input type="checkbox"/>
Friday Lunch Only Guest <i>(this does not include Friday programs)</i> .....	\$30.00 <input type="checkbox"/>
Friday's "The Other Big Red" Wine Reception Guest.....	\$25.00 <input type="checkbox"/>
Saturday Day Pass Only Guest <i>(includes lunch, breaks &amp; trade show)</i> .....	\$120.00 <input type="checkbox"/>
Saturday Lunch Only Guest Only <i>(this does not include Saturday programs)</i> .....	\$30.00 <input type="checkbox"/>
Saturday's "Grand Awards Banquet" Guest.....	\$60.00 <input type="checkbox"/>
Trade Show Pass (Fri & Sat) Guest.....	\$20.00 <input type="checkbox"/>

### Payment Options

Total: \$ \_\_\_\_\_

- ☐ Check (Make Payable to University of Nebraska-Lincoln)  
☐ Visa                      ☐ MasterCard                      ☐ Discover

Cardholder: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Send Payments/Registrations to:

UNL CARI Registrations Services

Attn: Audrey George

103H Miller Hall

Lincoln, NE 68583-0711

Questions: 1-800-328-2851

Or Register Online: <http://go.unl.edu/wine>



# Thoughts on Industry Development

Dr. Bruce Zoecklein

Professor Emeritus Virginia Tech

**T**he Virginia wine industry is on the verge of some notable industry promotion as a function of the enhanced Virginia Wine Board money. How can we maximize the potential for the industry? The following is my pensee, that is, a few platonic thoughts regarding development.

**The presence of desirable fruit numbers is not an assurance that the wine will be any good.** Most realize this on an intellectual basis, but in practice we remain heavily dependent on numerical gauges. As an industry, many remain formulaic in their approach. Growers and wine producers alike must increase their understanding of what numbers mean and do not mean. Ultimately, people drink wine and not numbers. Brix, for example, will only tell one of the potential alcohol, not whether your grapes are ripe or possess desirable aroma or flavor.

**The absence of defect does not necessarily equate to the presence of wine quality.** In order for Virginia to realize its full potential, our wines must convey a sense of place and originality. We must continue to create complexity and flavor interest in our products. Additionally, we must increase our understanding of the relative value of our wines, compared to others in the marketplace.

**Wine may not be infinitely malleable.** Winemakers can only add so much acid, so much sugar, so much ultra-this and mega-that, before the sum of the wine's parts no longer create a greater whole. Large changes in a wine's chemistry milieu may leave lasting scars. They may obscure our understanding of terrior-based feature and the uniqueness of our region.

**Don't follow the leaders – don't go with the pack.** The pack has no idea where it is heading. Each producer must develop his/her own palate and style true to vineyard source. Remember the famous line of Wayne Gretzky, the hockey player, when asked to comment on the reasons for his success: "I skate to where the puck is going, not to where it has been."

**Understand the importance of relativism.** We need to remind ourselves of the differences between information that is universal, and that which is specific to time, place and circumstance. Trade journals regularly report the observations of others, in other regions, working under circumstances often different from our own. How do those observations relate to your conditions? Does this information convey? Sometimes it does, but often it does not. John Locke suggested that our only true knowledge is derived from our own five senses. That is, our only real understanding comes from our own empirical or self-observed and derived knowledge.

**We must be much more pro-active in both viticultural and enological sustainable practices.** The trend is increasing else ware. Are we going to be ahead or behind? Spending for sustainability-related services in the United States will more than double from about \$28 billion in 2010 to \$60 billion in 2014, according to a recent report by market research firm Verdantix (London, U.K.). Based on an analysis of 1,833 firms

with annual revenue of at least \$1 billion, Verdantix found that sustainability spending will increase by a projected 11% in 2010 compared with 2009, and that the growth rate will accelerate to 16% in 2011 and 24% in 2012. Sustainability has both an economic and marketing component. Both my office and Virginia Green are working together to assist wineries understand the importance of sustainable practices. For more information see-Enology Notes Index at [www.vtwines.info](http://www.vtwines.info), click sustainable.

Editor's note: Although Bruce's comments are addressing the Virginia wine industry, there are some take-home messages for all in the grape and wine industry. ♦

## DID YOU KNOW?

♦ **The U.S. is projected to greatly increase its wine consumption.** In 2005, wine consumption per capital was 11.7 liters (3.09 U.S. gallons) per year, per person (of legal drinking age). An increase to 12.3 liters (3.25 U.S. gallons) was projected by 2010.

♦ **Sales of still wine in terms of both value and volume are increasing.** Sales of still wine in terms of value reached over \$19 billion in 2005 (+22.49 percent versus 2001). Sales in terms of value are projected to increase a further 18.7 percent between 2005 and 2010, reaching almost \$23 billion.

♦ **All market segments are increasing.**

♦ **Americans consume more red wine than rosé and white wine.**

♦ **Consumption of imported wine is rapidly growing.**

♦ **Currently, the U.S. is the third largest wine importer in the world (behind Germany and Great Britain).** ♦

## Fine Wine Quotes

- A bottle of wine begs to be shared, never met a miserly wine lover. –Clifton Fadiman
- Wine gives courage and makes men more apt for passion. – OVID
- Wine is liquid food. –Robert Mondavi
- God made only water; but man made wine. –Victor Hugo
- The best use of bad wine is to drive away poor relations. – French Proverb
- Bronze is the mirror of the form; wine of the heart. –Aeschylus
- When there is plenty of wine, sorry and worry take wing. – OVID
- God loves fermentation just as dearly as he loves vegetation. –Ralph Waldo Emerson
- The table has its pleasures and wine makes for a cheerful life. –Ecclesiastes 9:6 ♦



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## **North Central States Cooperate on Pest Plan**

**Guide for grapegrowers in nine states now available online as 107-page PDF.**

**E**ast Lansing, Mich. Nine states in the North Central region of the U.S. have cooperated on a strategic plan for grapegrowers that identifies their highest pest and disease priorities, and recommends management solutions for them. Although California, Washington and other states have similar strategic plans, it's believed to be the first interstate plan of its kind. The 107-page document may be downloaded in PDF form at: [grapes.msu.edu/grapeplan.htm](http://grapes.msu.edu/grapeplan.htm). ♦

### **Nebraska VineLines Calendar of Events**

- February 17-19, 2011  
Cold Climate Conference 2011  
Minnesota Grape Growers Association  
Annual Grape & Wine Conference  
For more information: please visit [www.mngrapes.org](http://www.mngrapes.org) or contact  
Lisa Smiley at: [lisa.smiley@mngrapes.org](mailto:lisa.smiley@mngrapes.org).

- May 23-24, 2011  
National Small Food Manufacturer Conference  
Presented by the Food Processing Center, University of Nebraska-Lincoln  
For more information, go to [www.fpc.unl.edu/nsfmc](http://www.fpc.unl.edu/nsfmc). For questions or to  
have a brochure mailed to you please contact conference coordinator,  
Jill Gifford at 402-472-2819 or [gifford1unl.edu](mailto:gifford1unl.edu). ♦

### **Future Nebraska Winery & Grape Growers Forums**

- 2011 – March 3 – 5, Holiday Inn, Kearney
- 2012 – March 1 – 3, Holiday Inn, Kearney
- 2013 – February 28, March 1 & 2, Holiday Inn, Kearney

• **Please be sure to visit us on the Web for information  
and updates at:**  
**<http://agronomy.unl.edu/viticulture>.**

