

**REPORT OF WISCONSIN GRAPE GROWERS SURVEY 2011**  
**(Published December 2011)**



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**Contributors and Sponsors**

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## REPORT OF WISCONSIN GRAPE GROWERS SURVEY 2011

**Introduction:** In February 2011, the Wisconsin Grape Growers Survey 2011 was developed by Becky Rochester, Grape Marketing Coordinator for the Wisconsin Grape Growers Association (WGGA), with the support of the Wisconsin Winery Association (WWA) and Tim Rehbein, Vernon County UW-Extension Agricultural Agent. The Grape Marketing Coordinator position is currently funded by a USDA Specialty Crops Grant 2010. The information collected will be used as a baseline to measure growth of the Wisconsin grape and wine industry. To measure the current state of Wisconsin vineyards in Wisconsin, a survey was conducted to 301 individuals. The list includes all WGGA Members and other individuals who are not members of WGGA but either currently grow grapes, plan to plant grapes in the future or have an interest in the industry, and it was compiled by Becky Rochester.

**Objective:** The purpose of this survey was to get a better understanding of the present cold climate grape growing industry in Wisconsin. By documenting where we are today, we will be able to better assess growth and trends in the future.

The surveys objectives assess the following: 1) the current number of grape growers in Wisconsin, 2) the current number of grape growers in Wisconsin by county, 3) the year the vineyard was first planted, 4) the total acreage of grapes planted today (bearing), 5) the total acreage of grapes planted today (non-bearing), 6) total acreage of grapes planted by county, 7) grape varieties planted prior to 2007, 8) grape varieties planted 2007-2010, 9) grape varieties pulled out and why they were pulled out, 10) if planning to plant more grapes in the future and if so how many acres and which varieties, 11) total pounds of grapes harvested in 2010 (pounds/tons) and what was done with them, 12) varieties and pounds per variety looking to sell for the 2011 harvest (pounds/tons), 13) whether have a bonded winery or starting one in the next five years, 14) whether attended the 2011 Wisconsin Fresh Fruit & Vegetable Conference, 15) whether a current WGGA Member or would like information on becoming a member and 16) any additional comments or feedback.

**Methodology:** The survey<sup>1</sup> was comprised of six parts: General Information, Vineyard Information, Grape Varieties Planted Today, Planting Grapes In Future Acreage & Varieties, Grape Harvest and Misc. Information. The survey was largely distributed electronically via email and gave the individual the option to either take the survey online by clicking on a link to the survey created in Google Docs or by printing the attached Adobe PDF document and mailing it back. There were 57 people in the database without an email address, so a hard copy survey was mailed to them. The reason for conducting this survey electronically was to reduce the costs associated with postage and copying and to speed up the data collection time.

The survey was first emailed on March 4, 2011 to all members of the Wisconsin Grape Growers Association (WGGA) by Becky Rochester. Responses were collected from March 4, 2011 to October 2, 2011. Please see Table 1 for Survey Implementation Schedule:

<b>Date</b>	<b>Activity</b>
<b>March 4, 2011</b>	<b>First emailing of survey</b>
<b>April 1, 2011</b>	<b>Second emailing of survey</b>
<b>April 15-September 30, 2011</b>	<b>Telephone follow-up to non-respondents</b>
<b>October 2, 2011</b>	<b>Survey closed</b>

<sup>1</sup> Wisconsin Grape Growers Survey 2011 Appendix A.

**Response Rate:** To measure the current state of Wisconsin vineyards in Wisconsin, a survey was conducted to 301 individuals. There were 30 people in the database who did not qualify for the survey (vineyard out-of-state, are an associate or affiliate member of WGGGA or do not grow grapes or are a hobby grower who only has a couple of vines in their backyard); therefore, a revised survey population was set to 271 instead of the initial 301. There were 141 growers who responded to the survey for a 52.03% response rate. There were 130 growers who did not respond to the survey for a 47.97% non-response rate.

**Overview of Wisconsin Grape and Wine Industry:** Over the past five years there has been tremendous growth in the Wisconsin wine industry. Wineries are being approached by more and more growers who are looking to sell their grapes. The market for grapes is very competitive, and there is currently a shortage of Wisconsin grown grapes in Wisconsin. In Wisconsin grapes are grown for use in wine, fresh fruit (table grapes), jam, jelly and for research purposes.

**Wisconsin is divided into 5 distinct wine regions:**

1. **Door County:** There's no place quite like Door County, which offers an intriguing mix of charming small towns, eclectic shops and eateries, and coastal views reminiscent of America's Atlantic Coast. You'll stumble upon fishing villages, small farms, numerous parks and nature areas that make the Door Peninsula a mesmerizing and rewarding place to explore.
2. **Glacial Hills Region:** Just minutes from the bustle of Milwaukee, wine enthusiasts will find respite in the wineries of the Glacial Hills region of Wisconsin. The defining geographic feature is the rolling landscape. Pristine remnants of forests, meadows and glacial formations are preserved by the Kettle Moraine State Forest, which offers trail systems for hiking, biking, bird watching or picnicking with your favorite bottle of wine.
3. **Driftless Region:** The Driftless Region is a land of surprises. The glaciers that shaped the majority of the state spared this region bordered by the Chippewa, Mississippi and Wisconsin Rivers. It is a landscape of high plateaus webbed with crystal clear rivers and cut by deep green valleys. Nearly every small stream that flows through the region is loaded with native brook trout and wild brown trout.
4. **Fox Valley:** From Lake Winnebago to Green Bay, Wisconsin's Fox Valley is quintessential Wisconsin, offering a mixture of neat dairy farms, sprawling waterscapes and hardworking communities. This complex and thriving region presents the visitor with a surprising mix of shopping, dining and attractions—and some of the most interesting wineries in the state.
5. **Northwoods Region:** The Northwoods of Wisconsin is famous for its beautiful lakes as well as its outstanding forest trails. You're never more than a mile or two from a designated hiking or biking trail. Northwoods lakes and flowages are famous for their great fishing and friendly resorts. Untamed rivers offer outstanding canoeing and kayaking.

**Wisconsin American Viticultural Areas (AVA):** Wisconsin has two AVA's—Lake Wisconsin and Upper Mississippi Valley. The Lake Wisconsin AVA was established in 1994 and is located in south central Wisconsin. It now is located within the Upper Mississippi Valley AVA. The wine growing region borders both Lake Wisconsin and the Wisconsin River. The first grapes were planted in the area by Agoston Haraszthy in 1847, before he would later immigrate to California. Most vineyards in the area are planted at elevations between 800 feet (240 m) and 900 feet (270 m) above sea level. Distinguishing features include transitional zone from unglaciated to glaciated topography. The area soils are gravel and sandy loam from glacial deposits. French hybrid grapes have had the most success in the Lake Wisconsin area, and the most important grape varietal grown in the area is Marechal Foch. The AVA covers 43.75 square miles in Columbia and Dane counties.

The Upper Mississippi Valley AVA covers 29,914 square miles (77,477 square kilometers) located along the Upper Mississippi River and its tributaries in northeast Iowa, northwest Illinois, southeast Minnesota and southwest Wisconsin. Upon its approval on June 22, 2009, with the effective date of July 22, 2009, it became

the world's largest designated appellation. The boundaries of the AVA share the unique geographical connection of all being part of the "driftless" Paleozoic Plateau and therefore do not have the same type of vineyard soils as wine regions that were in areas that have experienced glaciation in their history.

A third AVA, the Wisconsin Ledge, is currently set for approval by the TTB. If approved, the Wisconsin Ledge AVA would encompass some 3,800 square miles in northeastern Wisconsin including Door, Kewaunee, Manitowoc, Sheboygan, Ozaukee, Washington, Dodge, Fond du Lac, Calumet, Outagamie and Brown counties. Largely surrounded by water—notably Lakes Michigan and Winnebago, Green Bay and the Fox River—the Ledge sits on the Niagara Cuesta landform, an easterly sloping plateau on the western edge of the Niagara Escarpment.

**Conclusions:** Overall, the grape industry in Wisconsin has grown exponentially in the last five years. The majority of vineyards were planted between 2005-2010. The survey indicated that growers are committed to planting larger commercial vineyards in the next five years.

Based on the results from the Wisconsin Grape Growers Survey 2011, the total acreage reported was approximately 358.24 acres of which 260.86 acres were in the bearing stage and 97.38 acres were non-bearing; however, we estimate the total acreage to be closer to 750 acres statewide. For the purpose of this survey, an acre of grapes equates to 545 vines per acre with 8 feet by 10 feet plantings. Sometimes, vines per acre and actual acreage reported did not meet this estimated acreage. Therefore, the numbers reported by growers are best estimations. The largest vineyard reported was 24 acres. There were several respondents who indicated that they only had a backyard “hobby” vineyard.

There were 91 grape varieties that were reported planted in Wisconsin<sup>2</sup>. These varieties include American, Seedless, Hybrid and Vinifera grapes. Frontenac, Marquette, St. Pepin, La Crescent, Frontenac gris, Marechal Foch, LaCrosse, St. Croix, Edelweiss, Prairie Star, Brianna and Sabrevois were the most widely planted varieties in Wisconsin.

### **Top 12 Grape Varieties Grown in Wisconsin:**

1. **Frontenac:** Introduced in 1995, Frontenac is the first in a series of new wine grape varieties developed by the University of Minnesota for Upper Midwest conditions. A cross of *V. riparia* 89 with the French hybrid Landot 4511, Frontenac combines many of the best characteristics of each parent. Frontenac is a very cold hardy vine and has borne a full crop after temperatures as low as -30 F. It is also a very disease resistant variety with good resistance to powdery mildew and near-immunity to downy. Initially acids are high, but often drop dramatically late in the season. Fortunately, the pH does not often rise to dangerous levels. It produces only a moderate number of tendrils, which facilitates vine management. It has been used to produce dry red wine, rose', and port. Wines produced from Frontenac have cherry, blackberry, black currant and plum notes. Frontenac produces grapes with high sugar and high acidity, so acid reducing techniques are often used by the winemaker.
2. **Marquette:** Marquette is a promising red wine variety that combines high levels of cold hardiness, disease resistance, and excellent wine quality. It has withstood temperatures as low as -36 F without serious injury. Marquette is a cousin of Frontenac and grandson of Pinot noir. It originated from a cross of MN 1094, a complex hybrid of *V. riparia*, *V. vinifera*, and other *Vitis* species, with Ravat 262. Viticulturally, Marquette is outstanding. Resistance to downy mildew, powdery mildew, and black rot has been very good. Its open, orderly growth habit makes vine canopy management efficient. Marquette's high sugar and moderate acidity make it very manageable in the winery. Finished wines are complex, with attractive ruby color, pronounced tannins, and desirable notes of cherry, berry, black pepper, and spice on both nose and palate. As a red wine, Marquette represents a new standard in cold hardy viticulture and enology.

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<sup>2</sup> A complete list of grape varieties reported planted in Wisconsin can be found in Appendix B.

3. **St. Pepin:** St. Pepin is a sister seedling of LaCrosse. It has the disadvantage of being pistillate (it requires cross pollination with another variety). One row of St. Pepin next to one row of another variety (i.e. LaCrosse) will do well. Unlike many wine grapes, St. Pepin is also pleasing either as a table grape or for juice. It should be pruned to a high bud count to make sure there is adequate fruit production. Small berries are formed on medium loose clusters. It ripens mid season to about 20 degrees Brix and 1.0% total acidity. When well ripened, fruit quality is similar to Riesling. St. Pepin makes a fruitier wine. Due to its winter hardiness and low acidity, it can be made into ice wine in the north. It was developed by Elmer Swenson.
4. **La Crescent:** La Crescent is a white wine grape from the University of Minnesota that has excellent winter hardiness (hardy to -36 F) and wine quality. The vine is very vigorous, moderately productive with a sprawling growth habit. It is moderately susceptible to black rot and powdery mildew and has a low susceptibility to Botrytis bunch rot, crown gall, Eutypa die back, and Phomopsis cane and leaf spot. Ripens mid-season. With an intense nose of apricot, peach, and citrus the wine is excellent as a dry or sweet wine. Sugar can develop to 22-27 degrees Brix with high acid.
5. **Frontenac gris:** Selected by the University of Minnesota. Frontenac gris is a bud sport of Frontenac, identical in most respects but lacking dark skin color. Culturally, it is identical to Frontenac, having high vigor and yields. Hardy to at least -38 F. Disease resistance is good, with moderate susceptibility to powdery mildew and black rot, and very low susceptibility to downy mildew. Small grey berries are born on medium sized, loose clusters. Berry splitting and botrytis have not been observed. Suitable for high quality table and dessert wines, possibly ice wine as well. Ripens mid season with aromas that include peach, apricot, citrus and pineapple. Labrusca and herbaceous aromas have not been detected. The unique flavors make this an excellent table grape as well.
6. **Marechal Foch:** Has synonym name Kuhlmann 188-2. Having good resistance to the usual diseases, it normally ripens in early September. Prof. Kuhlmann, the hybridizer, reported using an American riparia-rupestris hybrid variety as one of the parents but, confusingly, others argue that he instead somewhat misleadingly used the Oberlin 595 S.P, a Gamay based French-American hybrid developed by his father-in-law, in the cross with Gold Riesling that created the offspring cultivar. Marechal Foch is a very early ripening black grape with small berries. Vines are hardy with medium vigor and production. Marechal Foch can be made into a variety of wines ranging from a light red wine similar to Beaujolais, to a more extracted red wine with intense dark purple color and black fruit flavor, to a sweet, fortified, port-style wine.
7. **LaCrosse:** Hardy to -25 F. Vigor and disease resistance are moderate. Sugar can develop to 19-21 degrees Brix. This is one of the leading white wine varieties in some Upper Midwest states. It ripens late season. LaCrosse produces medium size white grapes much like Seyval Blanc. It makes a good stand alone varietal wine, but is also used for blending for lighter wines to add body and finish. When fermented in oak, LaCrosse makes a nice dry wine. Aromas range from pear, apricot, and slightly Muscat to citrus & floral, depending on the winemaking style. It was developed by Elmer Swenson.
8. **St. Croix:** St. Croix produces a sweet bluish-red grape that makes an excellent table grape, and is also great for red wine. Very winter hardy vines with little or no winter injury, vigorous growth and good resistance to powdery mildew and black rot. Hardy to -32 degrees F. Be sure not to pick the grapes before they are fully ripe, or you will miss out on full flavor (watch for fruit to turn a darker color). St. Croix makes a medium to full-bodied, dry, deep red wine with soft tannins and good fruit aromas, with currant and other dried fruit flavor qualities. It was developed by Elmer Swenson.
9. **Edelweiss:** Edelweiss is an early ripening, white grape that produces large clusters of medium-sized fruit that is sweet and has a pleasant flavor. It is very winter hardy and has excellent disease resistance, but may require winter protection for reliable fruiting in Zones 3 and 4. When fruit is harvested early, it can make a sweet white wine with mild, fruity Labrusca flavor. Its high sugar content makes it an

excellent dessert white wine grape. Edelweiss can also be used as a table grape, and for juices and jellies. Elmer Swenson, Wisconsin grape breeder, released Edelweiss jointly with the University of Minnesota.

