

Wisconsin Grape Grower Survey : 2020

Presented: January 26, 2021
Wisconsin Fresh Fruit and Vegetable Show

Review by : Randy Hartung

Survey Parameters

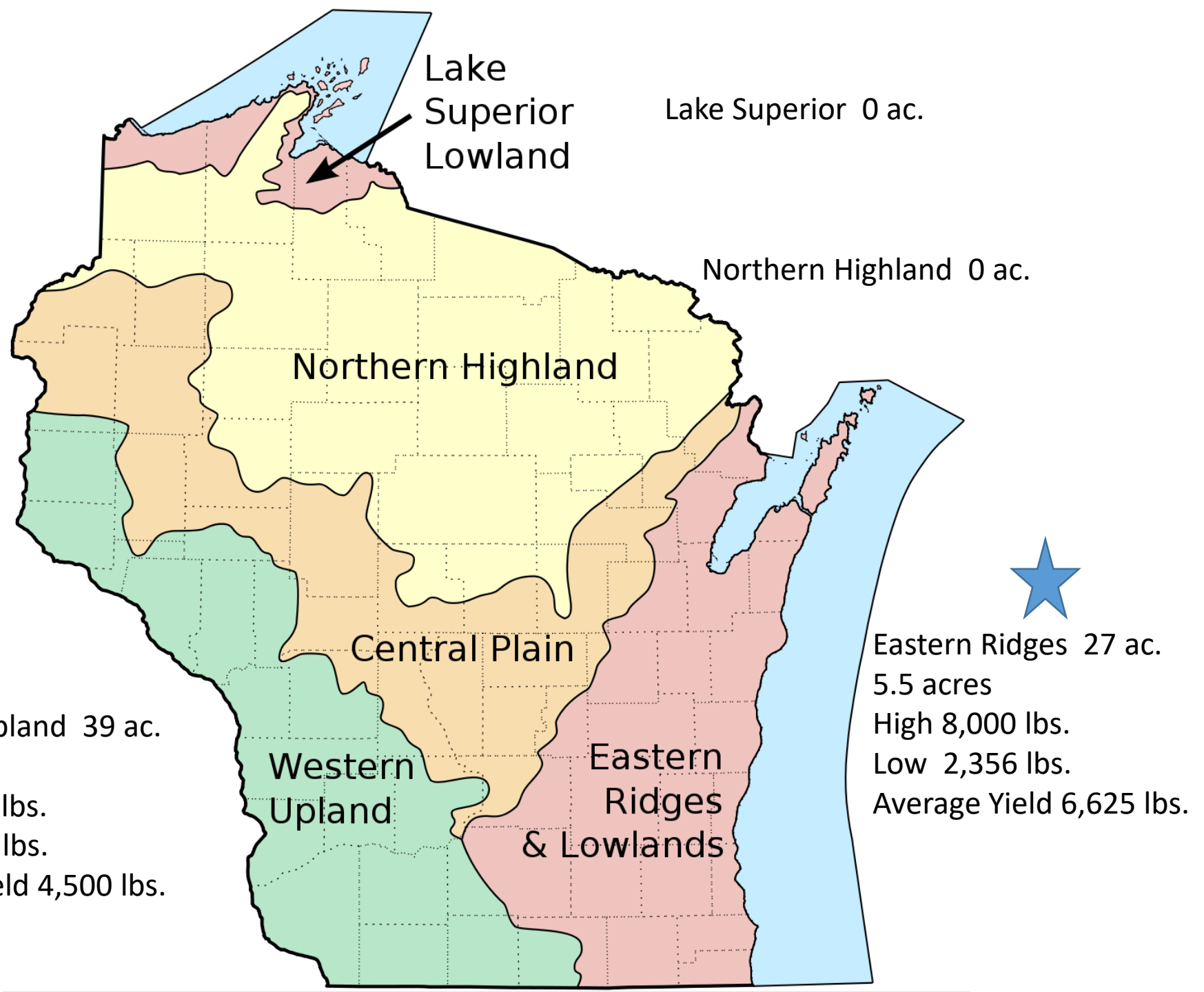
- Late season start
- 100 acres represents less than 10% of membership
- Looking for all growers to participate, members and non
- Few members participated, so far
- On going data collection
- We hope to have this completed by Grower School
- Contact me with comments and questions

Marquette

11 % of state
reported

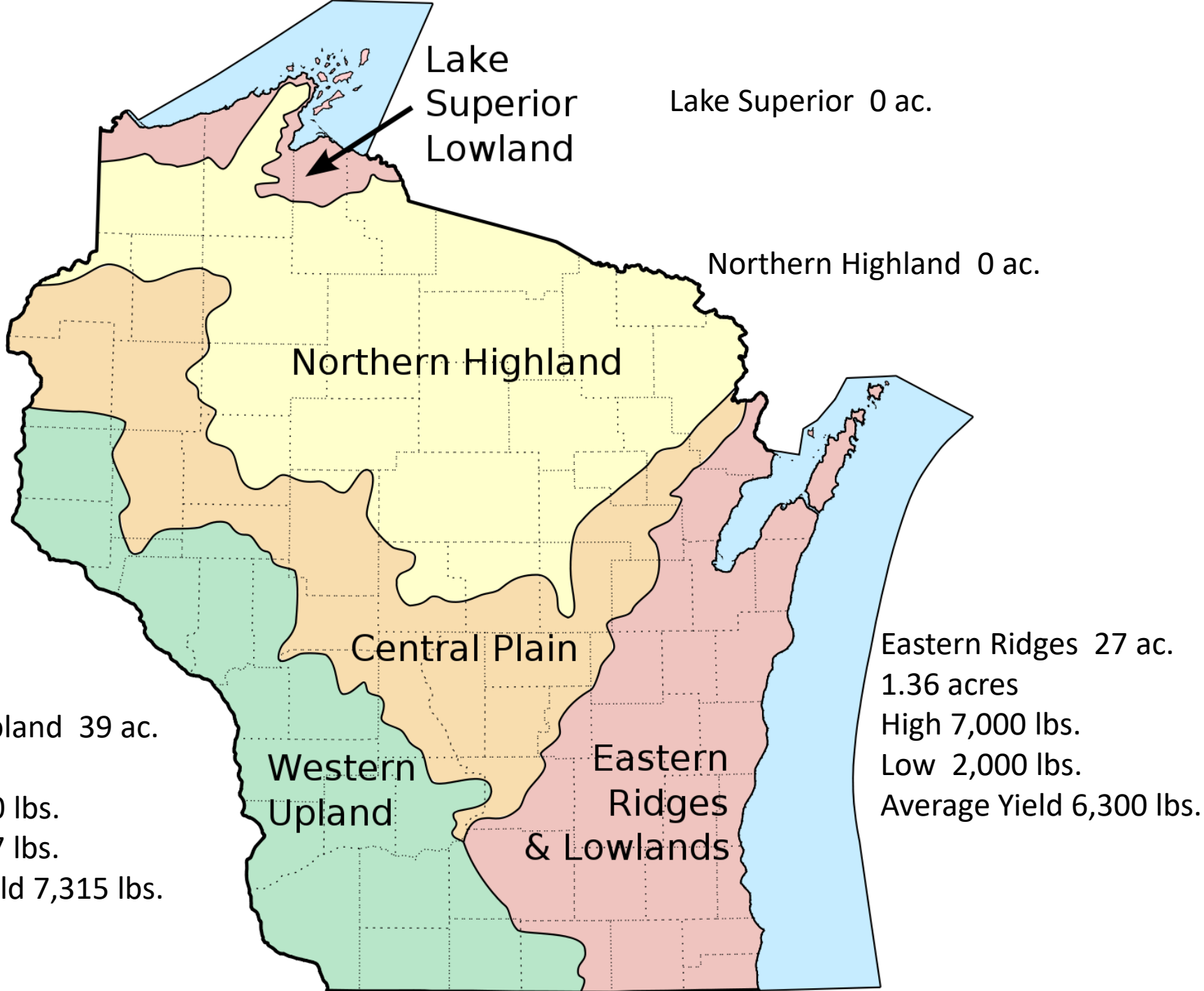
Central Plain 33 ac.
.35 acres
High 0
Low 0
Average Yield N/R

