



# MISSOURI WINES™

## Meet the Staff at ICCVE

There are some new faces among the familiar at the Institute for Continental Climate Viticulture and Enology (ICCVE) working to enhance Missouri grape and wine production.

**Eli Bergmeier** is the Viticulture Research Specialist for ICCVE. Eli's primary responsibilities are to execute the ICCVE's viticulture experiments and to oversee and maintain the Institute's vineyard research plots. Prior to joining the ICCVE, Eli served grape growers in Iowa for four years in an outreach capacity as Viticulture Technician with Golden Hills RC&D. He also has commercial grape production experience, providing vineyard management and maintenance from 1996-2002 for James Arthur Vineyards in Raymond, Nebraska. Eli earned a B.A. in Political Science from the University of Nebraska-Lincoln in 2000, and is currently pursuing an M.S. in Plant Science at the University of Missouri-Columbia.

**Jackie Harris** recently started in her position as

Viticulture Extension Assistant for ICCVE.

Jackie's educational background includes a Bachelor of Science in Horticulture with an emphasis in Food Crops in 2004 from Colorado State University (CSU). Additionally Jackie graduated with a second degree in Art with concentration in Photo Image Making and a minor in Art History from CSU. She continued her education at Lincoln University near Christchurch, New Zealand in 2006 receiving a Graduate Diploma in Viticulture and Oenology.

Jackie's work experience has focused on laboratory work. She started working as a student in the Horticulture and Landscape Architecture Lab at CSU assisting in a lycopene study in tomatoes, a cold storage study in potatoes, and phenolics in apples. Later she began working for the USDA, ARS, National Center for Genetic Resources Preservation (NCGRP) where her duties included extracting DNA from garlic and

clonal wilds including grapes, tissue culture, cryopreservation studies, and total phenolics in garlic.

Jackie has practical vineyard experience working a summer at the Colorado State Extension, Orchard Mesa Research Center in Grand Junction, Colorado where she helped maintain the vines day to day, re-established dead and damaged vines due to drought stress, started up a new vineyard plot, and aided in an irrigation study in apples.

**Holly Caple** is the new Administrative Assistant, joining ICCVE in late July 2007. She is a long time resident of Columbia and employee at the University of Missouri. She earned her bachelor's degree from the University of Missouri in 1987. Holly has worked in various departments at the University since 1989 including the Learning Center, Graduate School Extension, Human Development, and Biochemistry gaining extensive experience with different branches of the University.  
*continued on page 6*

Fall 2007

Industry Newsletter

### Save the Date:

- *Liquor Control Workshop, 11/14/07, Augusta*
- *Freeze Workshop, 12/5-6/2007, ICCVE*
- *Grape & Wine Conference, 02/2-4/2008, Tan-Tar-A*

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## Nutritional Labeling Proposed for Wine

Consumers are familiar with the nutrition chart listing serving size, calorie, fat and carbohydrate counts on the box of their favorite cereal or jar of pasta sauce... imagine that chart on the back label of a bottle of wine. Nutrition labels on wine may be a possibility in the near future.

A proposal that would require wineries to include nutrition and serving facts on their labels is under consideration by the TTB. Under the possible new rule, all wines will include a serving facts panel similar to the panel mandated for all non alcohol food packaging on the label. Information about serving size, number of servings per container, calorie, carbohydrate, protein and fat content will be required on each bottle of wine. The TTB is currently accepting comments on the issue until January 27, 2008.

“A new rule requiring serving facts on wine labels will place a very expensive burden on wineries,” said Jim Anderson Executive Director of the Missouri Wine & Grape

Board. “Not only will wineries have to pay for testing but label costs will increase as well.”

The proposal mandates each vintage of each type of wine list nutrition facts. This would require annual testing of every product at approximately \$250 per test.

“Annual nutrition testing would be a huge financial burden,” said Tim Puchta of Adam Puchta Winery and Missouri Wine & Grape Board Chairman. “For smaller wineries like mine as well as the larger wineries.”

Opponents of the proposed change argue that the key information the consumer requires is the alcohol content, which is already required on the label. Providing nutritional information through the serving facts panel will not offer much additional consumer benefit because virtually no wines contain fat or protein.

The proposed change could also aesthetically damage the wine indus-

try as well.

“Wine labels are a key marketing tool,” said Cara Stauffer of Native Stone Winery. “There just isn’t that much space on the back of a wine label to include nutrition information and winery information.”

