

# Marketing & Building Relationships

4 – 4:30 p.m.  
Friday March 8<sup>th</sup>, 2019  
Show Me Grape & Wine Conference





A national information resource for value-added agriculture



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## Grapes

Updated June 2018

### Introduction

Wine may represent the most expensive and creative use of grapes, but it is not the only use. Eaten fresh as table grapes, dried as raisins or processed into jams, jellies and juices, grapes are thought to have been first cultivated more than 7,000 years ago near present-day Iran. Grape



<https://www.agmrc.org/commodities-products/fruits/grapes>

## Search Markets

### Search by Location

State

Missouri

County

ZIP

FIND DEVICE LOCATION

CLEAR ALL FILTERS

Business Type

Products

vineyard

SEARCH

Search all text for "vineyard"

businesses



Daniel White, East Prairie, Missouri



Ozark Meat Goat Ranch, West Plains, Missouri



Simple Grow Soil - Worm Castings, Springfield, Missouri



Griffin Angus, Monroe City, Missouri



Vang Garden, Fairview, Missouri





# North Central Region

Center for FSMA Training, Extension  
and Technical Assistance

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## Welcome

We are the North Central Region that was selected by Department of Health and Human Services Food and Drug Administration (Grant Number 1R01FD005685-01) titled "Strategies for Successful Implementation of FSMA (Food Safety Modernization Act) in the North Central Region through Adoption of a Systems Approach and Stakeholder Engagement Framework" to represent the 12 states (Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Ohio, and Wisconsin) in the Midwest region of the United States. Our grant is covered under the Institutional Review Board, Office for Responsible Research at Iowa State University (IRB ID 16-123 4/5/2016).

Join our [listserv](#) and you'll receive our monthly newsletter. Additionally you will be able to reach other growers, processors and safety experts with your FSMA questions and concerns.

Located at ISU – Ames, IA

<https://www.ncrfsma.org/>

**FDA Food Safety Modernization Act (FSMA) (1-4-2011)**

# Ensuring Food Safety in the Vineyard: Table Grapes



## My Table Grape Employee Training Checklist

- ✓ We train all workers on food safety policies and document all employee training [§112.30(b)].
- ✓ We train everyone in proper handwashing techniques and include how-to handwashing signs in restrooms.
- ✓ We provide one toilet facility and one handwashing station for every 20 workers within ¼ mile or five-minute drive if a vehicle is present according to The Occupational Safety and Health Administration (OSHA) (29 CFR §1910.110 et.seq.).

[https://www.ncrfsma.org/files/page/files/ensuring\\_food\\_safety\\_in\\_the\\_vineyard\\_table\\_grapes.pdf](https://www.ncrfsma.org/files/page/files/ensuring_food_safety_in_the_vineyard_table_grapes.pdf)



## Ensuring Food Safety in the Vineyard: Wine Grapes

### My Wine Grape Food Safety Checklist

- ✓ We only grow grapes for wine in our vineyard.
- ✓ We will ensure our wine grapes are not adulterated and do not enter into commerce in a manner that would cause someone to get sick or die.
- ✓ We document that our wine grapes will receive a commercial processing step to reduce foodborne pathogens of public health significance.
- ✓ We trace our wine grapes to ensure they receive commercial processing.

[https://www.ncrfsma.org/files/page/files/ensuring\\_food\\_safety\\_in\\_the\\_vineyard\\_wine\\_grapes.pdf](https://www.ncrfsma.org/files/page/files/ensuring_food_safety_in_the_vineyard_wine_grapes.pdf)

# What Kind of Vineyard?

## Table Grapes:

- U-Pick
- U-Pick Self Serve
- Farmers Market
- Wholesale to Stores
- Organic
- Juice



**Currently a VERY SMALL market in the Midwest.**

# Organic Grapes!

Very difficult in the Midwest!

3 year process to become certified

Detailed records and annual certification and inspections required.

6% approximate U.S. Food market share

2% approximate U.S. Organic Wine market share  
(organic grapes & winery must be certified)

**USDA National Organic Program**

**MOSES (Midwest Organic & Sustainable Education Service)**

**OMRI (National Materials Review Institute)**

**MOA (Missouri Organic Association)**



# Table Grapes



1. California grows approximately 97% of U.S. market.
2. U.S. is a net importer of table grapes. Chile (approx. 67%) and Mexico (approx. 30%) source of imports.
3. 80% of U.S. market is seedless.
4. Classified as white, red, blue, black, seedless, seeded, slipskin or non-slipskin.
5. Color, size, firmness, taste and quality very important.
6. Table grapes typically can be stored 6-8 weeks at 32F.