Western Upland 39 ac.
5.48 acres
High 6,000 lbs.
Low 3,000 lbs.
Average Yield 4,500 lbs.



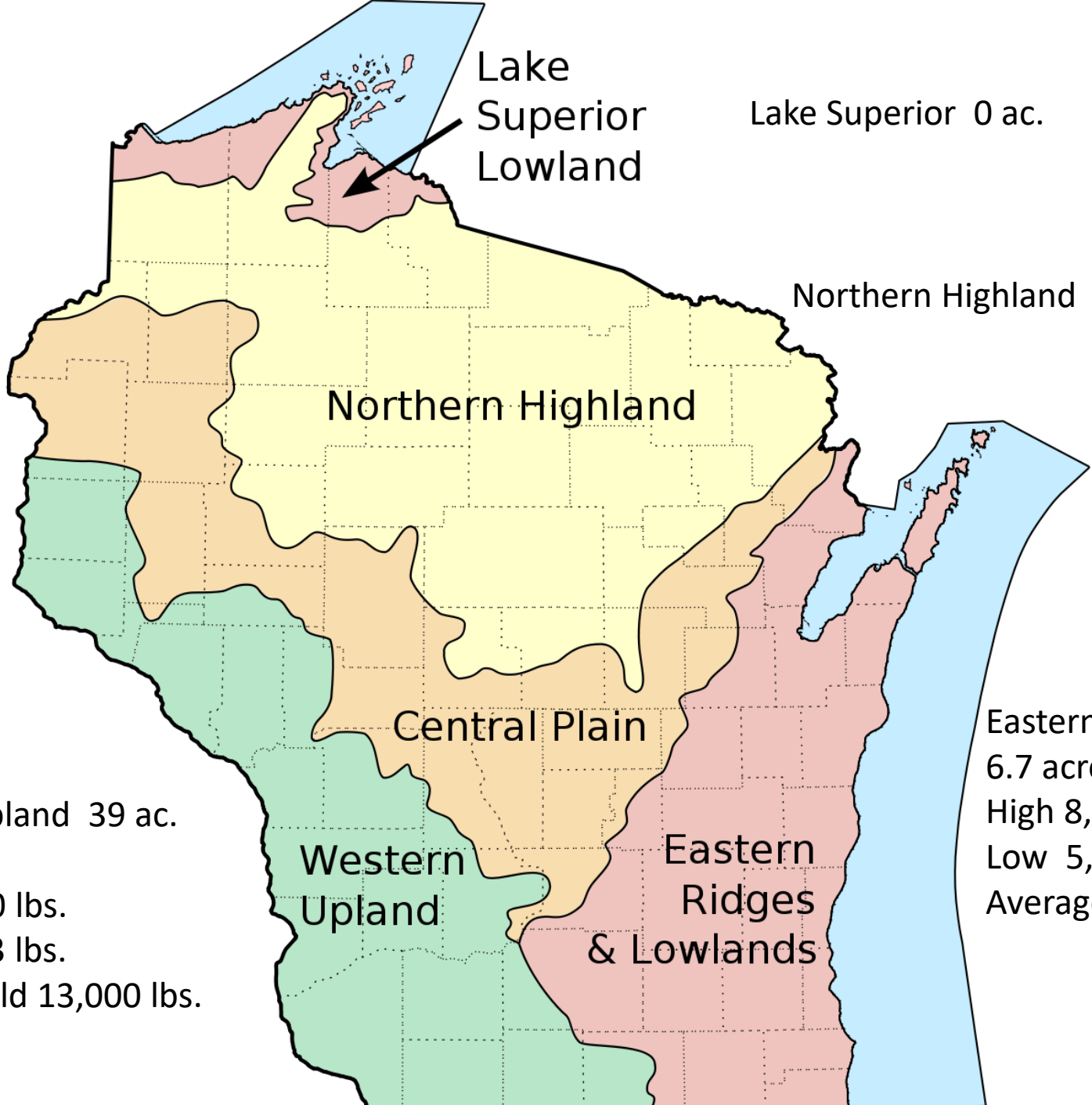
Frontenac

7.9 % of state reported



Petite Pearl

9.6 % of state
reported



Central Plain 33 ac.
.0 acres
High 0
Low 0
Average Yield N/R



Western Upland 39 ac.
2.87 acres
High 13,600 lbs.
Low 1,513 lbs.
Average Yield 13,000 lbs.

Lake
Superior
Lowland

Lake Superior 0 ac.

Northern Highland 0 ac.

