Thinking About A Vineyard?

a first steps guide

Good News!

The good news is that after thorough investigation, research and planning, you’ll know if having a vineyard is right for you.

The grape and wine industry in Missouri is growing rapidly and being a part of its exciting progress can be a successful and rewarding experience.

Cheers to great grape growing!

For More Information

For more information on vineyard establishment & management, visit our website:

gwi.missouri.edu

Additional resources:

The Missouri Grape Growers Association
missourigrapegrowers.org

eViticulture
national viticulture information database
eviticulture.org

For More Information
Important Tips if you’re thinking about a vineyard

The grape and wine industry often holds a special attraction for many. Surrounded by an aura of romance, it’s not unusual for people to dream and wonder about the exciting prospect of owning their own vineyard or winery. However, just like any other business endeavor, it’s important to investigate the feasibility and learn as much about the realities as you can before turning your dreams to action.

Location, Location, Location

Grapes don’t grow well just anywhere. It takes a specialized site for a successful commercial vineyard. Considerations must be made regarding a wide range of factors such as soil, drainage, topography, mesoclimate, macroclimate as well as the types of grapes you want to grow. Be sure to fully investigate the suitability of the land you own or intend to buy.

It’s What You Know

Viticulture or grape growing is a specialized field requiring specialized knowledge. The time to learn about planting a vineyard is before you plant. Study everything you can about grape cultivation and vineyard management. Attend workshops and take advantage of local resources and knowledge. Accumulating as much know-how as possible can only increase your chances of success.

Time & Money

Starting a vineyard requires a significant investment of both time and money. Be sure to develop a business plan, including an enterprise budget, for the vineyard you’re planning. Be aware that it often takes three years for a vineyard to produce a crop for market and that like other agri-businesses, risks like frost, disease and insects can impact profitability. It’s also important to be aware of labor needs. Planting a vineyard is a labor intensive process and tending an established one often requires many hours of work in all weather extremes.