Wineries interested in submitting comments on this issue to the TTB should reference TTB Notice No. 73, Labeling and Advertising of Wines, Distilled Spirits and Malt Beverages. In their comments wineries should provide information about overall production, the number of different lots which will be ultimately labeled, and the number of bottles in these different lots. This information gives some indication of approximate overall costs to the winery per year. Comments on the ruling should be sent to: Director, Regulations and Rulings Division  
Alcohol and Tobacco Tax and Trade Bureau  
P.O. Box 14412  
Washington, DC 20044-4412

## The Direct Shipping News

Barriers to direct shipping of wine in the United States are tumbling, slowly. Changes in direct shipping laws have been made here in Missouri as well as Illinois.

Missouri is now a permit state. The law changing MO from reciprocal to permit state went into effect August 28, 2007. That means all wineries, Missouri and any of those in the 49 other states, that plan to ship wine into, out of, or inside the Show-Me State must have a direct

shipment permit. The permit is free, but wineries must apply for a permit and file annual reports. Visit the Division of Alcohol and Tobacco Control website at <http://www.atc.dps.mo.gov/index.htm> for permit info and the new forms. If you have questions contact Karen Gaut at Alcohol and Tobacco Control at 573-751-2333.

Shipping rules have changed in Illinois as well. The IL legislature has passed a direct shipping permit bill.

Wineries can ship up to 12 cases per year per resident. Wineries producing less than 250,000 gallons annually pay \$150 for permit; 250,000-500,000 gallons pays \$500; over 500,000 gallons pays \$1000. Forms have not yet been created for the permit, which will go into effect July 1, 2008. Until then, the reciprocal law remains in effect.

## The Grapevine...

### **Cover girl...**

Missouri wine's own Patty Held-Uthlaut is the smiling cover girl on the October 2007 edition of St. Louis Woman magazine. The magazine, which profiles interesting, accomplished women, features Patty and her story of working at family owned Stone Hill Winery. Congratulations Patty on well-deserved recognition for one of the modern Missouri wine industry's founding daughters.

### **The 411 on 417...**

The annual Best of 417 wine and food event in Springfield is February 24, 2008. Missouri wine is the only wine served to the approximately 1500 attendees. Watch your mailbox for participation info.

### **California here we come...**

Missouri wines will once again be featured at the annual Unified Wine & Grape Symposium taste of the states wine tasting in Sacramento, California. Keep an eye out for word from Danene about including your Vignoles or Norton in the popular event. Unified is scheduled for January 29-31, 2008 with the trade show slated for January 30 and 31. For more Unified info check their website

[www.unifiedwinesymposium.org](http://www.unifiedwinesymposium.org).

### **MO Wine 08...**

The Missouri Grape & Wine Conference is just around the corner, February 2 – 4, 2008 at Tan-Tar-A Resort at the Lake of the Ozarks. Check your mailbox for registration materials in early November. Highlights of this year's conference include introductory and advanced viticulture sessions, the Grape Growers reception, a tequila tasting, the annual Super Bowl party and gold medal wine reception, the trade show, and the Grand Banquet fea-

turing award winning Missouri wines paired with exceptional foods. For more info on the 23<sup>rd</sup> annual Missouri Grape & Wine Conference visit [missouriwine.org](http://missouriwine.org) or contact [rozannabenz@centurytel.net](mailto:rozannabenz@centurytel.net).

### **Gov Tourism 07...**

Missouri wine attended this year's Governor's Conference on Tourism held at Tan-Tar-A in early October. Tourism professionals from across the state visited the Missouri Wine & Grape booth and enjoyed Missouri wine from Mount Pleasant Winery at the finale banquet. Missouri wineries contribute quite a lot to the state's tourism industry, so much in fact the Division of Tourism features Missouri wineries in one of their new ad campaigns promoting the state, running now throughout the USA.

### **Freeze!**

Understanding and Preventing Freeze Damage in Vineyards is the topic of a not-to-miss workshop hosted by ICCVE December 6-5, 2007. Featuring nationally recognized experts on vineyard cold injury and freeze protection this is a timely topic scheduled to benefit Missouri's grape growers. Visit the ICCVE at <http://iccve.missouri.edu> to register and access the workshop agenda or check out workshop info and agenda available in this newsletter on pages 4 and 5.

### **Save This Date...**

The Division of Alcohol and Tobacco Control hosts it's 2007 Winery Licensing and Reporting Practices workshop November 14, 2007 from 1 to 3 p.m. at Mount Pleasant Winery in Augusta. Agenda items include winery licensing options, new direct shipment legislation and price posting, product registration and excise tax reporting. Please

RSVP to [karen.gaut@dps.mo.gov](mailto:karen.gaut@dps.mo.gov) or call 573-751-5443 for more info.