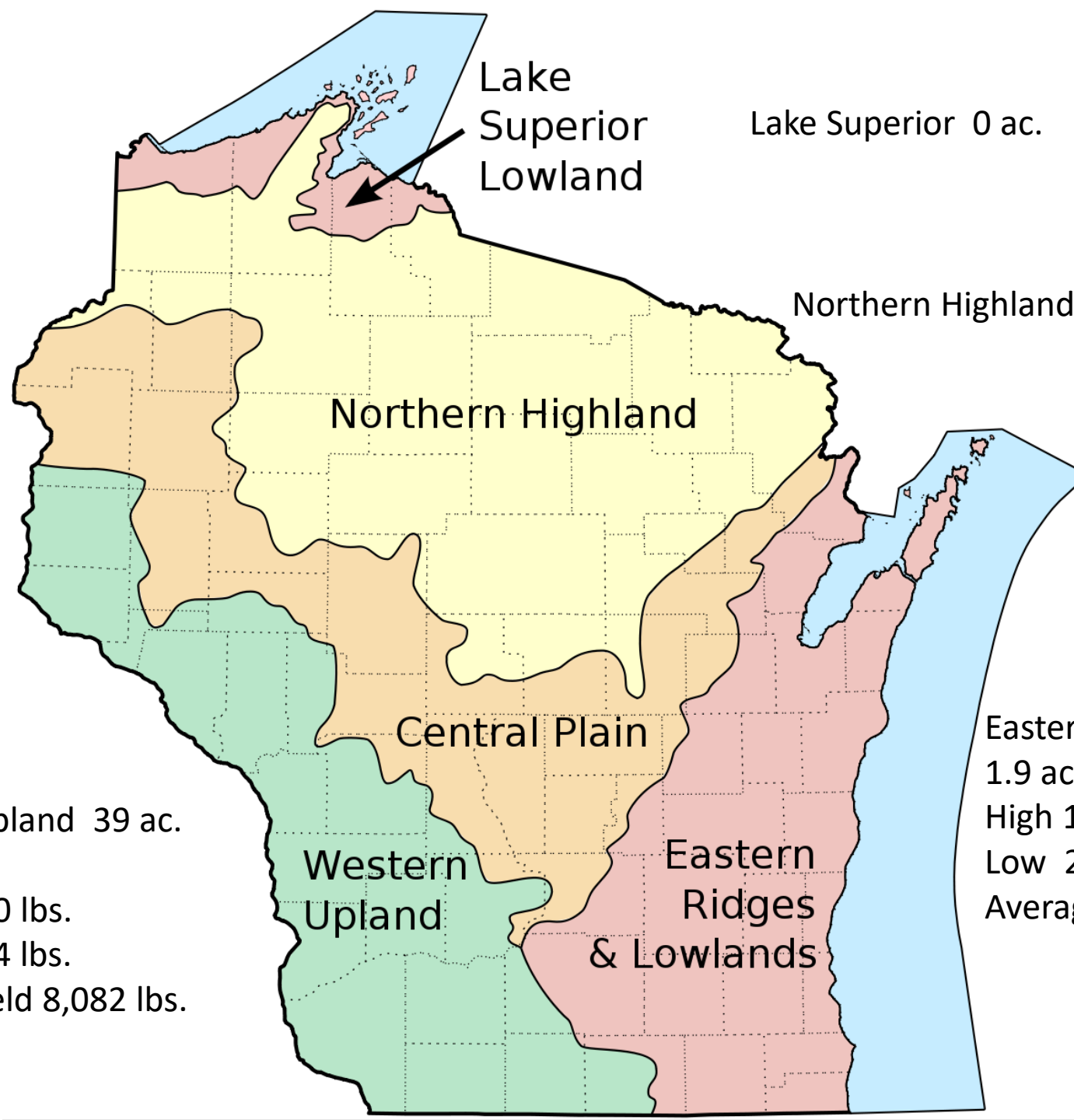
Eastern Ridges 27 ac.
6.7 acres
High 8,000 lbs.
Low 5,000 lbs.
Average Yield 6,350 lbs.

Frontenac Gris

4.0 % of state
reported

Central Plain 33 ac.
.0 acres
High 0
Low 0
Average Yield N/R

Western Upland 39 ac.
2.08 acres
High 12,260 lbs.
Low 3,904 lbs.
Average Yield 8,082 lbs.



Lake
Superior
Lowland

Lake Superior 0 ac.

Northern Highland 0 ac.

Northern Highland

Central Plain

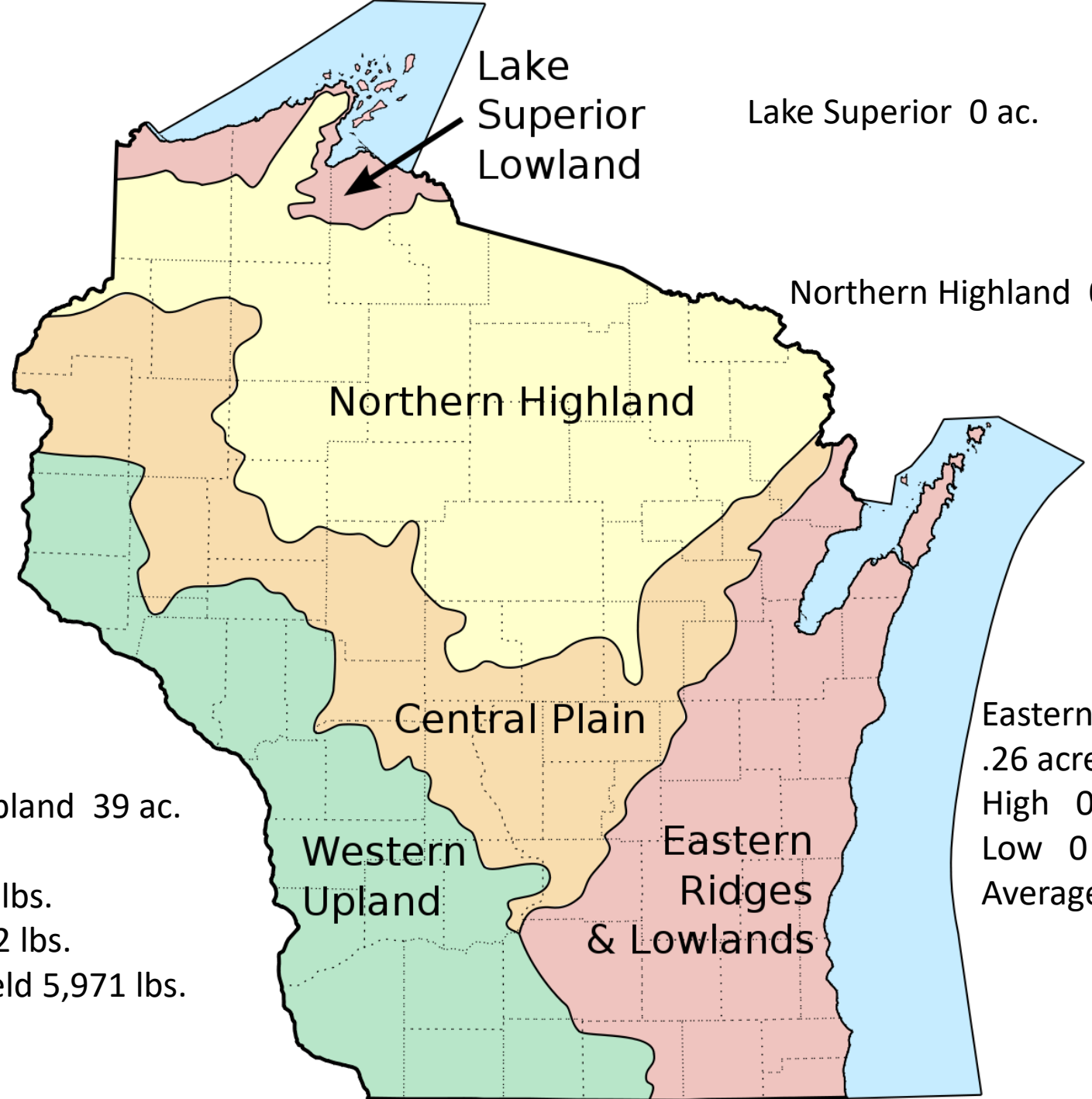
Western
Upland

Eastern
Ridges
& Lowlands

Eastern Ridges 27 ac.
1.9 acres
High 11,340 lbs.
Low 2,000 lbs.
Average Yield 11,000 lbs.

Brianna

3.78 % of state
reported



Central Plain 33 ac.
1.66 acres
High 4,800
Low 0
Average Yield 4,800



Western Upland 39 ac.
1.86 acres
High 8,000 lbs.
Low 3,942 lbs.
Average Yield 5,971 lbs.

