

EDUCATING THE EDUCATORS: TECHNOLOGY TRANSFER FOR THE BURGEONING MIDWEST GRAPE INDUSTRY

PROGRESS REPORT - 2006

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Accomplishments to date:

Objective 1: To conduct a regional in-service workshop to educate Extension Professionals about the fundamental viticulture information required to respond to the questions presented by the developing grape and wine industries in their assigned areas in Nebraska, Kansas, Iowa and South Dakota.

A two-day workshop was conducted on November 1 and 2, 2006 in Nebraska City, Nebraska, with about 40 extension professionals in attendance. The workshop was expanded to include a few extension professionals from North Dakota and Missouri, in addition to those from the original group of four states (NE, KS, IA & SD). The workshop was exceptionally successful, as evidenced by comments of participants reported on an evaluation form completed at the conclusion of the workshop. Sample comments:

“Very good workshop - one of the best I have attended in my 30 years of extension work - very practical!”

“I feel like I can better serve the clientele in my area.”

“Best training I have had since being in extension.”

“Thanks for developing this program. It is very helpful.”

“Great workshop!”

A copy of the agenda for the workshop is attached.

Objectives 2 through 5 were accomplished in part and will be further assessed in the follow-up evaluation survey to take place after six months have elapsed (as planned). This survey will be sent to all participants in May, 2007, to determine the extent that knowledge gained at the workshop has been helpful in interactions with their grape and wine clientele.

Objective 3 was fully realized. Participants were provided with copies of “Sunlight Into Wine” (Smart and Robinson), the Michigan State Pocket Guide, the Midwest Grape Production Guide and additional printed hand-outs, including presenters’ Powerpoint presentations. Presentations from the workshop are being placed on the University of Nebraska Viticulture Program’s website <<http://agronomy.unl.edu/viticulture>> and are being compiled into a CD-ROM for distribution to all participants. Participants have been involved in the website development, thus furthering the intent of *Objectives 4 and 5*, with more involvement planned for the first few months of 2007.

DRAFT AGENDA: VITICULTURE FOR EXTENSION PROFESSIONALS

Day One:

8:00 am	Registration
8:30 am	Welcome, review agenda, defining the workshop objectives, Dr. Paul Read, University of Nebraska Viticulturist.
8:45 – 9:15 am	Description of the grape and wine industry, its history and cultural and economic impact, R. Keith Striegler, SMSU Viticulture Specialist.
9:15 – 10:00 am	Doing your homework, R. Keith Striegler, definition of terms, Botany of the grapevine and how vines grow, Dr. Paul Read.
10:00 – 10:15 am	Refreshment break.
10:15 – 11:15 am	Site selection & preparation, R. Keith Striegler.
11:15 – noon	Planting, trellis construction, Stephen Gamet, Viticulture Technologist.

Noon – lunch

1:00 – 2:00 pm	Challenges, pitfalls, opportunities – panel of growers and winery operators.
2:00 – 3:00 pm	Weed management, Dr. Paul A. Domoto, Iowa State University.
3:00 – 3:15 pm	Break
3:15 – 4:00 pm	Fertilizing, nutrient management, foliar and soil tests, Eli Bergmeier, Viticulture Technologist.
4:00 – 5:00 pm	Disease identification and management, R. Keith Striegler.
5:00 – 6:00 pm	Break
6:00 – 7:00 pm	Dinner
7:00 – 9:00 pm	Brainstorming session – questions, what-ifs, accessing resources.

Day Two:

8:30 – 10:00 am	Irrigation, R. Keith Striegler.
10:00 – 10:15 am	Break
10:15 – 11:00 am	Insects, Chelsey Wasem, UNL Entomology Dept.
11:00 – 11:30 am	Vertebrate Pests, Scott Hygnstrom, UNL School of Natural Resources Sciences.
11:30 – 1:00 pm	Lunch
1:00 – 2:45 pm	Small group discussions: Group # 1: begin to create Extension – friendly website components, quick links, Group # 2: Begin writing components needed by Extension professionals, what resources will be most valuable?
2:45 – 3:30 pm	Break
3:30 – 4:30 pm	Discuss and refine products of morning small group discussions. Recommendations, evaluations, and proposals for follow up and implementation. Adjourn.