### **Formula Change...**

The TTB has released a new form designed to streamline the submission of formulas for wine, distilled spirits and malt beverages. To access the new form go to <http://www.ttb.gov/forms/f510051.pdf> No worries; the older formula will still be allowed. FYI, the following types of wine require a wine formula approval before label submission: agricultural wine (i.e. honey); flavored wine; high fermentation wine; non-beverage wine; other than standard wine.

### **Just Say No Match...**

A new rule proposed by the Department of Homeland Security that will require employers, including, yes, grape growers and winery owners, to fire employees whose social security numbers don't match official records has been put on hold. A federal judge has issued an injunction, which places the No Match Rule in limbo until the court issues its final ruling, which could take several months. Under the No Match Rule employers have 90 days to resolve any social security issues with employees even if it means firing the worker. Proposed as a way to crack down on illegal immigration, No Match Rule opponents hope for a comprehensive federal immigration reform plan to be implemented instead.

### **We're on TV...**

The Missouri wine industry is featured on the History Channel series "The States." In the Missouri segment historians discuss how the MO wine industry saved the French wine industry by sending them phylloxera resistant rootstock in the 19th century.

## Understanding and Preventing Freeze Damage in Vineyards

December 5 & 6, 2007

University of Missouri; Institute for Continental Climate Viticulture and Enology  
Columbia, Missouri

Many grape producers in the Midwestern, eastern, and southern United States experienced widespread frost or freeze injury in early 2007. To aid producers in understanding what can be done to prevent losses to weather events of this type in the future, the Institute for Continental Climate Viticulture and Enology (ICCVE) at the University of Missouri will host a one and one-half day workshop on the subject on December 5 and 6, 2007. The workshop location will be the Memorial Union on the University of Missouri campus in Columbia, Missouri.

Dr. Barclay Poling, Professor of Horticulture at North Carolina State University and editor of the newly published North Carolina Winegrape Grower's Guide, will be the keynote speaker for this workshop. Dr. Poling will present an overview of active freeze protection methods, as well as a discussion of the use of overhead sprinkler systems for freeze protection. Other nationally recognized experts on grapevine frost/freeze injury and protection at this workshop will include Dr. Martin Goffinet of Cornell University, Dr. Imed Dami of Ohio State University, Dr. David Zoldoske of California State University-Fresno, and Mr. Kevin Ker of Brock University in Ontario, Canada. Dr. Keith Striegler, Director and Viticulture Program Leader for the ICCVE, Mr. Andy Allen, Extension Viticulturist for the University of Missouri, and Missouri State Climatologist Pat Guinan will also make valuable contributions to the program. Please see the attached workshop agenda for a complete listing of topics to be addressed.

- Cost: \$150 per person. Includes all workshop materials, one copy of the printed Proceedings, a Wednesday evening reception, a parking pass for on-campus parking, and break refreshments and lunch on both days.
- Lodging: a block of rooms has been reserved for the evenings of December 4 and 5 at the Holiday Inn Executive Center, which is conveniently located on the southwest corner of the intersection of I-70 and Stadium Boulevard (I-70 exit #124) in Columbia. The nightly rate is \$79.95 plus tax. This discounted rate is only available through November 20 – reservations placed after this date may be assessed a higher rate. Please make your own reservations by calling (573) 445-8531, and mention the code "FPW" to receive the discounted room rate.

**Due to limited seating, attendance at the workshop will be limited to the first 165 registrants.** To register for this event, please complete the attached registration form and return it to the address provided. Payment in the form of a check made payable to the ICCVE must accompany your registration form. You will receive confirmation of your registration, your parking passes and maps to the workshop location upon receipt of your registration form and payment. Workshop registrants wishing to cancel their reservations will receive a full refund if the request is made in writing and postmarked by November 5, 2007. Written cancellation requests postmarked between November 6 and November 21, 2007 will receive a 50% refund. Written cancellation requests received after November 21 cannot be honored.

This workshop will provide attendees with a thorough understanding of freeze injury in grapevines and the practices they can employ to combat it. Please direct any questions you may have regarding this event to Eli Bergmeier at [bergmeiere@missouri.edu](mailto:bergmeiere@missouri.edu) or (573) 882-8802. We hope grape growers will take advantage of this unique opportunity to learn from leaders in the field of frost protection. We look forward to seeing you in Columbia on December 5 and 6, 2007!