Lake Superior
Lowland

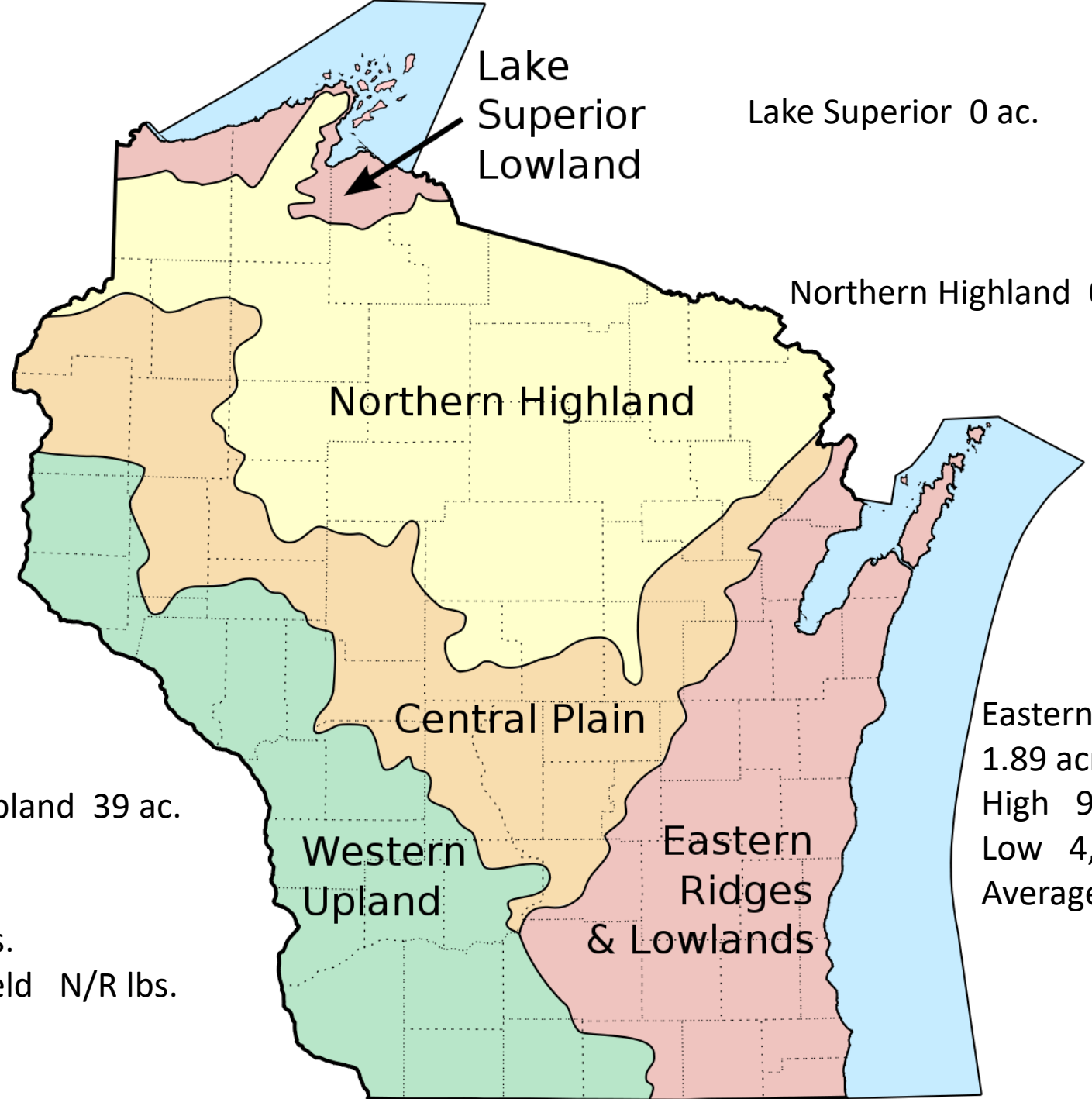
Lake Superior 0 ac.

Northern Highland 0 ac.

Eastern Ridges 27 ac.
.26 acres
High 0 lbs.
Low 0 lbs.
Average Yield N/R lbs.

LaCrescent

2.22 % of state reported



Central Plain 33 ac.
.33 acres
High 0
Low 0
Average Yield N/R

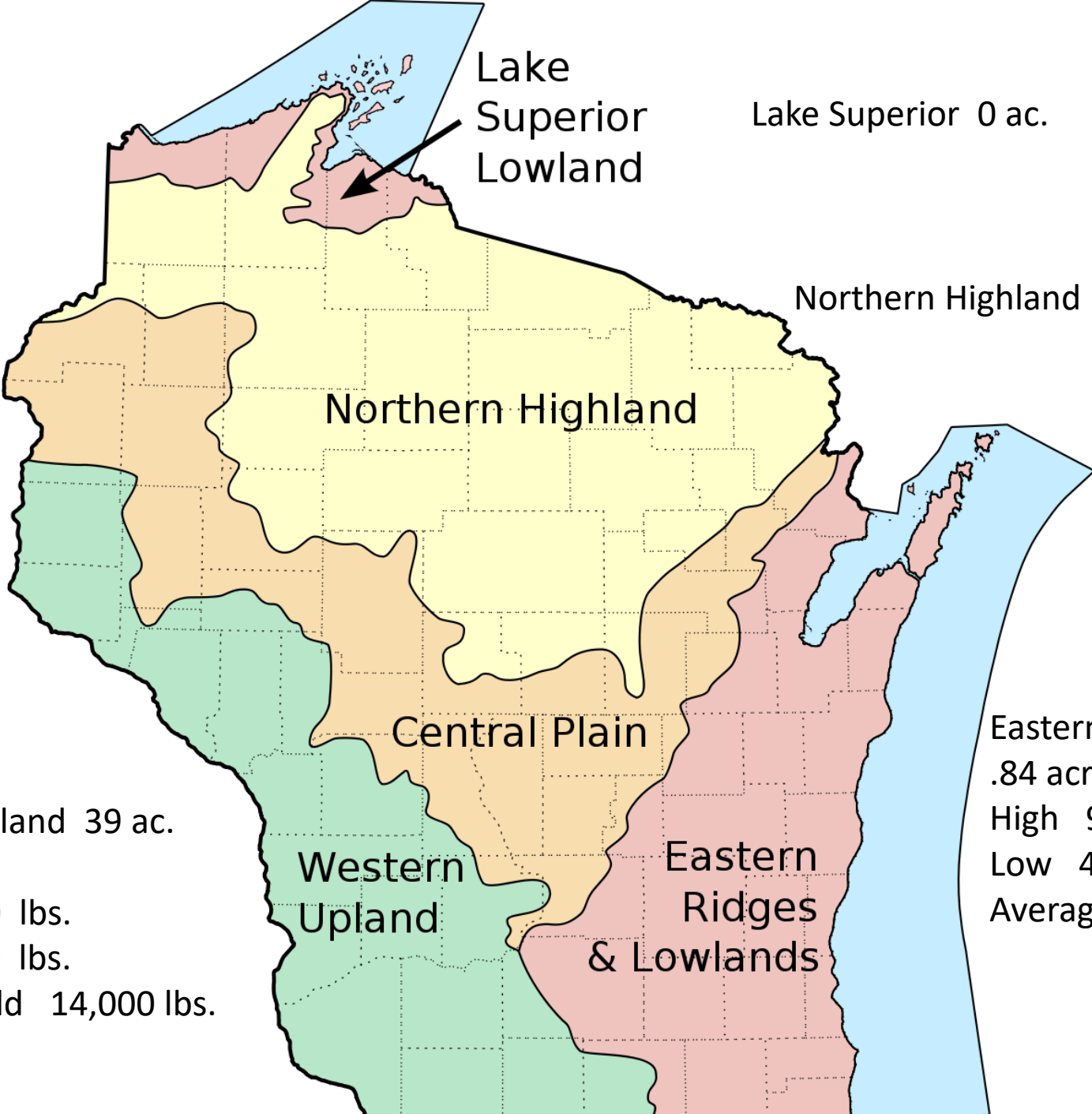
Western Upland 39 ac.
0 acres
High 0 lbs.
Low 0 lbs.
Average Yield N/R lbs.