# Farmers Markets & Roadside Stands



# Juice Grapes

**NY, MI, PA, OH and WA are our major juice grape producers.**

**Approximately 9% of U.S. grapes processed into Juice.**

**Concord(purple), Catawba(pink) and Niagara(white) primary juice grape varieties in the U.S.**

Iowa Grape Vines

Preston, IA

\$6/bottle

<http://www.iowagrapevines.com>



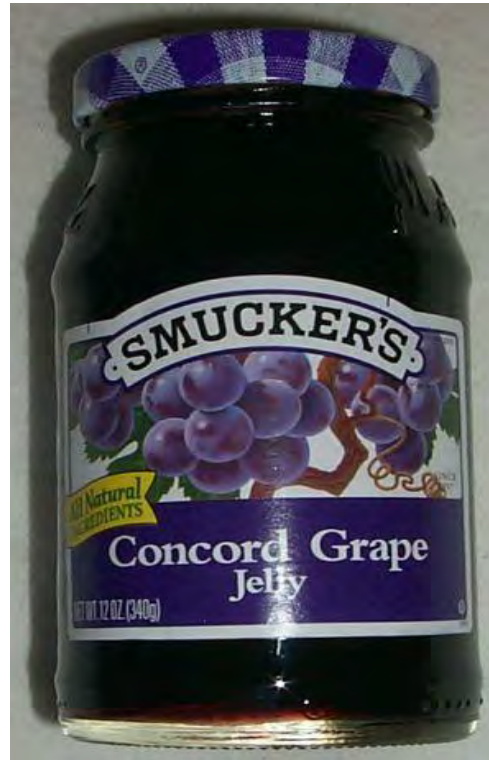
St. Julian Winery

Paw Paw, MI

Sparkling Juice \$3.99



# Jams & Jellies



Very Small Market for Local Producers



# Grape Pie - Common Sight at Roadside Stands in NY Finger Lakes Region



# Verjus

**Verjus is made from green unripe grapes which originated in Persia**



Locust Lane Vineyards  
Holland, MN

**Sour & acidic grape juice that is used as a condiment, salad dressing or put into sauces.**

# Wine Vinegar



**Leatherwood Vinegary**  
**Long Prairie, MN**

<http://www.leatherwoodvinegary.com>

**George Paul Vinegary**  
**Cody, NE**

<http://www.georgepaulvinegar.com/>





# Niche Market



Hanging Grape Baskets



Grape Vine Grilling/Smoking Chips 4  
oz./ \$3

Domaine Berrien Winery, MI



# U-Pick Operation



Water Hydrant



Manual Crusher-Destemer



\$\$\$ Box



Shed on Concrete Pad



Food Grade Buckets

Manual Press



Commercial Scale

# Very, Very Niche Market



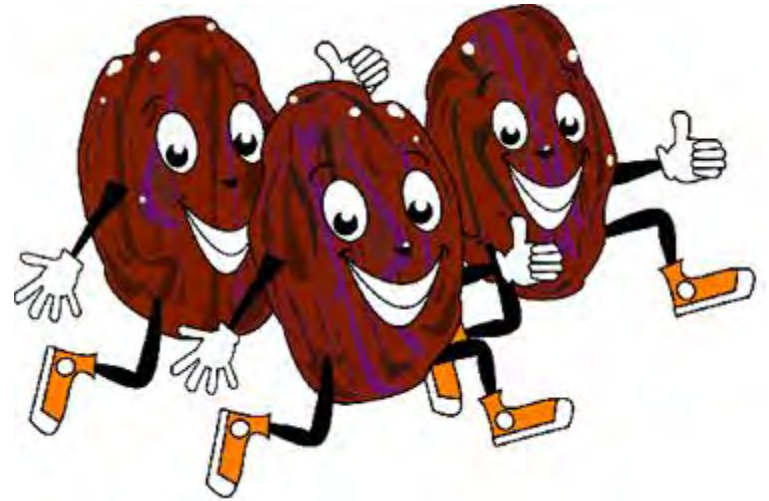
**Dolma, Dolmades, or Sarma: stuffed grape leaves.**

***Usually blanched leaves filled with ground meat and rice.***

***Canned leaves are often preserved in a salt brine.***

***Young early leaves from old white vinifera varieties often used.***

# What About Raisins?



California  
has 99% of  
U.S Market





# Niche Market



ie.. Grape Wreath \$36



Grape Baskets - \$5 - \$75



# Very Niche Market



60 – 100 mg  
capsules \$25

120 – 100 mg  
capsules \$41



17 oz. Grape Seed  
Oil  
\$5.50

# What Kind of Vineyard?

**Commercial  
Winegrapes:**



**MUCH BIGGER MARKET!**



# Vineyard Tasting Rooms



George Spence  
Vineyard  
Gibbon, NE



Wine & Roses of Iowa – Greenfield, IA

# Selling to Wineries

## Strong Market in the Midwest

1. Quantity Requirements
2. Quality Requirements
3. Prompt Delivery Requirements
4. Pesticide Records required: Pre-Harvest Intervals (PHI's)
5. Yield Estimates & Vineyard visits likely
6. Written contracts common



**Southern Hills Cooperative  
Winery Osceola, IA**



# Fruit Composition



## Grapes at harvest (maturity)

- Water: 70 – 80%
- Sugars: 13-30%
  - Fructose and glucose
  - expressed as % soluble solids or °Brix
- Acids: 0.5 -1.5%
  - Tartaric, malic, some citric
  - expressed as titratable acidity (TA)
  - lower pH is more acidic (2.9-3.7 at harvest)

**Brix  
pH  
TA (titratable acidity)**



\$180 handheld  
pH meter

\$50 - \$150 Brix  
Refractometer



\$300 pH/TA  
meter

\$12 hydrometer brix  
reading



\$360 TA  
titration kit.

**Help the wineries  
and they will help  
you!**