10. **Prairie Star:** Also known by the synonym name ES 3-24-7. Is a cross between ES 2-7-13 and ES 2-8-1. It was developed by Elmer Swenson in 1980 and released around 1994. Prairie Star has excellent winter hardiness and moderate disease resistance, and is well adapted to a vertical shoot positioning system. It produces a neutral white wine with good mouth feel and finish. In some years it has a strong floral nose. Prairie Star is also used for blending to help add body to more neutral wines. Fruit matures to excellent sugar content and acidity for winemaking.
11. **Brianna:** Brianna produces large clusters of medium-sized white grapes. It is very cold hardy and shows good fungal resistance. Brianna can be used as a table grape and produces a nice white dessert wine. Wines are semi-sweet with pineapple nose and flavor. It was developed by Elmer Swenson.
12. **Sabrevois:** Sabrevois is a sister variety of St. Croix, but with better winter hardiness reported up to -35 degrees F. It also has very good disease resistance. It is quite vigorous and exhibits good upright growth patterns. It produces bunches of small to medium-sized berries, with moderate sugars and slightly high acids. Sabrevois is a black wine grape bred by Elmer Swenson. If picked early, Sabrevois can make a high acid, medium bodied complex red wine with good tannins. Its varietal wine has been reported to age well and improve after two years in the bottle. A 50-50 blend with Frontenac has been recommended. If pressed early it can make a desirable rose', but is best as part of a blend with other red hybrids with high sugars.

The top grape varieties that were pulled out for various reasons including low vigor, winter kill, or just plain died are Seyval Blanc, Marechal Foch, Vignoles, Traminette, Frontenac and La Crescent.

Out of 72 counties in Wisconsin, there were 49 counties that reported having one or more vineyards. Vernon (10.64%), Dane (6.38%), Door (5.67%) and Polk (4.96%) counties reported the highest number of vineyards planted per county. Highest total acreage reported by county is as follows: Vernon (47.92 acres), Dane (31.58 acres), Grant (27.00 acres), Brown (22.50 acres) and Door (22.20 acres).

There was a huge interest in planting more grapes in the future. Out of 141 survey participants, 121 (85.11%) indicated that they are interested or may be interested in planting more grapes in the future. Growers estimated that in the next five years, up to 352.35 acres of grapes will be planted. The most popular varieties growers indicated they would like to plant in the future are Marquette (17.49%), La Crescent (8.52%), Frontenac (8.07%), Frontenac gris (8.07%) and St. Pepin (7.17%).

Wisconsin grape growers reported a total of 690,799 pounds or 345 tons of grapes harvested in 2010. Besides 299,163 pounds of unknown varieties harvested, the top five varieties of grapes harvested were Marechal Foch (61,519 pounds or 30.75 tons), Frontenac (59,786 pounds or 29.89 tons), Marquette (51,291 pounds or 25.64 tons), La Crescent (42,069 pounds or 21.03 tons) and Frontenac gris (31,655 pounds or 15.82 tons).

Wisconsin grape growers estimated a total of 419,540 pounds or 210 tons of grapes to be harvested in 2011. The total reported is lower than 2010 because a lot of growers did not answer this question. Some reasons they may have not answered this question include grapes not bearing yet or they just do not have the education or tools to do an accurate crop estimate. Besides 5,900 pounds of unknown varieties harvested, the top five varieties of grapes estimated for 2011 were Marquette (92,280 pounds or 46.14 tons), Marechal Foch (79,845 pounds or 39.92 tons), Frontenac (63,220 pounds or 31.61 tons), La Crescent (36,250 pounds or 18.12 tons) and Frontenac gris (27,906 pounds or 13.95 tons).

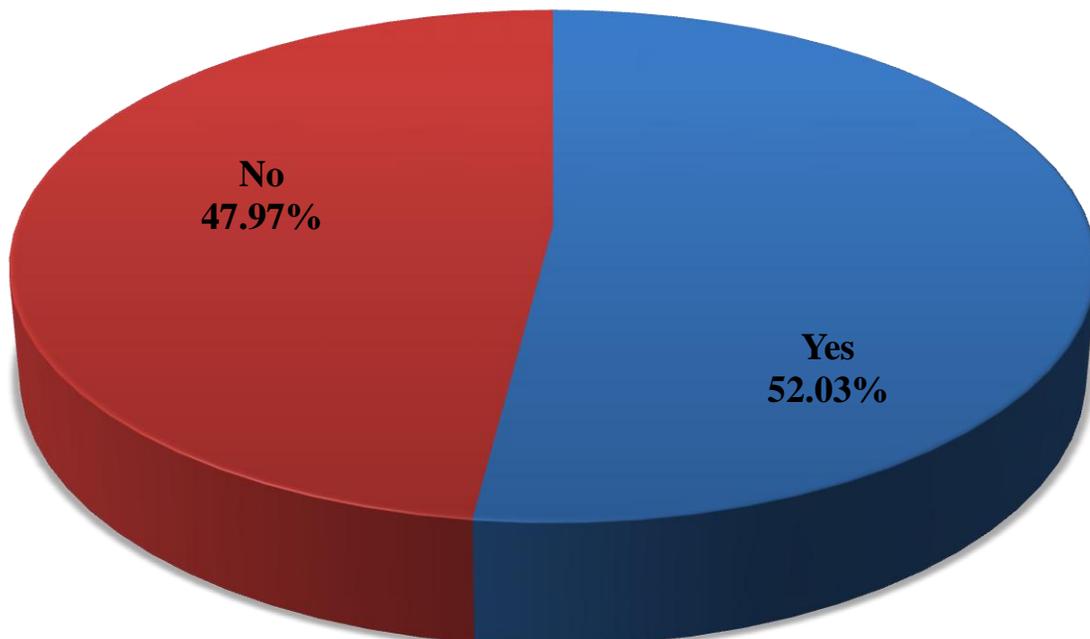
Overall, the market for Wisconsin grown grapes looks strong. With smart planning (site selection, grape varieties and proper communication between growers and wineries) Wisconsin grape growers should be on the road to a successful venture in agriculture.

## RESPONSE RATE FOR WISCONSIN GRAPE GROWERS SURVEY 2011

The Wisconsin Grape Growers Survey 2011 was sent to 301 individuals. There were 30 people in the database who did not qualify for the survey (vineyard out-of-state, are an associate or affiliate member of WGGGA and do not grow grapes or are a hobby grower who only has a couple of vines in their backyard); therefore, a revised survey population was set to 271 instead of the initial 301. There were 141 growers who responded to the survey for a 52.03% response rate. There were 130 growers who did not respond to the survey for a 47.97% non-response rate. The survey began in early March and data was collected through the beginning of October. Surveys were emailed directly to growers and some surveys were mailed to growers who did not have an email address. Follow up phone calls were placed to remind growers to take the survey.

Response Rate		
<b>Yes</b>	<b>52.03%</b>	<b>141</b>
<b>No</b>	<b>47.97%</b>	<b>130</b>
<b>Total</b>	<b>100.00%</b>	<b>271</b>

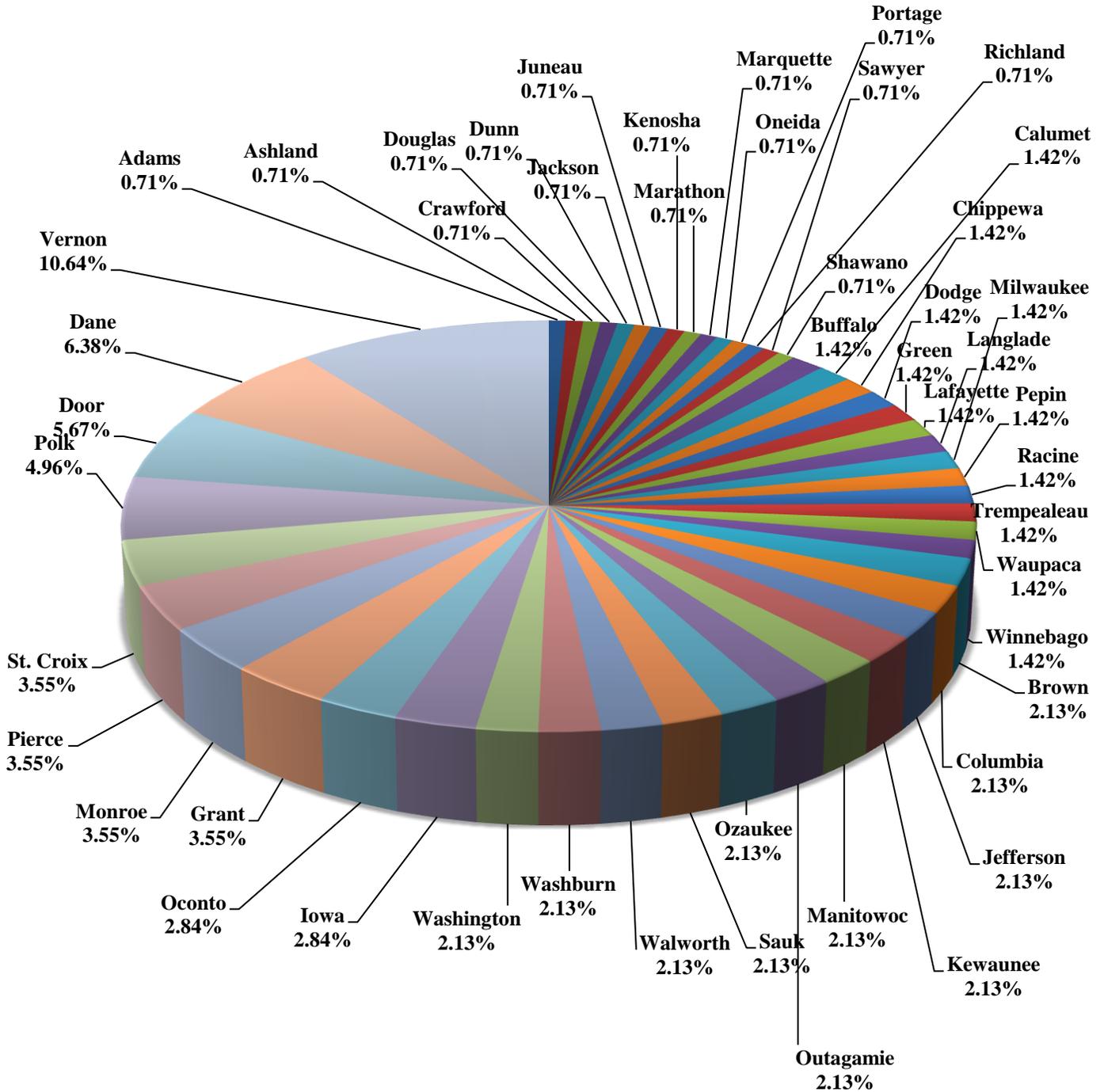
### Wisconsin Grape Growers Survey 2011 Response Rate (Out Of 271 Surveys Sent)



## WISCONSIN VINEYARDS BY COUNTY

Out of 72 counties in Wisconsin, there were 49 counties that reported having one or more vineyards. Vernon (10.64%), Dane (6.38%), Door (5.67%) and Polk (4.96%) counties reported the highest number of vineyards planted per county.