Eastern Ridges 27 ac.
1.89 acres
High 9,000 lbs.
Low 4,000 lbs.
Average Yield 5,835 lbs.



LaCrosse

4.7 % of state
reported



Central Plain 33 ac.
1.56 acres
High 10,500 lbs.
Low 10,000 lbs.
Average Yield 10,000



Western Upland 39 ac.
2.3 acres
High 14,900 lbs.
Low 4,200 lbs.
Average Yield 14,000 lbs.

Lake Superior 0 ac.

Northern Highland 0 ac.

Eastern Ridges 27 ac.
.84 acres
High 9,000 lbs.
Low 4,200 lbs.
Average Yield 6,600 lbs.

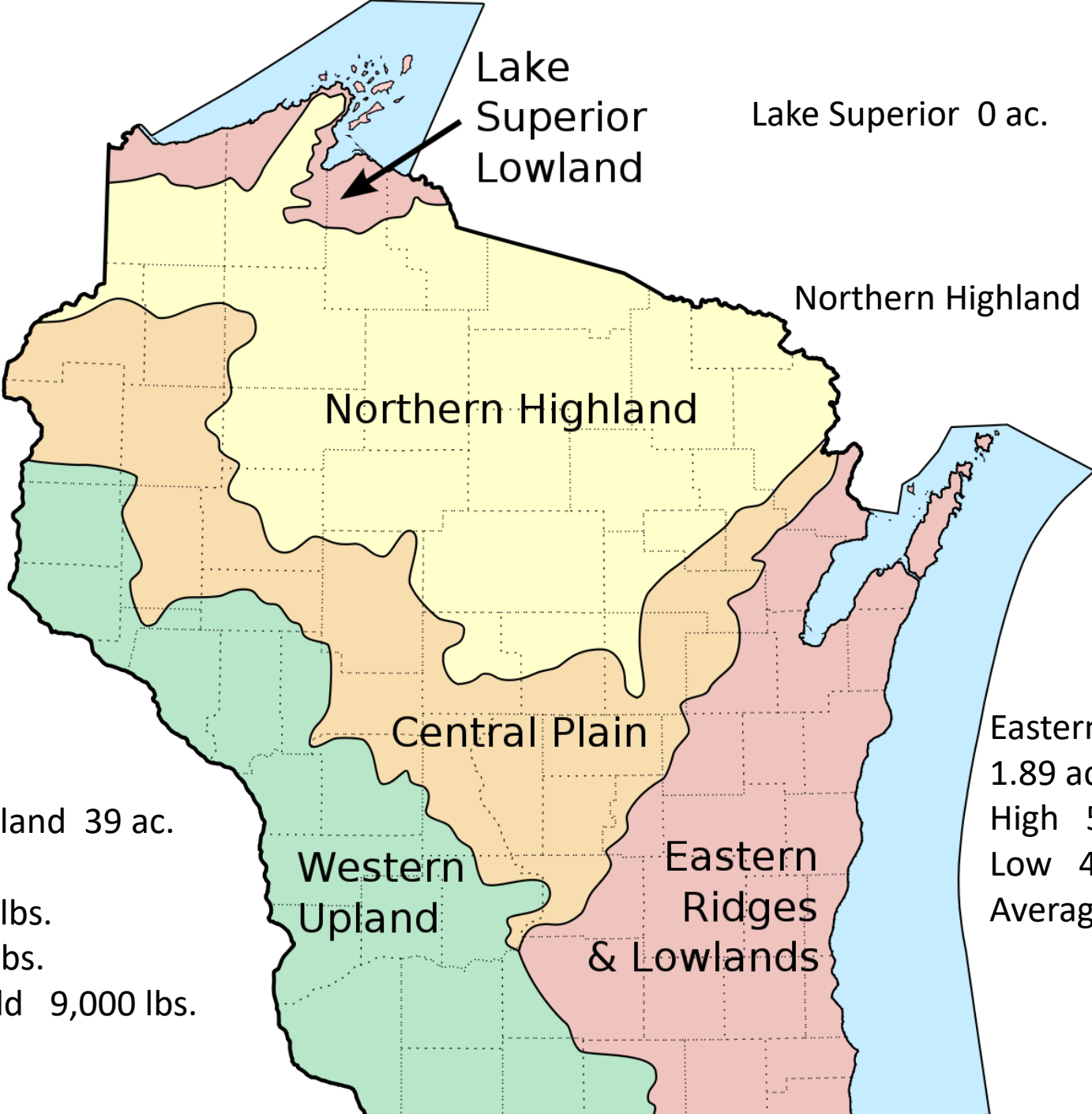
St. Pepin

14.0 % of state reported



Central Plain 33 ac.
8.32 acres
High 25,000 lbs.
Low 10,300 lbs.
Average Yield 17,650

Western Upland 39 ac.
3.87 acres
High 9,800 lbs.
Low N/R lbs.
Average Yield 9,000 lbs.