## Understanding and Preventing Freeze Damage in Vineyards

University of Missouri-Columbia; Columbia, MO

Memorial Union; Mark Twain Room

December 5 & 6, 2007

### Workshop Agenda

#### December 5, 2007

**8:00 A.M. Registration opens**

**9:00 A.M. Welcome and Introductions**

*Dr. R. Keith Striegler; Director, Institute for Continental Climate Viticulture and Enology, University of Missouri-Columbia*

**9:15 A.M. The Easter Freeze of 2007 – What Happened?**

*Dr. Patrick Guinan; Assistant Professor and State Climatologist, University of Missouri-Columbia*

**9:45 A.M. How Water Freezes in Plant Tissues**

*Dr. Imed Dami; Assistant Professor and Extension State Viticulturist, Ohio State University*

**10:30 A.M. Break**

**10:45 A.M. Cold Injury and Recovery of Grapevine Tissue**

*Dr. Martin Goffinet; Senior Research Associate, Cornell University*

**11:45 A.M. Lunch**

**1:00 P.M. Passive Freeze Prevention Methods**

*Dr. R. Keith Striegler; Director, Institute for Continental Climate Viticulture and Enology, University of Missouri-Columbia*

**1:45 P.M. Overview of Active Freeze Protection Methods**

*Dr. Barclay Poling; Professor and Extension Small Fruit Specialist, North Carolina State University*

**2:45 P.M. Break**

**3:00 P.M. Overhead Sprinkler Systems for Freeze Protection**

*Dr. Barclay Poling; Professor and Extension Small Fruit Specialist, North Carolina State University*

**4:00 P.M. Wind Machines for Freeze Protection**

*Mr. Kevin Ker; Research Associate, Brock University*

**5:00 P.M. Conclude**

**6:00 P.M. Reception at the Holiday Inn**

**7:30 P.M. Dinner on your own**

#### December 6, 2007

**8:00 A.M. The Components of an Effective Overhead Frost Protection System**

*Dr. David Zoldoske; Director, Center for Irrigation Technology, California State University-Fresno*

**8:45 A.M. Delaying Grapevine Bud Burst with Oils**

*Dr. Imed Dami; Assistant Professor and Extension State Viticulturist, Ohio State University*

**9:15 A.M. What we Learned from the Easter Freeze in the Mid-Atlantic Region**

*Dr. Barclay Poling; Professor and Extension Small Fruit Specialist, North Carolina State University*

**9:45 A.M. What we Learned from the Easter Freeze in Missouri**

*Andy Allen; Extension Viticulturist, Institute for Continental Climate Viticulture and Enology, University of Missouri-Columbia*

**10:15 A.M. Break**

**10:30 A.M. Crop Insurance Options for Grape Producers**

*RMA Representatives*

**11:15 A.M. Grower's Experiences with Crop Insurance – a Panel Discussion**

*Gene Cowberd; Windymont Vineyards*

*Lynn Gay; Hindsville Farms*

**12:00 P.M. Lunch**

**1:00 P.M. Adjourn**



## MISSOURI WINES™

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At ICCVE she assists with the faculty and staff to coordinate the various facets work within the unit.

**Rebecca Ford** brings a New Zealand flair to ICCVE. The native Kiwi started her job here in Missouri with ICCVE just this week. Her varied role as Extension Enologist includes supporting and developing short courses for local winemakers, supporting enology research and writing bulletins. She is passionate about wine and is enthusiastic about taking part in the new initiatives taking place in the Missouri wine industry. Rebecca's education background includes a Post Graduate Diploma of Viticulture and Enology and she has recently completed her Masters Degree of Applied Science in Viticulture and Enology through Lincoln Uni-

versity, New Zealand. Her research was on the effects of shading and crop load on the flavor and aroma compounds in Sauvignon Blanc grapes and wines and also the influence of bentonite fining on the flavor and aroma compounds in Sauvignon Blanc wines. She is an experienced teacher of students of all ages: children, teenagers and adults and has attained a Bachelors Degree in Education and a Diploma of Teaching at Massey University, New Zealand.

Rebecca has worked in wine production, wine sales and marketing and wine education. She has practical experience in very small and very large wineries in New Zealand namely, Cracroftchase, a small Pinot gris producer in Canterbury and New Zealand's second largest wine

producer Deleat's Wine Estate. In addition, she has worked as a wine sales and wine education consultant for an importer and distributor of Italian wines.

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