### Which County Is Your Vineyard Located In?

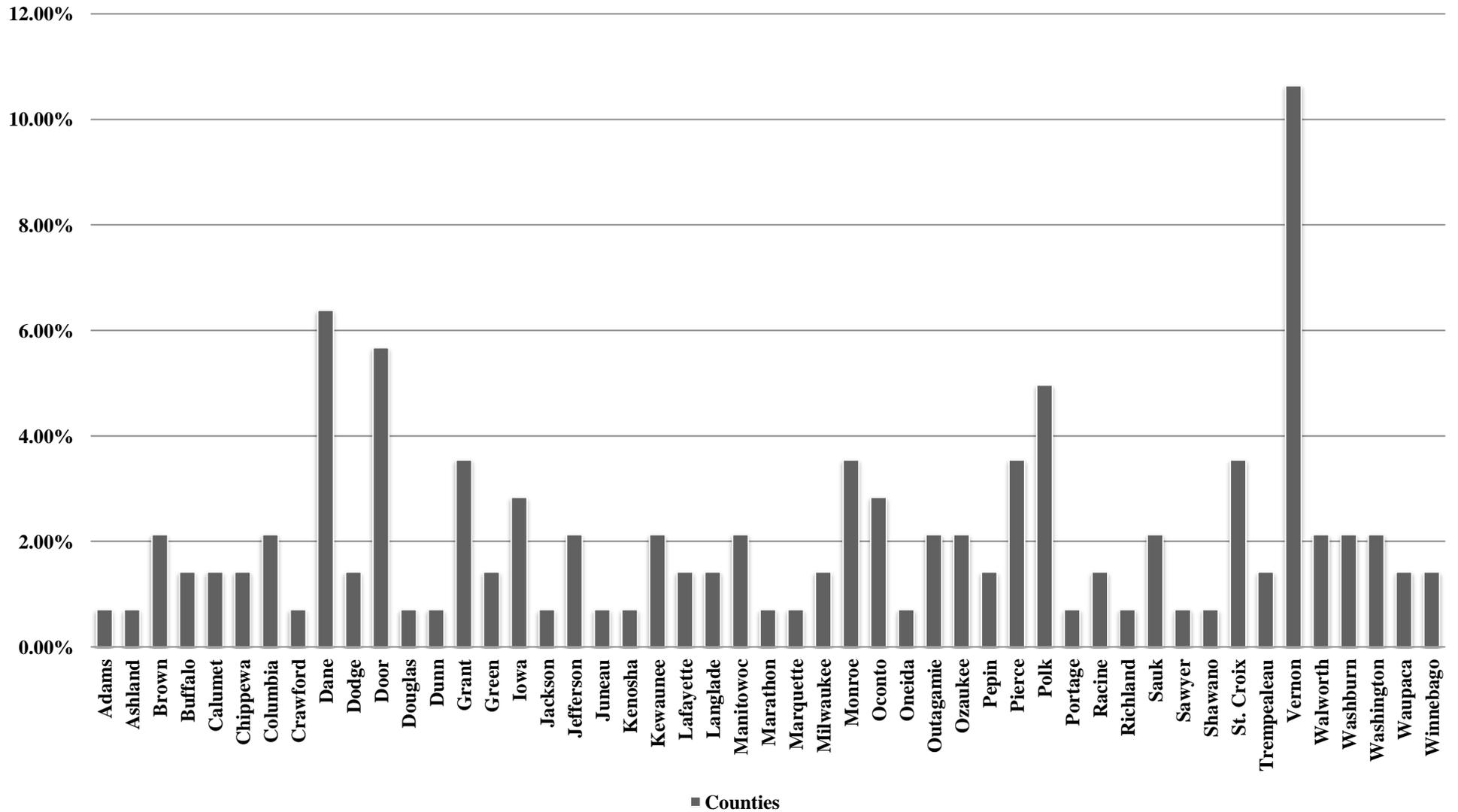


## WISCONSIN VINEYARDS BY COUNTY

<b>Which County Is Your Vineyard Located In?</b>		
<b>Adams</b>	<b>0.71%</b>	<b>1</b>
<b>Ashland</b>	<b>0.71%</b>	<b>1</b>
<b>Brown</b>	<b>2.13%</b>	<b>3</b>
<b>Buffalo</b>	<b>1.42%</b>	<b>2</b>
<b>Calumet</b>	<b>1.42%</b>	<b>2</b>
<b>Chippewa</b>	<b>1.42%</b>	<b>2</b>
<b>Columbia</b>	<b>2.13%</b>	<b>3</b>
<b>Crawford</b>	<b>0.71%</b>	<b>1</b>
<b>Dane</b>	<b>6.38%</b>	<b>9</b>
<b>Dodge</b>	<b>1.42%</b>	<b>2</b>
<b>Door</b>	<b>5.67%</b>	<b>8</b>
<b>Douglas</b>	<b>0.71%</b>	<b>1</b>
<b>Dunn</b>	<b>0.71%</b>	<b>1</b>
<b>Grant</b>	<b>3.55%</b>	<b>5</b>
<b>Green</b>	<b>1.42%</b>	<b>2</b>
<b>Iowa</b>	<b>2.84%</b>	<b>4</b>
<b>Jackson</b>	<b>0.71%</b>	<b>1</b>
<b>Jefferson</b>	<b>2.13%</b>	<b>3</b>
<b>Juneau</b>	<b>0.71%</b>	<b>1</b>
<b>Kenosha</b>	<b>0.71%</b>	<b>1</b>
<b>Kewaunee</b>	<b>2.13%</b>	<b>3</b>
<b>Lafayette</b>	<b>1.42%</b>	<b>2</b>
<b>Langlade</b>	<b>1.42%</b>	<b>2</b>
<b>Manitowoc</b>	<b>2.13%</b>	<b>3</b>
<b>Marathon</b>	<b>0.71%</b>	<b>1</b>
<b>Marquette</b>	<b>0.71%</b>	<b>1</b>
<b>Milwaukee</b>	<b>1.42%</b>	<b>2</b>
<b>Monroe</b>	<b>3.55%</b>	<b>5</b>
<b>Oconto</b>	<b>2.84%</b>	<b>4</b>
<b>Oneida</b>	<b>0.71%</b>	<b>1</b>
<b>Outagamie</b>	<b>2.13%</b>	<b>3</b>
<b>Ozaukee</b>	<b>2.13%</b>	<b>3</b>
<b>Pepin</b>	<b>1.42%</b>	<b>2</b>
<b>Pierce</b>	<b>3.55%</b>	<b>5</b>
<b>Polk</b>	<b>4.96%</b>	<b>7</b>
<b>Portage</b>	<b>0.71%</b>	<b>1</b>
<b>Racine</b>	<b>1.42%</b>	<b>2</b>
<b>Richland</b>	<b>0.71%</b>	<b>1</b>
<b>Sauk</b>	<b>2.13%</b>	<b>3</b>
<b>Sawyer</b>	<b>0.71%</b>	<b>1</b>
<b>Shawano</b>	<b>0.71%</b>	<b>1</b>
<b>St. Croix</b>	<b>3.55%</b>	<b>5</b>
<b>Trempealeau</b>	<b>1.42%</b>	<b>2</b>
<b>Vernon</b>	<b>10.64%</b>	<b>15</b>
<b>Walworth</b>	<b>2.13%</b>	<b>3</b>
<b>Washburn</b>	<b>2.13%</b>	<b>3</b>
<b>Washington</b>	<b>2.13%</b>	<b>3</b>
<b>Waupaca</b>	<b>1.42%</b>	<b>2</b>
<b>Winnebago</b>	<b>1.42%</b>	<b>2</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

## WISCONSIN VINEYARDS BY COUNTY

### Which County Is Your Vineyard Located In?



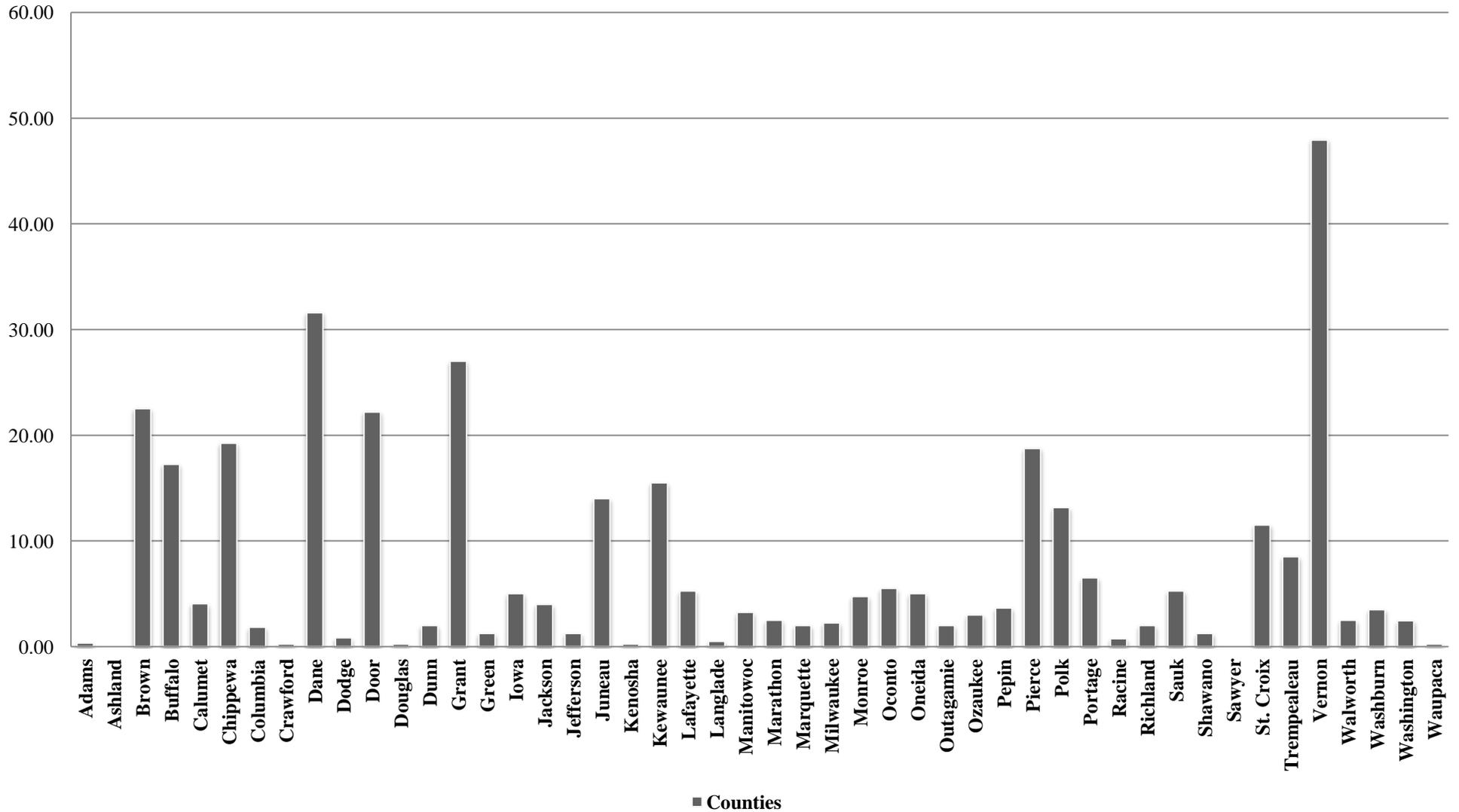
## TOTAL ACREAGE REPORTED BY COUNTY

Total acreage reported was 358.24 acres. Highest total acreage reported by county is as follows: Vernon (47.92 acres), Dane (31.58 acres), Grant (27.00 acres), Brown (22.50 acres) and Door (22.20 acres).

<b>Total Acreage Reported By County</b>	
Adams	0.33
Ashland	0.00
Brown	22.50
Buffalo	17.25
Calumet	4.05
Chippewa	19.25
Columbia	1.83
Crawford	0.25
Dane	31.58
Dodge	0.83
Door	22.20
Douglas	0.25
Dunn	2.00
Grant	27.00
Green	1.25
Iowa	5.00
Jackson	4.00
Jefferson	1.25
Juneau	14.00
Kenosha	0.25
Kewaunee	15.50
Lafayette	5.25
Langlade	0.50
Manitowoc	3.25
Marathon	2.50
Marquette	2.00
Milwaukee	2.25
Monroe	4.75
Oconto	5.50
Oneida	5.00
Outagamie	2.00
Ozaukee	3.00
Pepin	3.65
Pierce	18.75
Polk	13.15
Portage	6.50
Racine	0.75
Richland	2.00
Sauk	5.25
Shawano	1.25
Sawyer	0.00
St. Croix	11.50
Trempealeau	8.50
Vernon	47.92
Walworth	2.50
Washburn	3.50
Washington	2.45
Waupaca	0.25
Winnebago	3.75
<b>Total</b>	<b>358.24</b>

**TOTAL ACREAGE REPORTED BY COUNTY**

**Total Acreage Reported By County**



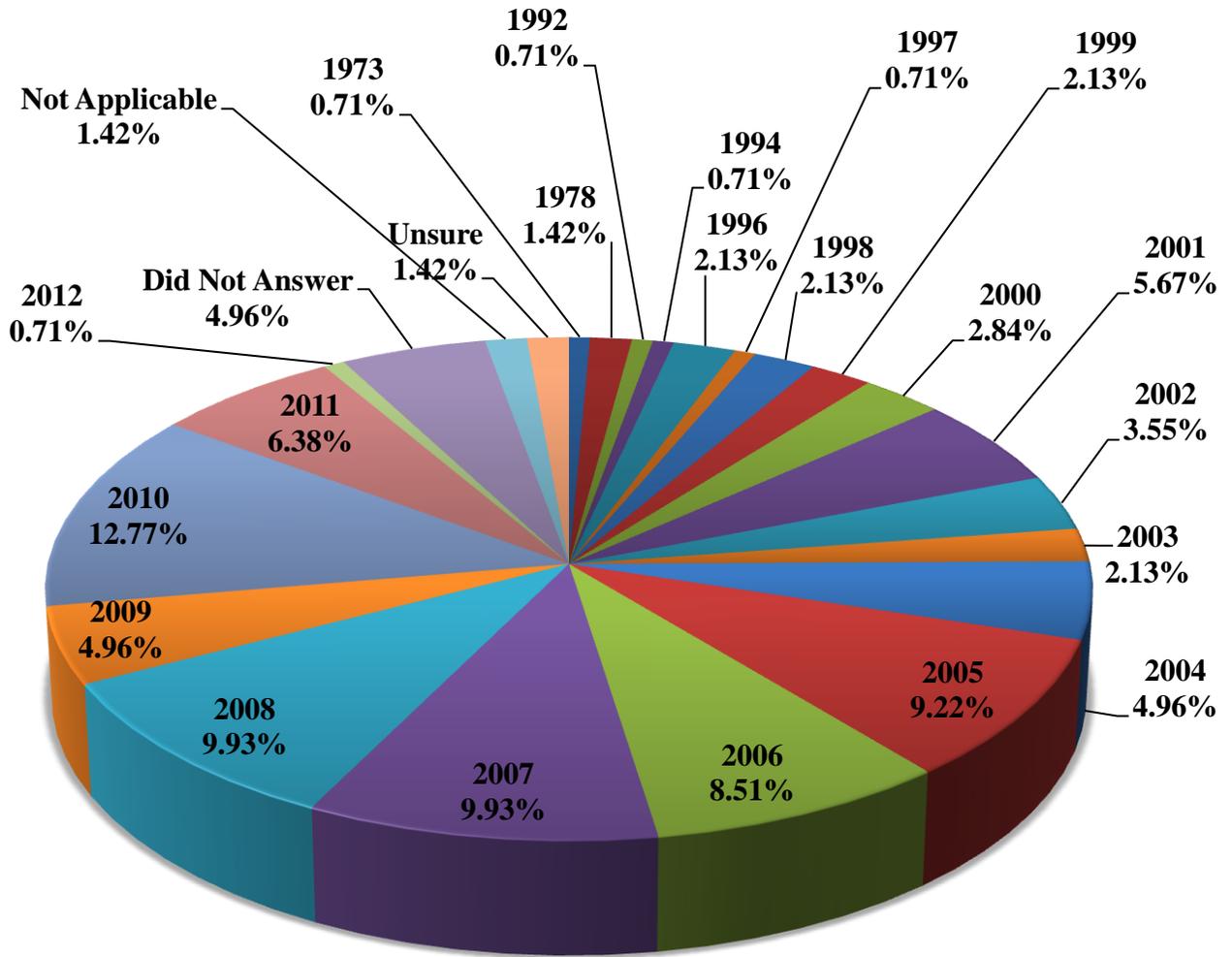
## YEAR WHEN VINEYARD WAS FIRST PLANTED

<b>Year When Vineyard Was First Planted</b>		
<b>1973</b>	<b>0.71%</b>	<b>1</b>
<b>1978</b>	<b>1.42%</b>	<b>2</b>
<b>1992</b>	<b>0.71%</b>	<b>1</b>
<b>1994</b>	<b>0.71%</b>	<b>1</b>
<b>1996</b>	<b>2.13%</b>	<b>3</b>
<b>1997</b>	<b>0.71%</b>	<b>1</b>
<b>1998</b>	<b>2.13%</b>	<b>3</b>
<b>1999</b>	<b>2.13%</b>	<b>3</b>
<b>2000</b>	<b>2.84%</b>	<b>4</b>
<b>2001</b>	<b>5.67%</b>	<b>8</b>
<b>2002</b>	<b>3.55%</b>	<b>5</b>
<b>2003</b>	<b>2.13%</b>	<b>3</b>
<b>2004</b>	<b>4.96%</b>	<b>7</b>
<b>2005</b>	<b>9.22%</b>	<b>13</b>
<b>2006</b>	<b>8.51%</b>	<b>12</b>
<b>2007</b>	<b>9.93%</b>	<b>14</b>
<b>2008</b>	<b>9.93%</b>	<b>14</b>
<b>2009</b>	<b>4.96%</b>	<b>7</b>
<b>2010</b>	<b>12.77%</b>	<b>18</b>
<b>2011</b>	<b>6.38%</b>	<b>9</b>
<b>2012</b>	<b>0.71%</b>	<b>1</b>
<b>Did Not Answer</b>	<b>4.96%</b>	<b>7</b>
<b>Not Applicable</b>	<b>1.42%</b>	<b>2</b>
<b>Unsure</b>	<b>1.42%</b>	<b>2</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