Lake Superior Lowland

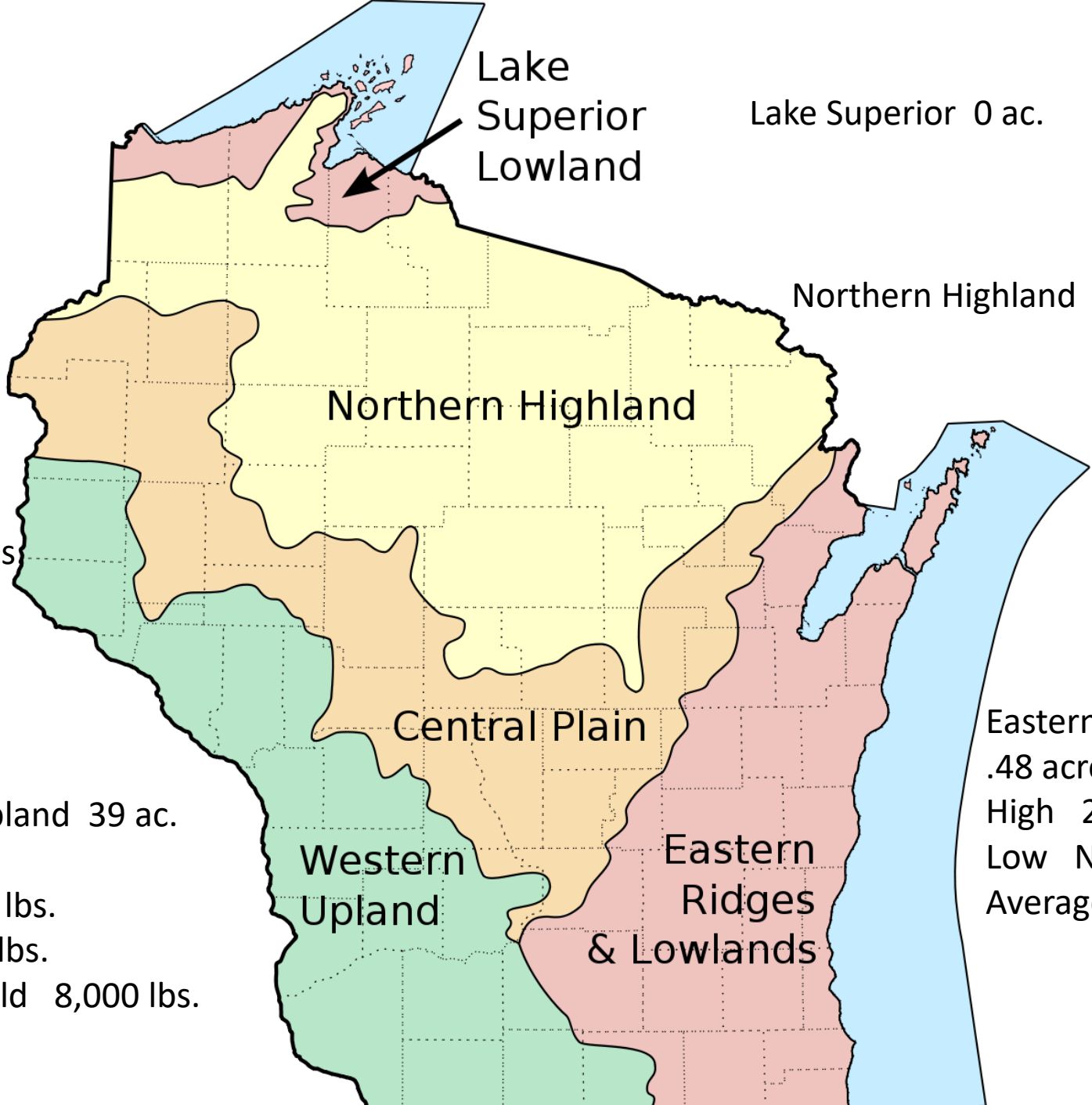
Lake Superior 0 ac.

Northern Highland 0 ac.

Eastern Ridges 27 ac.
1.89 acres
High 5,000 lbs.
Low 4,000 lbs.
Average Yield 4,500 lbs.

Marechal Foch

22.8 % of state
reported



Central Plain 33 ac.
19.32 acres
High 5,540 lbs.
Low N/R lbs.
Average Yield 5,540 lbs.



Western Upland 39 ac.
3.0 acres
High 8,000 lbs.
Low N/R lbs.
Average Yield 8,000 lbs.

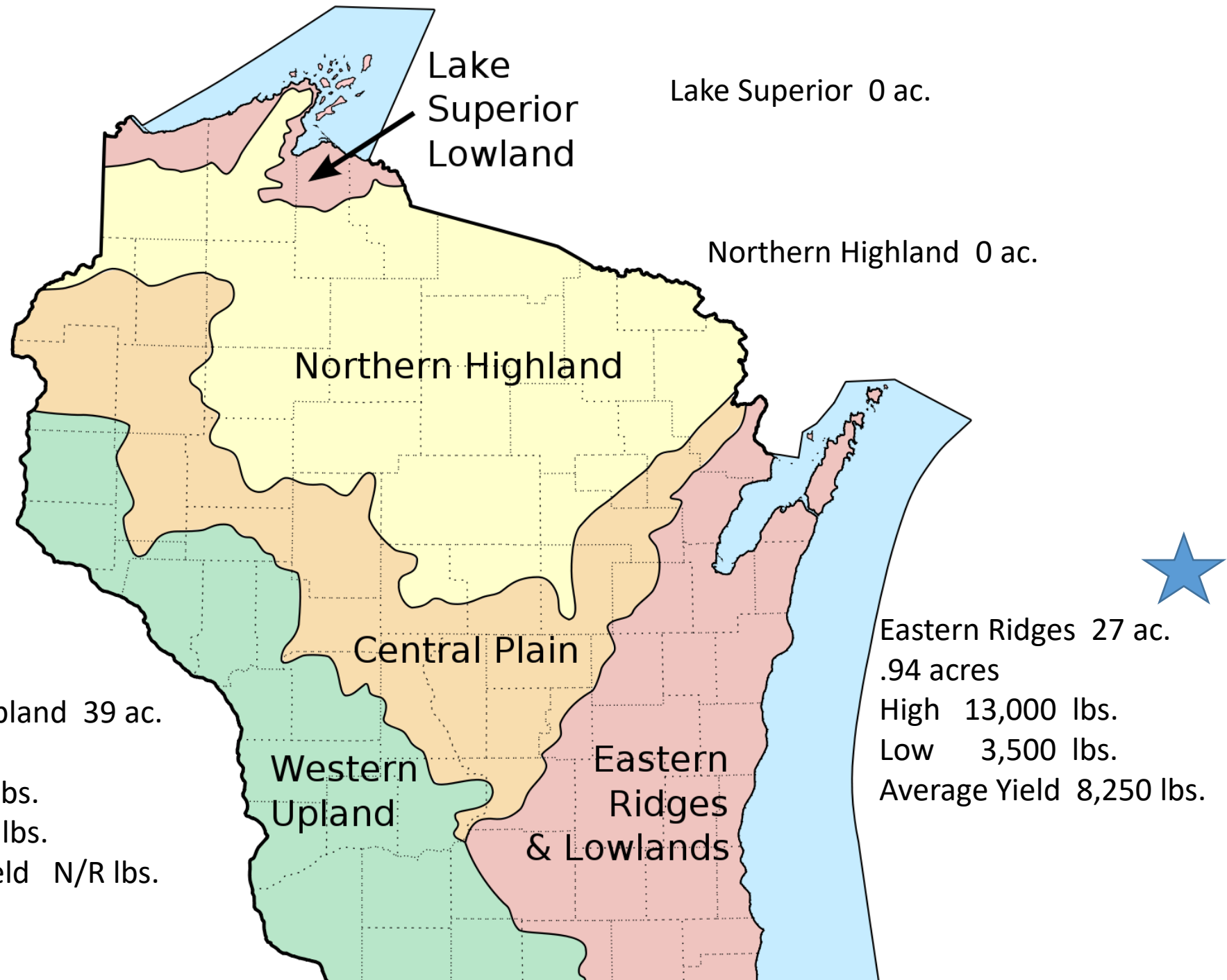
Lake Superior 0 ac.

