

Help in Addressing the Challenges to Entering the Vineyard and Winery Industry

Part 2

**Iowa State University
Value Added Agriculture Program**

**United States Department of Agriculture
Risk Management Agency**

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**Successful
Grape &
Wine
Production**

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Vineyard Challenges

- 1. Steep & Complicated Learning Curve**
- 2. Establishing a new network of Friends, Advisors & Vendors**
- 3. Know & Inform your neighbors of 2,4-D/dicamba drift.**
- 4. Selecting the correct site.**
- 5. Organic does not mean, DO NOTHING!**
- 6. Cost & Time Requirements.**
- 7. Be ready for birds!!**

Winery Challenges

1. **VERY steep and complicated learning curve.**
2. **HUGE Cost & Time requirements**
3. **Ignoring what you like and make what the market demands.**
4. **Industry “EGO” factor hampers unity.**
5. **Objective tasting room advice.**
6. **Finding experienced employees.**