## YEAR WHEN VINEYARD WAS FIRST PLANTED

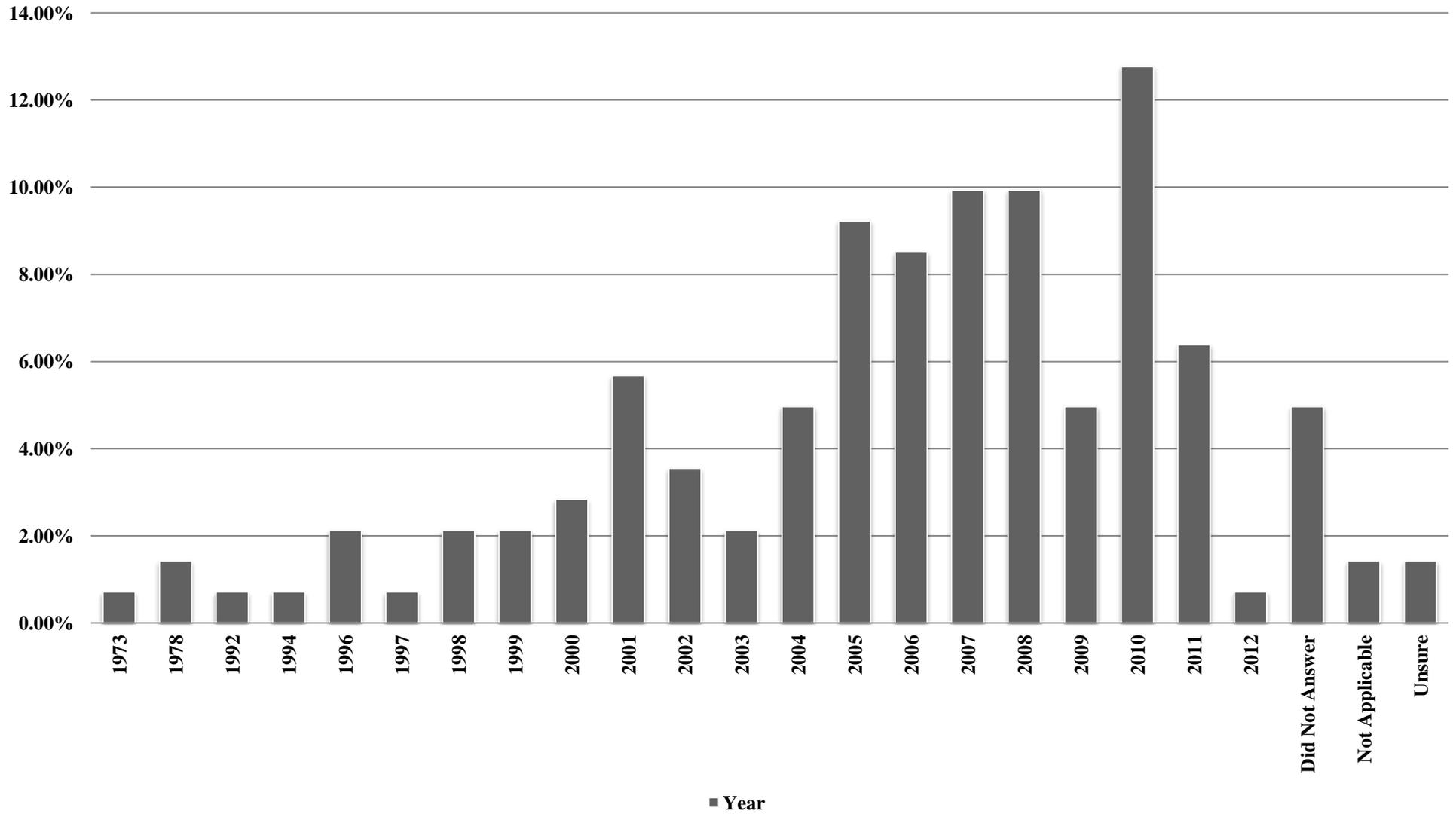
According to the survey, 50 percent of reported vineyards were planted in Wisconsin between 2005-2010. The earliest reported year was 1973 and there were a few people who reported planting in 2011 and 2012.

### Year When Vineyard Was First Planted



**YEAR WHEN VINEYARD WAS FIRST PLANTED**

**Year When Vineyard Was First Planted**



## TOTAL ACREAGE OF GRAPES PLANTED IN WISCONSIN

Based on the results from the Wisconsin Grape Growers Survey 2011, the total acreage reported was approximately 358.24 acres of which 260.86 acres were in the bearing stage and 97.38 acres were non-bearing; however, the total acreage is estimated to be closer to 750 acres statewide.

<b>Total Acreage Of Grapes Bearing</b>
<b>260.86 Acres</b>

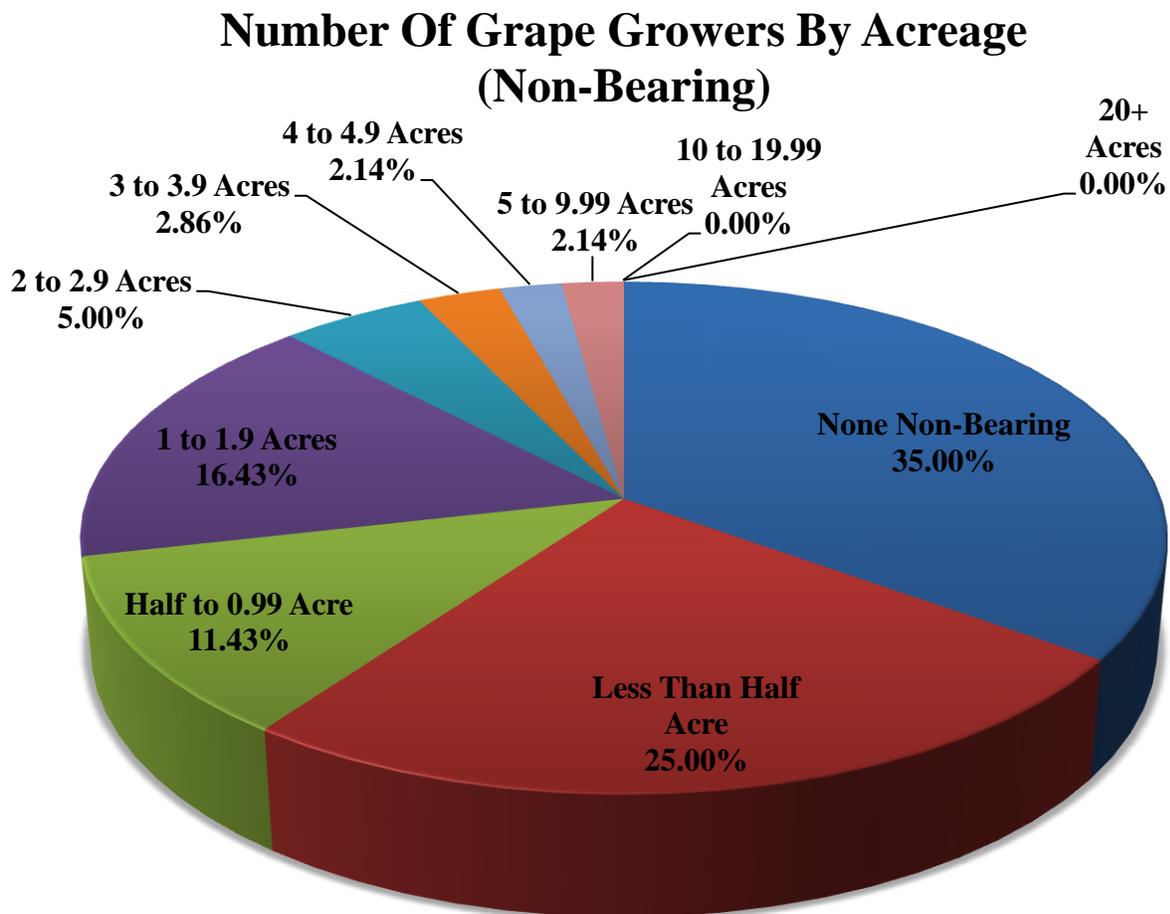
<b>Total Acreage Of Grapes Non-Bearing</b>
<b>97.38 Acres</b>

<b>Grand Total Acreage Of Grapes</b>
<b>358.24 Acres</b>

## NUMBER OF GRAPE GROWERS BY ACREAGE

Out of the 141 survey respondents, 49 (34.75%) do not have acreage with non-bearing vines. There were 51 (36.17%) growers who reported less than an acre of non-bearing vines.

<b>Number Of Grape Growers By Acreage (Non-Bearing)</b>		
<b>None Non-Bearing</b>	<b>34.75%</b>	<b>49</b>
<b>Less Than Half Acre</b>	<b>24.82%</b>	<b>35</b>
<b>Half to 0.99 Acre</b>	<b>11.35%</b>	<b>16</b>
<b>1 to 1.9 Acres</b>	<b>16.31%</b>	<b>23</b>
<b>2 to 2.9 Acres</b>	<b>4.96%</b>	<b>7</b>
<b>3 to 3.9 Acres</b>	<b>2.84%</b>	<b>4</b>
<b>4 to 4.9 Acres</b>	<b>2.13%</b>	<b>3</b>
<b>5 to 9.99 Acres</b>	<b>2.13%</b>	<b>3</b>
<b>10 to 19.99 Acres</b>	<b>0.00%</b>	<b>0</b>
<b>20+ Acres</b>	<b>0.00%</b>	<b>0</b>
<b>No Response</b>	<b>0.71%</b>	<b>1</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

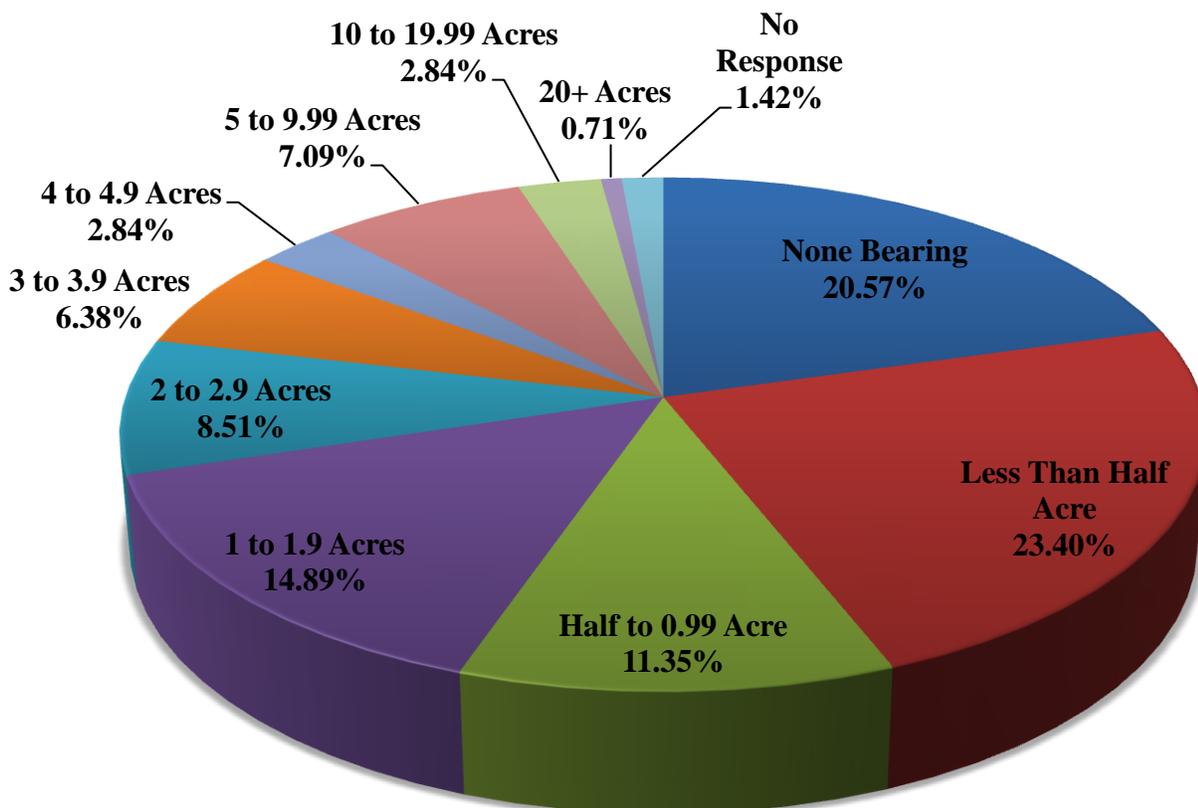


## NUMBER OF GRAPE GROWERS BY ACREAGE

Out of the 141 survey respondents, 29 (20.57%) do not have acreage with bearing vines. There were 49 (34.75%) growers who reported less than an acre of bearing vines. There were 21 (14.89%) growers who reported having a vineyard between 1 to 1.9 acres. There were few commercial vineyards greater than 10 acres reported.

<b>Number Of Grape Growers By Acreage (Bearing)</b>		
<b>None Bearing</b>	<b>20.57%</b>	<b>29</b>
<b>Less Than Half Acre</b>	<b>23.40%</b>	<b>33</b>
<b>Half to 0.99 Acre</b>	<b>11.35%</b>	<b>16</b>
<b>1 to 1.9 Acres</b>	<b>14.89%</b>	<b>21</b>
<b>2 to 2.9 Acres</b>	<b>8.51%</b>	<b>12</b>
<b>3 to 3.9 Acres</b>	<b>6.38%</b>	<b>9</b>
<b>4 to 4.9 Acres</b>	<b>2.84%</b>	<b>4</b>
<b>5 to 9.99 Acres</b>	<b>7.09%</b>	<b>10</b>
<b>10 to 19.99 Acres</b>	<b>2.84%</b>	<b>4</b>
<b>20+ Acres</b>	<b>0.71%</b>	<b>1</b>
<b>No Response</b>	<b>1.42%</b>	<b>2</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

### Number Of Grape Growers By Acreage (Bearing)

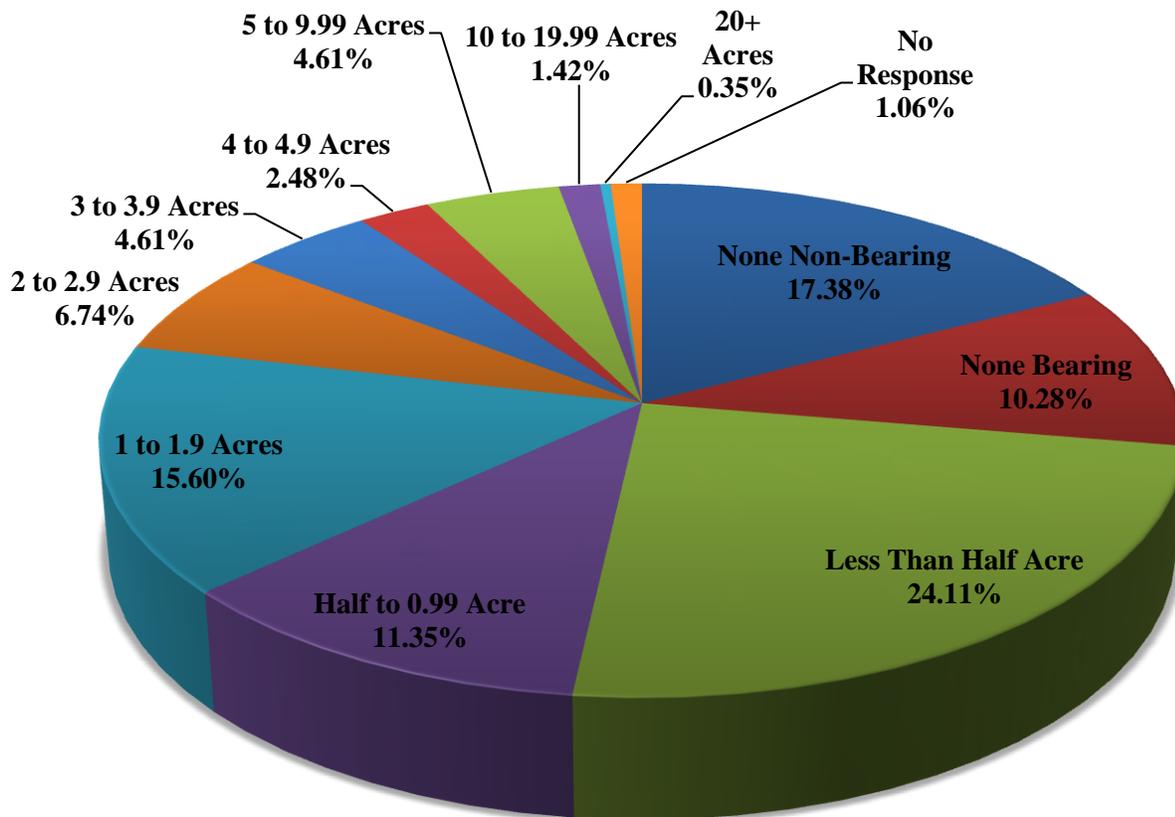


## NUMBER OF GRAPE GROWERS BY ACREAGE

Overall there were a majority of growers who have less than half an acre of grapes planted in Wisconsin. There were 44 growers (15.60%) who reported having 1 to 1.9 acres of grapes planted. There were 8 growers (2.83%) who reported having 10+ acres of grapes planted.