Northern Highland 0 ac.

Eastern Ridges 27 ac.
.48 acres
High 2,500 lbs.
Low N/R lbs.
Average Yield 2,500 lbs.

Frontenac Blanc

1.39 % of state reported



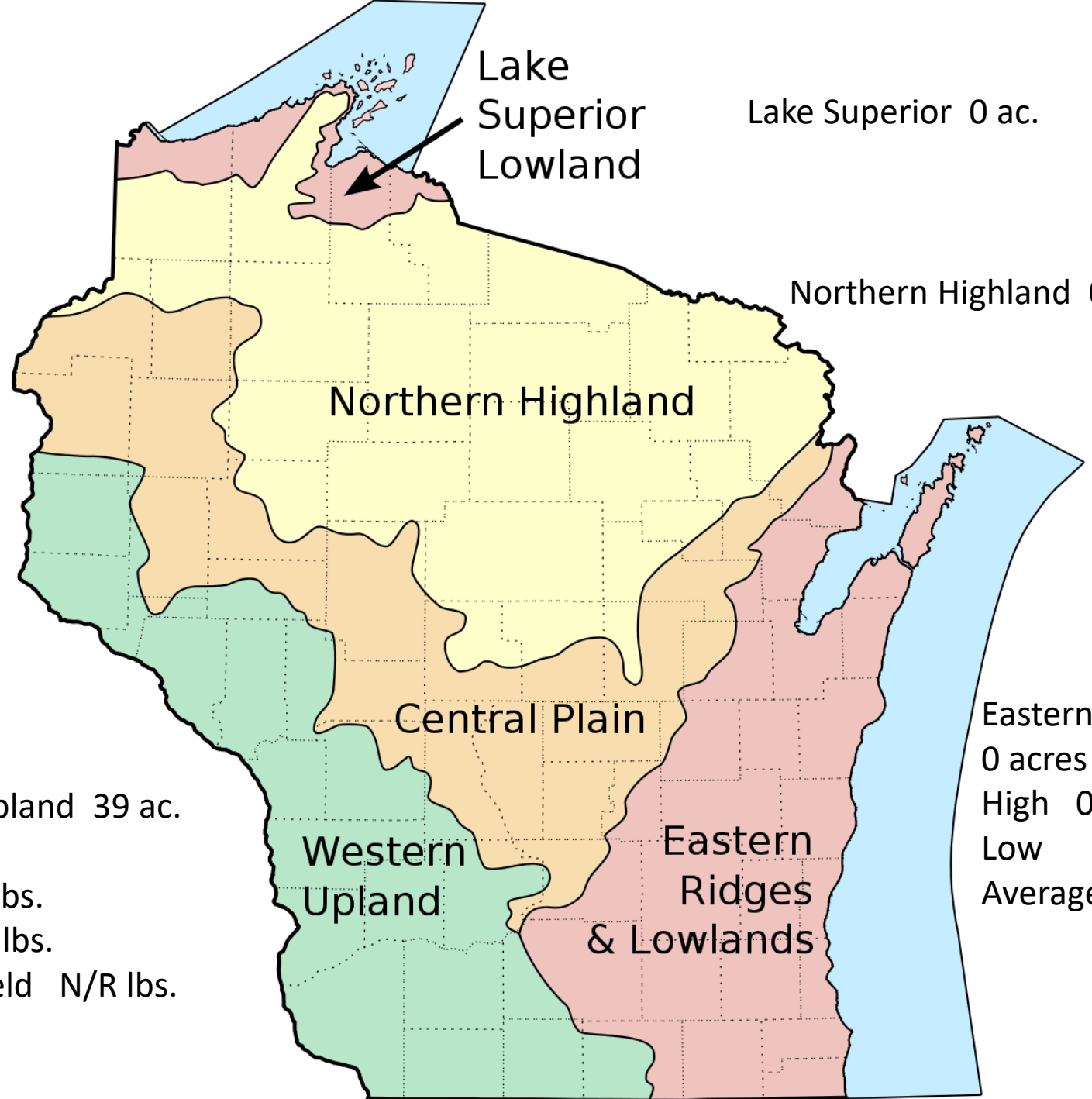
Itasca

.16 % of state
reported

Central Plain 33 ac.
0 acres
High 0 lbs.
Low 0 lbs.
Average Yield 0 lbs.

★ Too early to tell

Western Upland 39 ac.
.16 acres
High N/R lbs.
Low N/R lbs.
Average Yield N/R lbs.



Lake Superior Lowland

Lake Superior 0 ac.

Northern Highland 0 ac.

