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
Mike White

Viticulture Specialist
Iowa State University
mlwhite@iastate.edu
Successful Grape & Wine Production

Mike White
ISU Extension
Ph: 515-961-6237
E-mail: mlwhite@iastate.edu
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.
5. Objective tasting room advice.
6. Finding experienced employees.