<b>Number Of Grape Growers By Acreage (All)</b>		
<b>None Non-Bearing</b>	<b>17.38%</b>	<b>49</b>
<b>None Bearing</b>	<b>10.28%</b>	<b>29</b>
<b>Less Than Half Acre</b>	<b>24.11%</b>	<b>68</b>
<b>Half to 0.99 Acre</b>	<b>11.35%</b>	<b>32</b>
<b>1 to 1.9 Acres</b>	<b>15.60%</b>	<b>44</b>
<b>2 to 2.9 Acres</b>	<b>6.74%</b>	<b>19</b>
<b>3 to 3.9 Acres</b>	<b>4.61%</b>	<b>13</b>
<b>4 to 4.9 Acres</b>	<b>2.48%</b>	<b>7</b>
<b>5 to 9.99 Acres</b>	<b>4.61%</b>	<b>13</b>
<b>10 to 19.99 Acres</b>	<b>1.42%</b>	<b>4</b>
<b>20+ Acres</b>	<b>0.35%</b>	<b>1</b>
<b>No Response</b>	<b>1.06%</b>	<b>3</b>
<b>Total</b>	<b>100.00%</b>	<b>282</b>

### Number Of Grape Growers By Acreage (All)



## GRAPE VARIETIES PLANTED IN WISCONSIN PRIOR TO 2007

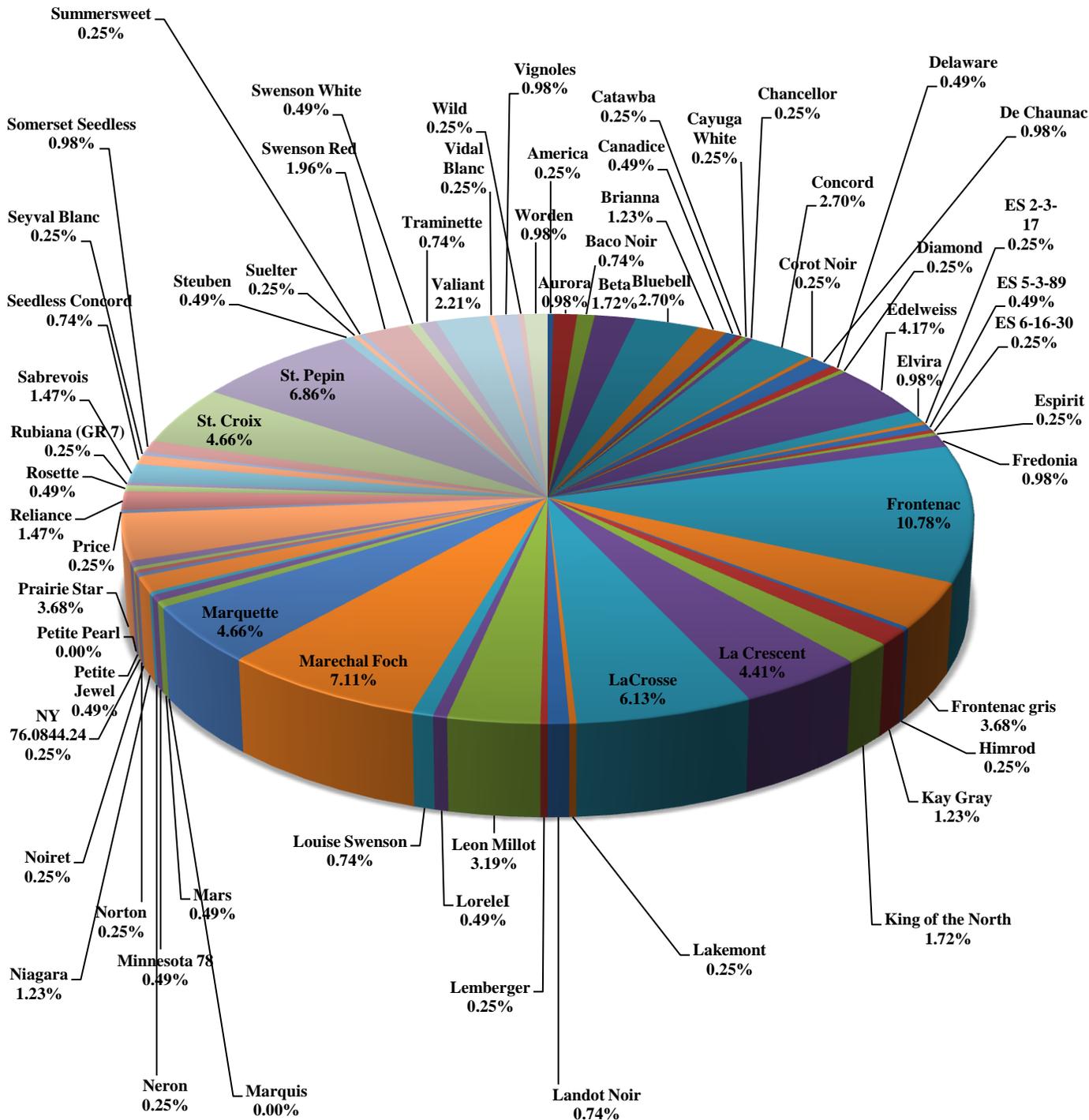
Grape Varieties Planted Prior To 2007		
Alpenglow	0.00%	-
America	0.25%	1
Aurora	0.98%	4
Baco Noir	0.74%	3
Baltica	0.00%	-
Beta	1.72%	7
Bluebell	2.70%	11
Brianna	1.23%	5
Canadice	0.49%	2
Catawba	0.25%	1
Cayuga White	0.25%	1
Chancellor	0.25%	1
Chardonel	0.00%	-
Chontay	0.00%	-
Concord	2.70%	11
Corot Noir	0.25%	1
De Chaunac	0.98%	4
Delaware	0.49%	2
Diamond	0.25%	1
Edelweiss	4.17%	17
Einset	0.00%	-
Elvira	0.98%	4
ES 15-53	0.00%	-
ES 2-3-17	0.25%	1
ES 5-3-89	0.49%	2
ES 6-16-30	0.25%	1
ES Variety	0.00%	-
Espirit	0.25%	1
Flandreau	0.00%	-
Fredonia	0.98%	4
Frontenac	10.78%	44
Frontenac blanc	0.00%	-
Frontenac gris	3.68%	15
Golden Muscat	0.00%	-
Himrod	0.25%	1
Kay Gray	1.23%	5
King of the North	1.72%	7
Kishwaukee	0.00%	-
La Crescent	4.41%	18
LaCrosse	6.13%	25
Lakemont	0.25%	1
Landot Noir (4511)	0.74%	3
Lemberger	0.25%	1
Leon Millot	3.19%	13
Lorelei (ES 5-4-29)	0.49%	2
Louise Swenson	0.74%	3

Grape Varieties Planted Prior To 2007		
Marechal Foch	7.11%	29
Marquette	4.66%	19
Marquis	0.00%	-
Mars	0.49%	2
Minnesota 78	0.49%	2
MN 1200	0.00%	-
MN 1220	0.00%	-
Neron	0.25%	1
Niagara	1.23%	5
Noiret	0.25%	1
Norton	0.25%	1
NY76.0844.24	0.25%	1
Other	0.00%	-
Petite Amie	0.00%	-
Petite Jewel	0.49%	2
Petite Pearl	0.00%	-
Prairie Star	3.68%	15
Price	0.25%	1
Reliance	1.47%	6
Riesling/C3309	0.00%	-
Rosette	0.49%	2
Rubiana (GR 7)	0.25%	1
Sabrevois	1.47%	6
Seedless Concord	0.74%	3
Seyval Blanc	0.25%	1
Somerset Seedless	0.98%	4
St. Croix	4.66%	19
St. Pepin	6.86%	28
St. Vincent	0.00%	-
Steuben	0.49%	2
Suelter	0.25%	1
Summersweet	0.25%	1
Swenson Red	1.96%	8
Swenson White	0.49%	2
Traminette	0.74%	3
Trollhaugen	0.00%	-
Valiant	2.21%	9
Valvin Muscat	0.00%	-
Van Buren	0.00%	-
Vanessa	0.00%	-
Vidal Blanc	0.25%	1
Vignoles	0.98%	4
Wild	0.25%	1
Worden	0.98%	4
Zilga	0.00%	-
<b>Total</b>	<b>100.00%</b>	<b>408</b>

## GRAPE VARIETIES PLANTED IN WISCONSIN PRIOR TO 2007

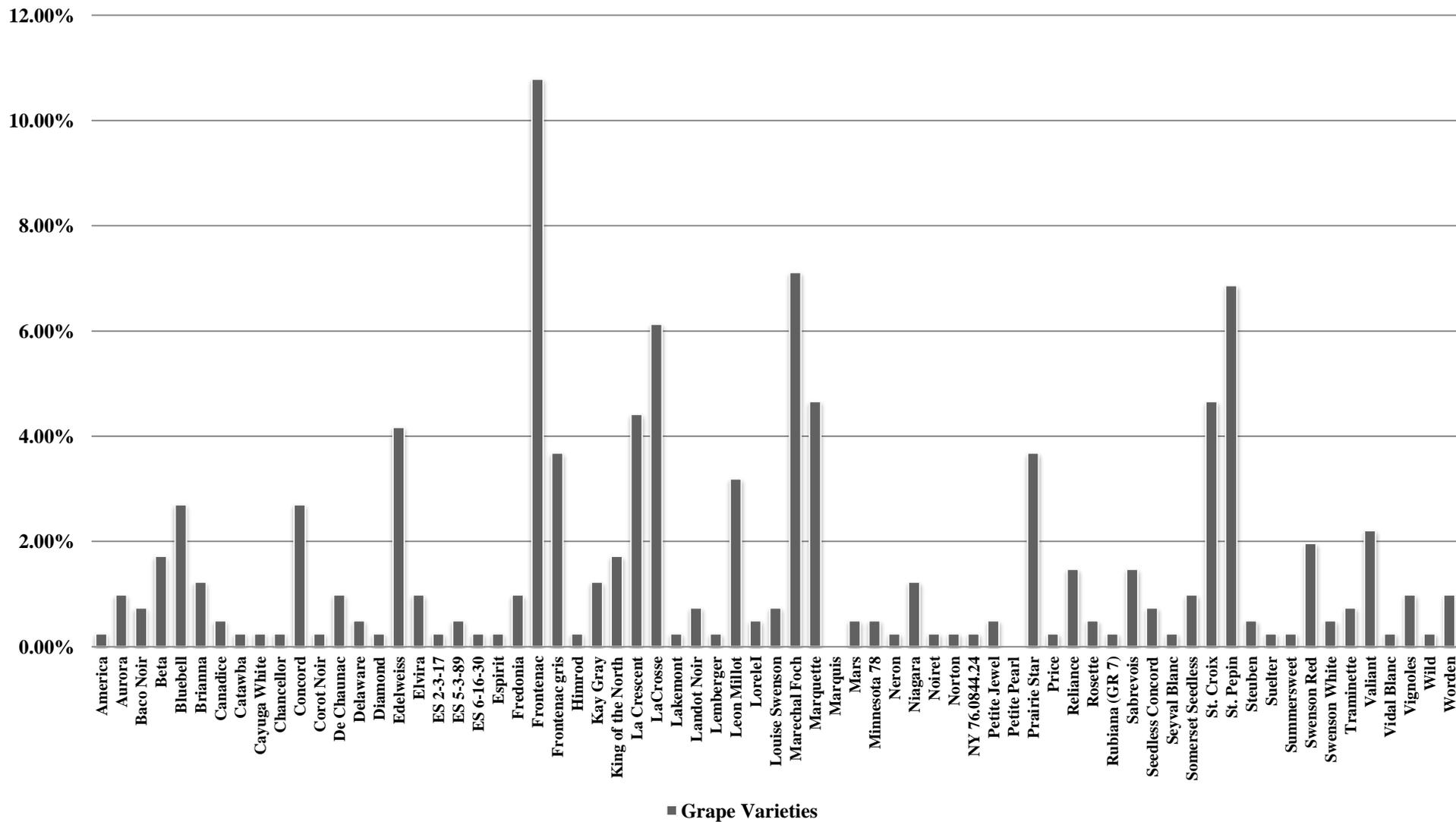
The top ten grape varieties planted in Wisconsin prior to 2007 were Frontenac, Marechal Foch, St. Pepin, LaCrosse, Marquette, St. Croix, La Crescent, Edelweiss, Frontenac gris and Prairie Star.