Northern Highland

Central Plain

Western Upland

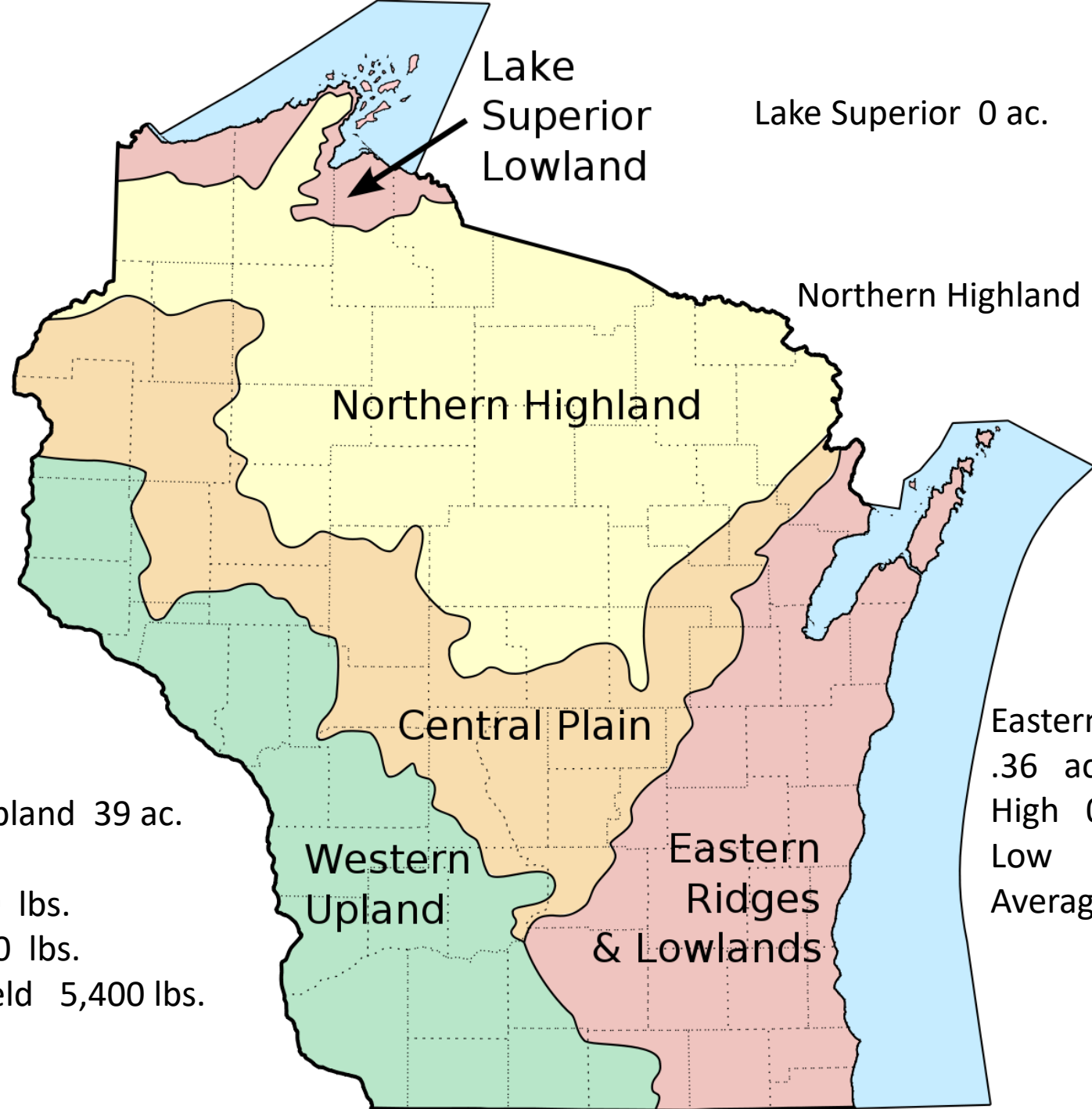
Eastern Ridges & Lowlands

Eastern Ridges 27 ac.
0 acres
High 0 lbs.
Low 0 lbs.
Average Yield 0 lbs.

St. Croix
1.81 % of state
reported

Central Plain 33 ac.
0 acres
High 0 lbs.
Low 0 lbs.
Average Yield 0 lbs.

★ Western Upland 39 ac.
1.45 acres
High 6,500 lbs.
Low 4,000 lbs.
Average Yield 5,400 lbs.



Lake
Superior
Lowland

Lake Superior 0 ac.

Northern Highland 0 ac.

Eastern Ridges 27 ac.
.36 acres
High 0 lbs.
Low 0 lbs.
Average Yield N/R lbs.

Comments – Central Plains

Please mark any new plantings you have of the varieties below that are not yet producing.	Overall quality of the grapes produced?	Did you sell (or consume) all your grapes?	Will you plant more vines in 2021?	What Varietals do you intend to plant?	Will you reduce vine production in 2021?	Has Covid negatively affected your business?	If Yes, How?	Are you anticipating greater sales in 2021?
	High Quality	Yes	No		No	No		No
	Medium Quality	Yes	No		No	Yes	Sales	Yes
Marquette	High Quality	Yes	No		No	Yes	Gov. Limits	Yes
Marquette	High Quality	Yes	No	None	No	Yes	Gov. Limits	Yes

Comments - Eastern Ridges & Lowlands

Please mark any new plantings you have of the varieties below that are not yet producing.	Overall quality of the grapes produced?	Did you sell (or consume) all your grapes?	Will you plant more vines in 2021?	What Varietals do you intend to plant?	Will you reduce vine production in 2021?	Has Covid negatively affected your business?	If Yes, How?	Are you anticipating greater sales in 2021?
								No
Marquette, LaCrescent, Itasca	High Quality	Yes	No		No	No		Yes
	High Quality	Yes	No	Verona already planted but not on the list	No	No	Not the vineyard	Yes
		Yes	Yes	Petite Pearl	No	No		Yes
	High Quality	Yes	Yes	Itasca	No	Yes	Labor	Yes
Frontenac, Petite Pearl, Brianna, Frontenac Blanc	Medium Quality	No	No		No	No		No
Marquette, Brianna, Frontenac Blanc, Itasca			Yes	Frontenac blanc, Brianna		No		
	High Quality	Yes	Yes	Itasca	No	No		Yes
Marquette	High Quality	Yes	Yes	Marquette, Leon Millot	No	No		No
	Medium Quality	Yes	No		No	No		Yes
Marquette, Petite Pearl	High Quality	Yes	Yes	not sure yet	No	No		Yes
	High Quality	Yes	No				Sales	Yes
Marquette	Medium/High Quality	Yes	No	Itasca	No	No	Labor	Yes

Comments - Northern Highland

Please mark any new plantings you have of the varieties below that are not yet producing.	Overall quality of the grapes produced?	Did you sell (or consume) all your grapes?	Will you plant more vines in 2021?	What Varietals do you intend to plant?	Will you reduce vine production in 2021?	Has Covid negatively affected your business?	If Yes, How?	Are you anticipating greater sales in 2021?
Marquette			Yes	Marquette	No	No		
Marquette			Yes	Marquette	No	No	None	

Comments - Western Upland

Please mark any new plantings you have of the varieties below that are not yet producing.	Overall quality of the grapes produced?	Did you sell (or consume) all your grapes?	Will you plant more vines in 2021?	What Varietals do you intend to plant?	Will you reduce vine production in 2021?	Has Covid negatively affected your business?	If Yes, How?	Are you anticipating greater sales in 2021?
Itasca	High Quality	Yes	Yes	Verona	Yes	No		Yes
LaCrescent	High Quality	Yes	No		Yes	Yes	Labor	No
Marquette, Frontenac, Itasca	High Quality	Yes	No		No	Yes	Labor	Yes
	High Quality	Yes	No		No	No		No
Petite Pearl		No	No		No	No		Yes
	High Quality	No	No		No	Yes	Sales	No
	Low Quality	No	Yes	frontenac	No	No		Yes
St. Pepin, Itasca	High Quality	Yes	No		No	Yes	Gov. Limits	Yes
Itasca		Yes	No	Verona	Mostly No	Yes	Labor	Yes

Could the WGGA do more to assist your vineyard business?

- Not really.
- "We really appreciated the bee mitigation program in 2019. Help support strong but fair grape pricing. Support within the grower community is very good."
- Yes, I would like to purchase or partner with someone to purchase California grape varieties.
- Sure
- "I suspect pricing will continue to be discussion. For me continued work with the UW on disease and pest problems. Shared information on sourcing materials might be a nice addition to the web site"^P
- More sharing of ideas/methods via vineyard walks or just get together in small groups.
- Continue to do the communicating that already is being done. Loose communication with the members and we have a slowly dying organization.
- Continue to work on data collection to benefit our customers, the wineries.
- Help with marketing. Finding honest buyers. As a group can we talk pricing?
- A great resource for newer growers like myself.

Will the WGGA have a Seat at the Table?



Marketing Map



UW Biological Map

Could this be the
Future
of AVA's in the
State?



This Survey was a very small slice of the information we should be collecting

- For State and Federal Programs (i.e. disaster, multiple parallel and hail insurance.)
- Grant Programs for production and marketing.
- Strength in numbers for legislation and tourism.
- In the future the industry will want to have multiple AVA's and this information will help.
- To assist in market development of "area" varietal.
- Determine the varieties best suited in a particular region.

If you have not done so, please go to the WGGA web site and find the link to the survey and fill it out.



Thank You for Your Participation



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