### Grapes Varieties Planted In Wisconsin Prior To 2007



GRAPE VARIETIES PLANTED IN WISCONSIN PRIOR TO 2007

# Grape Varieties Planted In Wisconsin Prior To 2007



**GRAPE VARIETIES PLANTED IN WISCONSIN 2007 TO 2010**

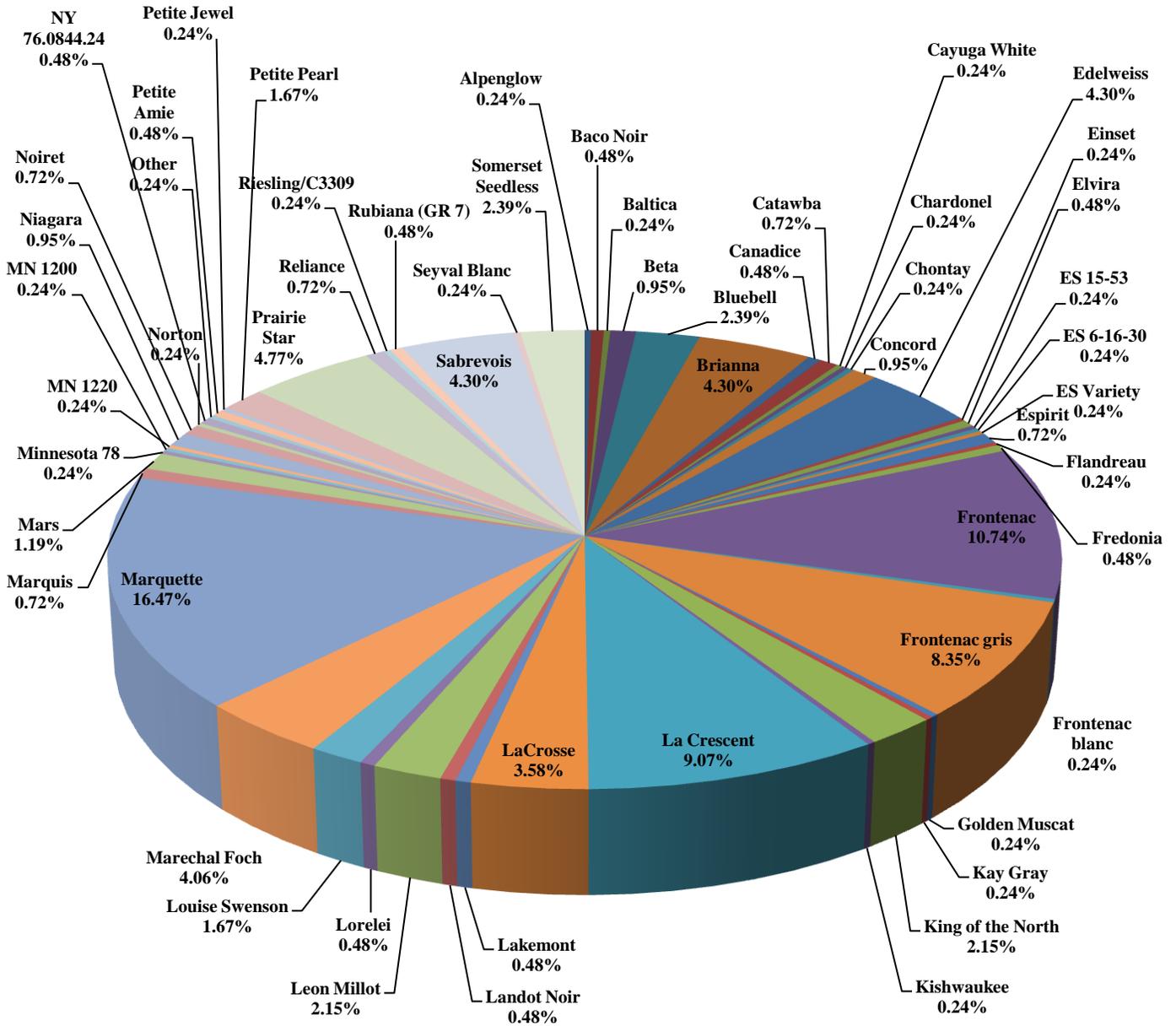
<b>Grape Varieties Planted 2007 To 2010</b>		
Alpenglow	0.20%	1
America	0.00%	-
Aurora	0.00%	-
Baco Noir	0.40%	2
Baltica	0.20%	1
Beta	0.80%	4
Bluebell	2.00%	10
Brianna	3.61%	18
Canadice	0.40%	2
Catawba	0.60%	3
Cayuga White	0.20%	1
Chancellor	0.00%	-
Chardonel	0.20%	1
Chontay	0.20%	1
Concord	0.80%	4
Corot Noir	0.00%	-
De Chaunac	0.00%	-
Delaware	0.00%	-
Diamond	0.00%	-
Edelweiss	3.61%	18
Einset	0.20%	1
Elvira	0.40%	2
ES 15-53	0.20%	1
ES 2-3-17	0.00%	-
ES 5-3-89	0.00%	-
ES 6-16-30	0.20%	1
ES Variety	0.20%	1
Espirit	0.60%	3
Flandreau	0.20%	1
Fredonia	0.40%	2
Frontenac	9.02%	45
Frontenac blanc	0.20%	1
Frontenac gris	7.01%	35
Golden Muscat	0.20%	1
Himrod	0.00%	-
Kay Gray	0.20%	1
King of the North	1.80%	9
Kishwaukee	0.20%	1
La Crescent	7.62%	38
LaCrosse	3.01%	15
Lakemont	0.40%	2
Landot Noir	0.40%	2
Lemberger	0.00%	-
Leon Millot	1.80%	9
Lorelei	0.40%	2
Louise Swenson	1.40%	7

<b>Grape Varieties Planted 2007 To 2010</b>		
Marechal Foch	3.41%	17
Marquette	13.83%	69
Marquis	0.60%	3
Mars	1.00%	5
Minnesota 78	0.20%	1
MN 1200	0.20%	1
MN 1220	0.20%	1
Neron	0.00%	-
Niagara	0.80%	4
Noiret	0.60%	3
Norton	0.20%	1
NY 76.0844.24	0.40%	2
Other	0.20%	1
Petite Amie	0.40%	2
Petite Jewel	0.20%	1
Petite Pearl	1.40%	7
Prairie Star	4.01%	20
Price	0.00%	-
Reliance	0.60%	3
Riesling/C3309	0.20%	1
Rosette	0.00%	-
Rubiana (GR 7)	0.40%	2
Sabrevois	3.61%	18
Seedless Concord	0.00%	-
Seyval Blanc	0.20%	1
Somerset Seedless	2.00%	10
St. Croix	4.01%	20
St. Pepin	6.21%	31
St. Vincent	0.20%	1
Steuben	0.00%	-
Suelter	0.00%	-
Summersweet	0.20%	1
Swenson Red	1.00%	5
Swenson White	0.40%	2
Traminette	0.80%	4
Trollhaugen	0.40%	2
Valiant	0.40%	2
Valvin Muscat	0.20%	1
Van Buren	0.20%	1
Vanessa	1.20%	6
Vidal Blanc	0.00%	-
Vignoles	0.20%	1
Wild	0.20%	1
Worden	0.20%	1
Zilga	0.20%	1
<b>Total</b>	<b>100.00%</b>	<b>499</b>

## GRAPE VARIETIES PLANTED IN WISCONSIN 2007 TO 2010

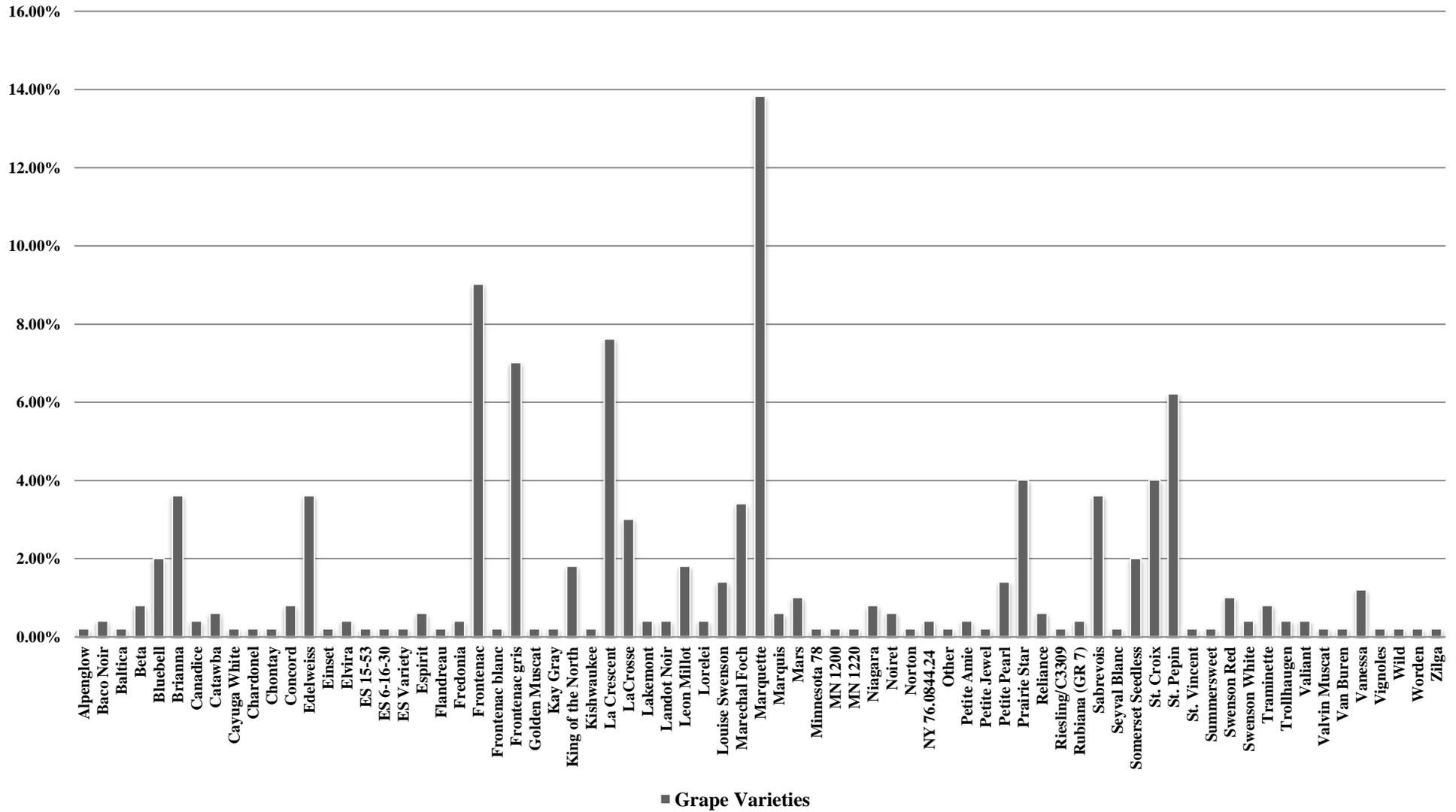
The top ten grape varieties planted in Wisconsin from 2007 to 2010 were Marquette, Frontenac, La Crescent, Frontenac gris, St. Pepin, Prairie Star, St. Croix, Brianna, Edelweiss and Sabrevois. The only significant change from Grape Varieties Planted in Wisconsin Prior to 2007 (see above) is that Marechal Foch and LaCrosse were bumped out of the top ten varieties planted by Brianna and Sabrevois.

### Grape Varieties Planted In Wisconsin 2007 To 2010



GRAPE VARIETIES PLANTED IN WISCONSIN 2007 TO 2010

# Grape Varieties Planted In Wisconsin 2007 To 2010



## TOP GRAPE VARIETIES PLANTED IN WISCONSIN

<b>Top 12 Grape Varieties Planted In Wisconsin</b>			
<b>Variety</b>	<b>Prior To 2007</b>	<b>2007 To 2010</b>	<b>Total</b>
<b>Frontenac</b>	<b>44</b>	<b>45</b>	<b>89</b>
<b>Marquette</b>	<b>19</b>	<b>69</b>	<b>88</b>
<b>St. Pepin</b>	<b>28</b>	<b>31</b>	<b>59</b>
<b>La Crescent</b>	<b>18</b>	<b>38</b>	<b>56</b>
<b>Frontenac gris</b>	<b>15</b>	<b>35</b>	<b>50</b>
<b>Marechal Foch</b>	<b>29</b>	<b>17</b>	<b>46</b>
<b>LaCrosse</b>	<b>25</b>	<b>15</b>	<b>40</b>
<b>St. Croix</b>	<b>19</b>	<b>20</b>	<b>39</b>
<b>Edelweiss</b>	<b>17</b>	<b>18</b>	<b>35</b>
<b>Prairie Star</b>	<b>15</b>	<b>20</b>	<b>35</b>
<b>Sabrevois</b>	<b>6</b>	<b>18</b>	<b>24</b>
<b>Brianna</b>	<b>5</b>	<b>18</b>	<b>23</b>

<b>Top 10 Grape Varieties Planted In Wisconsin Prior To 2007</b>	
<b>Frontenac</b>	<b>44</b>
<b>Marechal Foch</b>	<b>29</b>
<b>St. Pepin</b>	<b>28</b>
<b>LaCrosse</b>	<b>25</b>
<b>Marquette</b>	<b>19</b>
<b>St. Croix</b>	<b>19</b>
<b>La Crescent</b>	<b>18</b>
<b>Edelweiss</b>	<b>17</b>
<b>Frontenac gris</b>	<b>15</b>
<b>Prairie Star</b>	<b>15</b>

<b>Top 10 Grape Varieties Planted In Wisconsin 2007 To 2010</b>	
<b>Marquette</b>	<b>69</b>
<b>Frontenac</b>	<b>45</b>
<b>La Crescent</b>	<b>38</b>
<b>Frontenac gris</b>	<b>35</b>
<b>St. Pepin</b>	<b>31</b>
<b>Prairie Star</b>	<b>20</b>
<b>St. Croix</b>	<b>20</b>
<b>Brianna</b>	<b>18</b>
<b>Edelweiss</b>	<b>18</b>
<b>Sabrevois</b>	<b>18</b>

## GRAPE VARIETIES PULLED OUT

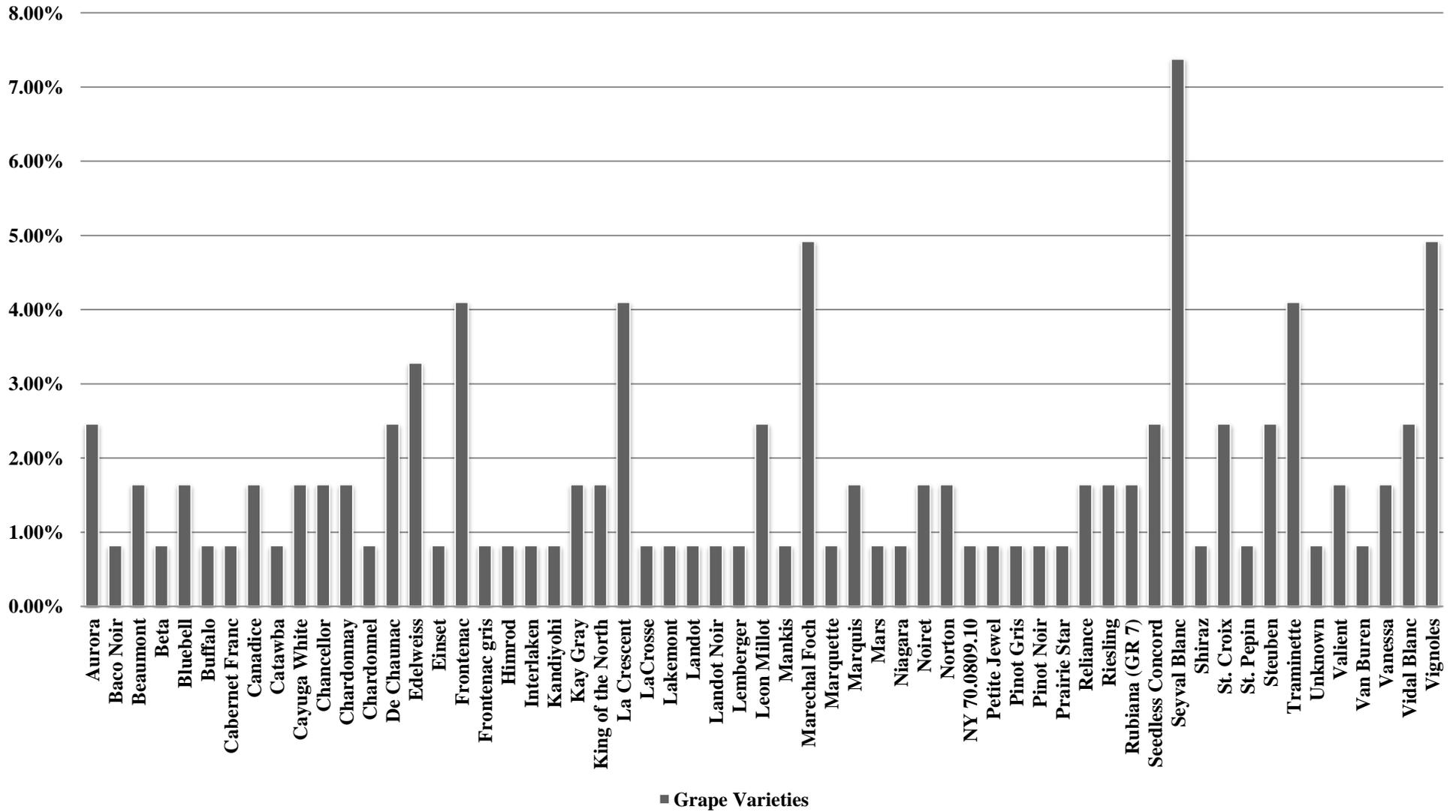
Grape Varieties Pulled Out		
Aurora	2.46%	3
Baco Noir	0.82%	1
Beaumont	1.64%	2
Beta	0.82%	1
Bluebell	1.64%	2
Buffalo	0.82%	1
Cabernet Franc	0.82%	1
Canadice	1.64%	2
Catawba	0.82%	1
Cayuga White	1.64%	2
Chancellor	1.64%	2
Chardonnay	1.64%	2
Chardonnell	0.82%	1
De Chaunac	2.46%	3
Edelweiss	3.28%	4
Einset	0.82%	1
Frontenac	4.10%	5
Frontenac gris	0.82%	1
Himrod	0.82%	1
Interlaken	0.82%	1
Kandiyohi	0.82%	1
Kay Gray	1.64%	2
King of the North	1.64%	2
La Crescent	4.10%	5
LaCrosse	0.82%	1
Lakemont	0.82%	1
Landot	0.82%	1
Landot Noir	0.82%	1
Lemberger	0.82%	1
Leon Millot	2.46%	3

Grape Varieties Pulled Out		
Mankis	0.82%	1
Marechal Foch	4.92%	6
Marquette	0.82%	1
Marquis	1.64%	2
Mars	0.82%	1
Niagara	0.82%	1
Noiret	1.64%	2
Norton	1.64%	2
NY 70.0809.10	0.82%	1
Petite Jewel	0.82%	1
Pinot Gris	0.82%	1
Pinot Noir	0.82%	1
Prairie Star	0.82%	1
Reliance	1.64%	2
Riesling	1.64%	2
Rubiana (GR 7)	1.64%	2
Seedless Concord	2.46%	3
Seyval Blanc	7.38%	9
Shiraz	0.82%	1
St. Croix	2.46%	3
St. Pepin	0.82%	1
Steuben	2.46%	3
Traminette	4.10%	5
Unknown	0.82%	1
Valiant	1.64%	2
Van Buren	0.82%	1
Vanessa	1.64%	2
Vidal Blanc	2.46%	3
Vignoles	4.92%	6
<b>Total</b>	<b>100.00%</b>	<b>122</b>



GRAPE VARIETIES PULLED OUT

Grape Varieties Pulled Out



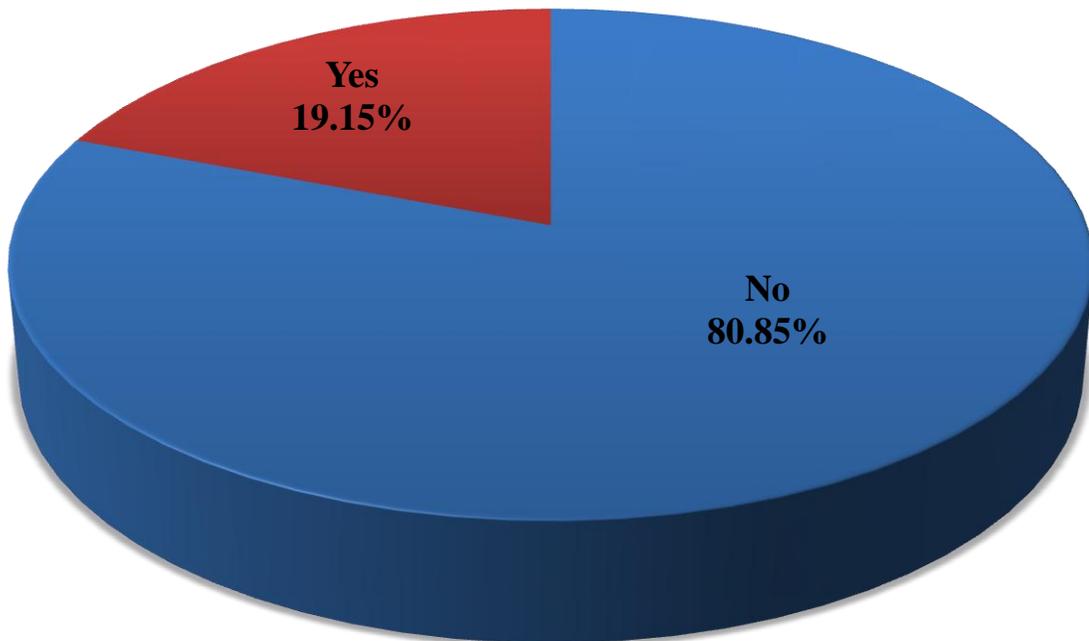
## REASONS WHY GRAPE VARIETIES PULLED OUT

<b>Reasons Why Grape Varieties Pulled Out</b>
<b>Bad trellis design</b>
<b>Bird at leaves</b>
<b>Bunch rot</b>
<b>Damaged by tractor</b>
<b>Did not care for grapes</b>
<b>Did not like wine made from it</b>
<b>Died</b>
<b>Died due to late freeze</b>
<b>Disease</b>
<b>Downy mildew</b>
<b>Draught</b>
<b>Failure to ripen</b>
<b>Flavor profile</b>
<b>Frost</b>
<b>Froze</b>
<b>Fungus prone</b>
<b>Low production</b>
<b>Low quality</b>
<b>Low vigor</b>
<b>Make room for another variety</b>
<b>Mildew</b>
<b>More than winery needed, so planted more desirable variety</b>
<b>No market for grapes</b>
<b>Not hardy enough</b>
<b>Not long enough growing season</b>
<b>Not worth it</b>
<b>Planted on bad area near wood which caused low vigor</b>
<b>Planted too close together</b>
<b>Poor drainage</b>
<b>Poor fruit set</b>
<b>Poor quality</b>
<b>Small berry size</b>
<b>Splitting fruit</b>
<b>Too much tannin</b>
<b>Too tart</b>
<b>Tried to propagate own vines but they were too weak so pulled out after 3 years</b>
<b>Variety must be cluster thinned and no time to do it</b>
<b>Wine tasted like Concord grape and can't sell it or give it away</b>
<b>Winter kill</b>

**DURING THE 2010 HARVEST, I (PLEASE SELECT ALL THAT APPLY BELOW): [SOLD MY GRAPES TO A LOCAL WINERY (WINERIES)]**

<b>During The 2010 Harvest, I (Please Select All That Apply Below): [Sold My Grapes To A Local Winery (Wineries)]</b>		
<b>No</b>	<b>80.85%</b>	<b>114</b>
<b>Yes</b>	<b>19.15%</b>	<b>27</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

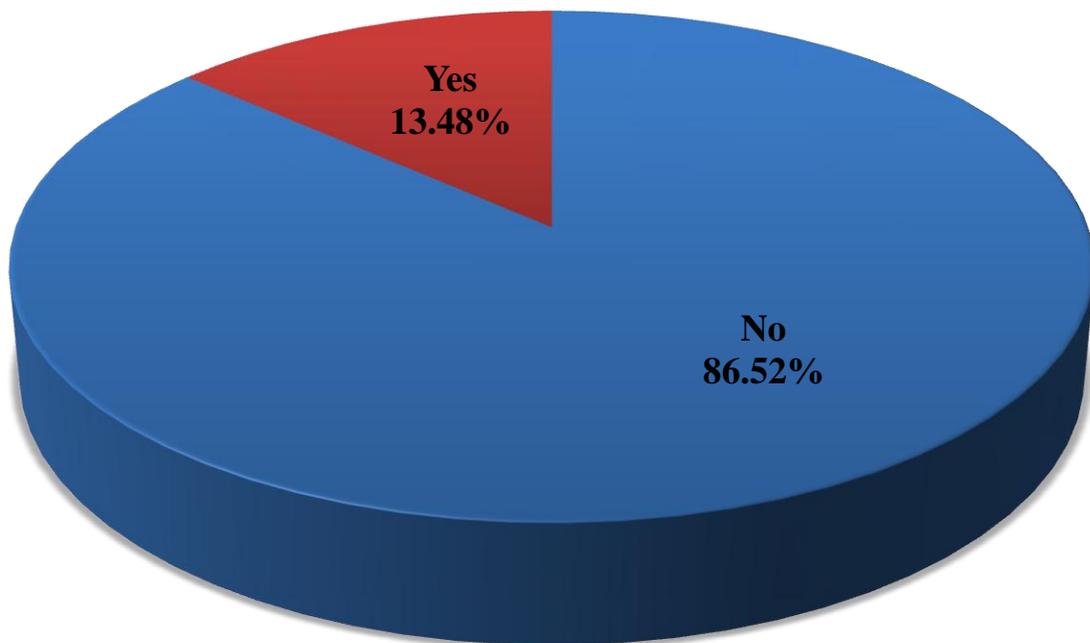
**During The 2010 Harvest, I (Please Select All That Apply Below): [Sold My Grapes To A Local Winery (Wineries)]**



**DURING THE 2010 HARVEST, I (PLEASE SELECT ALL THAT APPLY BELOW): [SOLD MY GRAPES TO A HOME WINEMAKER]**

<b>During The 2010 Harvest, I (Please Select All That Apply Below): [Sold My Grapes To A Home Winemaker]</b>		
<b>No</b>	<b>86.52%</b>	<b>122</b>
<b>Yes</b>	<b>13.48%</b>	<b>19</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

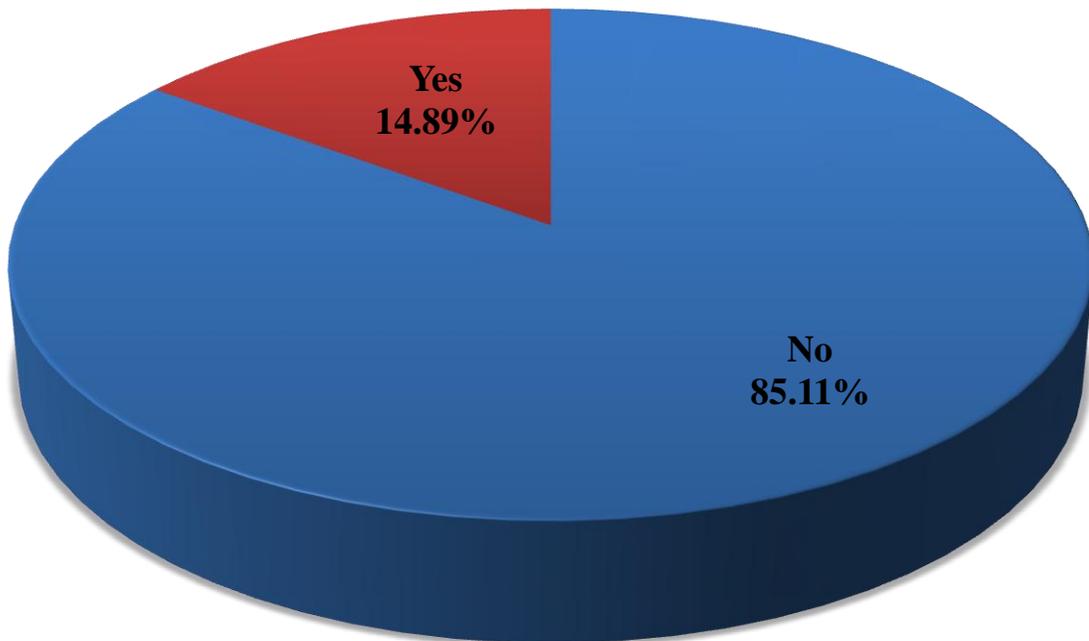
**During The 2010 Harvest, I (Please Select All That Apply Below): [Sold My Grapes To A Home Winemaker]**



**DURING THE 2010 HARVEST, I (PLEASE SELECT ALL THAT APPLY BELOW): [MADE WINE COMMERCIALY WITH MY GRAPES]**

<b>During The 2010 Harvest, I (Please Select All That Apply Below): [Made Wine Commercially With My Grapes]</b>		
<b>No</b>	<b>85.11%</b>	<b>120</b>
<b>Yes</b>	<b>14.89%</b>	<b>21</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

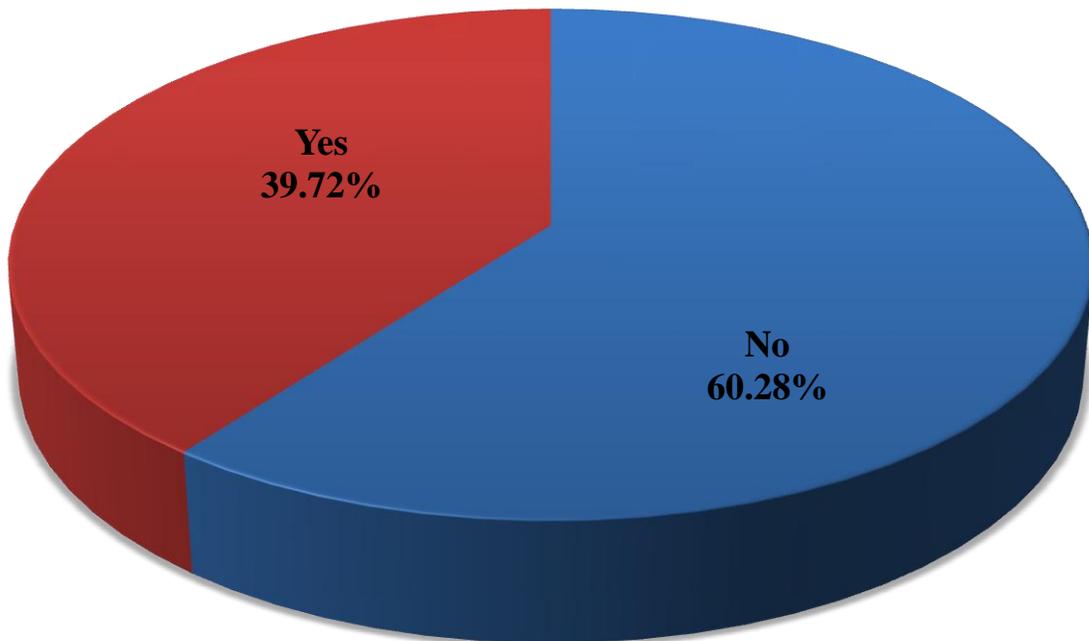
**During The 2010 Harvest, I (Please Select All That Apply Below): [Made Wine Commercially With My Grapes]**



**DURING THE 2010 HARVEST, I (PLEASE SELECT ALL THAT APPLY BELOW): [MADE WINE AS A HOBBY WITH MY GRAPES]**

<b>During The 2010 Harvest, I (Please Select All That Apply Below): [Made Wine As A Hobby With My Grapes]</b>		
<b>No</b>	<b>60.28%</b>	<b>85</b>
<b>Yes</b>	<b>39.72%</b>	<b>56</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

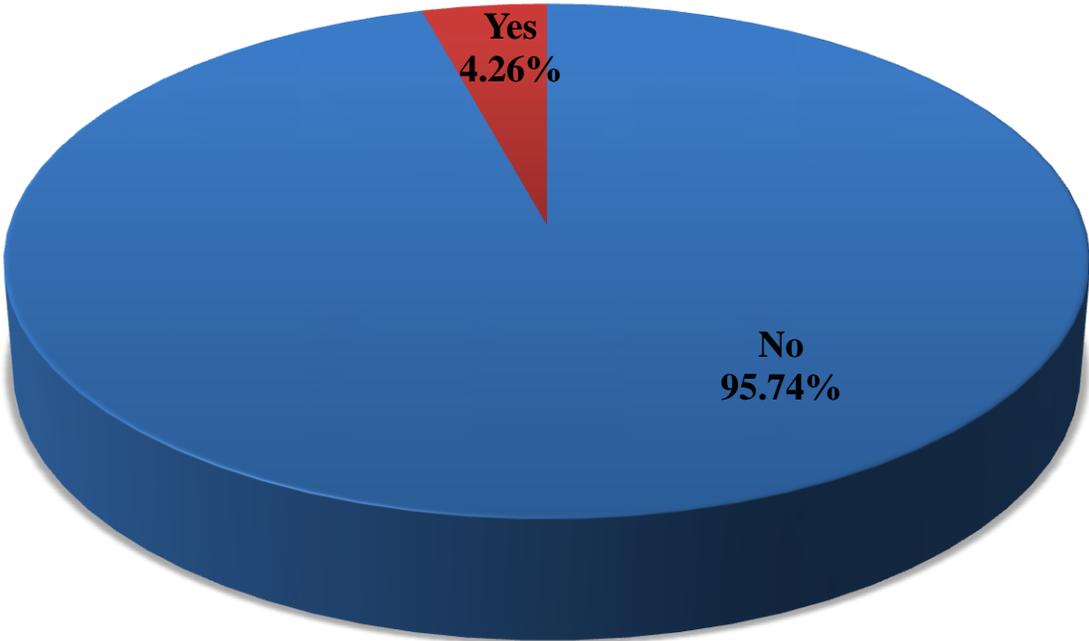
**During The 2010 Harvest, I (Please Select All That Apply Below): [Made Wine As A Hobby With My Grapes]**



**DURING THE 2010 HARVEST, I (PLEASE SELECT ALL THAT APPLY BELOW): [DID NOTHING WITH MY GRAPES]**

<b>During The 2010 Harvest, I (Please Select All That Apply Below): [Did Nothing With My Grapes]</b>		
<b>No</b>	<b>95.74%</b>	<b>135</b>
<b>Yes</b>	<b>4.26%</b>	<b>6</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

**During The 2010 Harvest, I (Please Select All That Apply Below): [Did Nothing With My Grapes]**

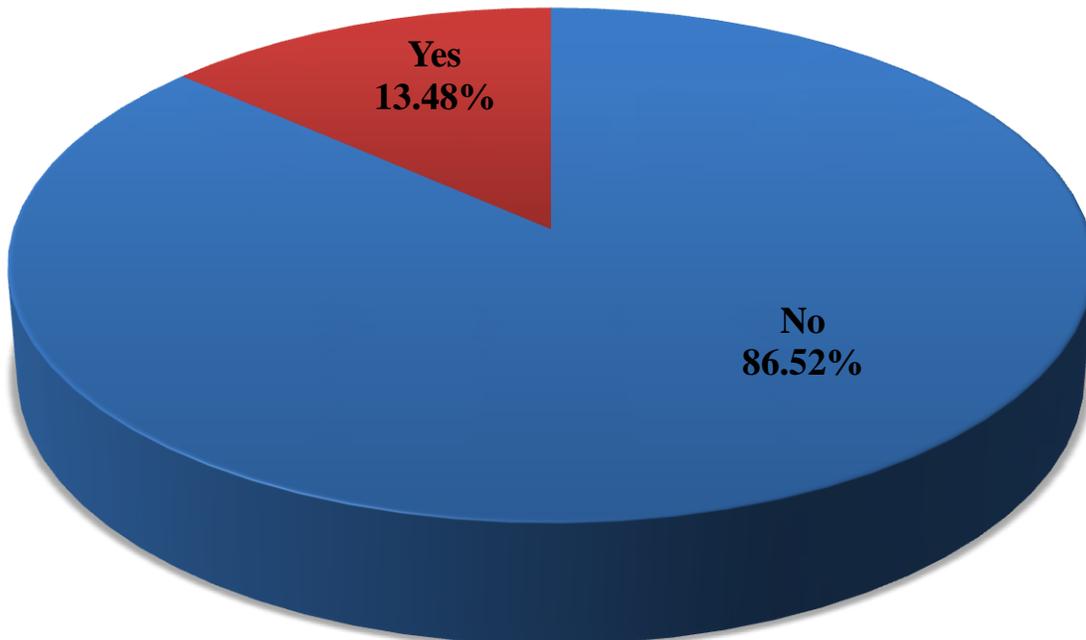


**DURING THE 2010 HARVEST, I (PLEASE SELECT ALL THAT APPLY BELOW): [LET THE BIRDS EAT MY GRAPES]**

Some growers who reported yes to “Let the birds eat my grapes”, didn’t actually plan on letting the birds eat them on purpose. They either didn’t use netting or waited too long to put the netting on.

<b>During The 2010 Harvest, I (Please Select All That Apply Below): [Let The Birds Eat My Grapes]</b>		
<b>No</b>	<b>86.52%</b>	<b>122</b>
<b>Yes</b>	<b>13.48%</b>	<b>19</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

**During The 2010 Harvest, I (Please Select All That Apply Below): [Let The Birds Eat My Grapes]**

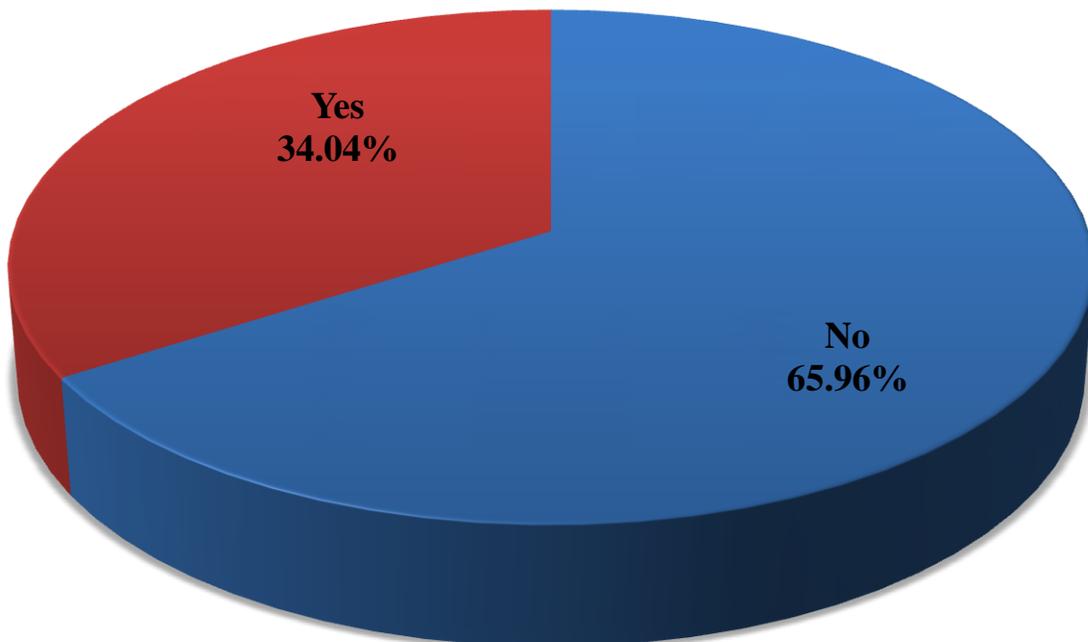


**DURING THE 2010 HARVEST, I (PLEASE SELECT ALL THAT APPLY BELOW): [OTHER]**

There were a lot of notes indicating that the vineyards were not bearing grapes yet, some lost their crop to frost or disease while other growers use their grapes for juice, jam and jelly.

<b>During The 2010 Harvest, I (Please Select All That Apply Below): [Other]</b>		
<b>No</b>	<b>65.96%</b>	<b>93</b>
<b>Yes</b>	<b>34.04%</b>	<b>48</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

**During The 2010 Harvest, I (Please Select All That Apply Below): [Other]**



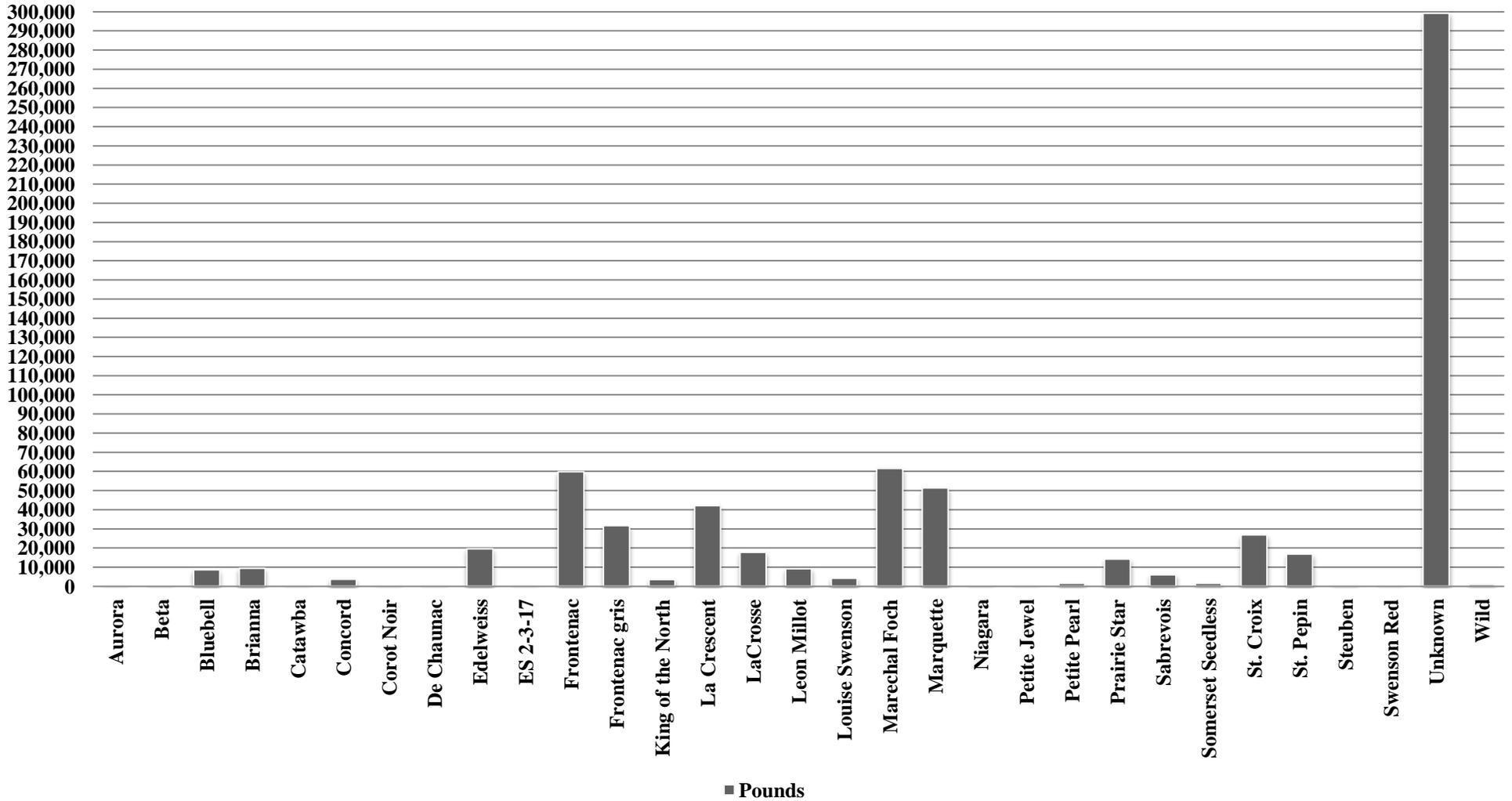
**GRAPE VARIETIES AND POUNDS PER VARIETY THAT YOU HARVESTED LAST YEAR  
(2010)**

Wisconsin grape growers reported a total of 690,799 pounds or 345 tons of grapes harvested in 2010. Besides 299,163 pounds of unknown varieties harvested, the top five varieties of grapes harvested were Marechal Foch (61,519 pounds or 30.75 tons), Frontenac (59,786 pounds or 29.89 tons), Marquette (51,291 pounds or 25.64 tons), La Crescent (42,069 pounds or 21.03 tons) and Frontenac gris (31,655 pounds or 15.82 tons).

<b>Grape Varieties And Pounds Per Variety That You Harvested Last Year (2010)</b>	<b>Total Pounds</b>
<b>Aurora</b>	<b>50</b>
<b>Beta</b>	<b>275</b>
<b>Bluebell</b>	<b>8,559</b>
<b>Brianna</b>	<b>9,330</b>
<b>Catawba</b>	<b>70</b>
<b>Concord</b>	<b>3,670</b>
<b>Corot Noir</b>	<b>200</b>
<b>De Chaunac</b>	<b>10</b>
<b>Edelweiss</b>	<b>19,508</b>
<b>ES 2-3-17</b>	<b>6</b>
<b>Frontenac</b>	<b>59,786</b>
<b>Frontenac gris</b>	<b>31,655</b>
<b>King of the North</b>	<b>3,540</b>
<b>La Crescent</b>	<b>42,069</b>
<b>LaCrosse</b>	<b>17,743</b>
<b>Leon Millot</b>	<b>9,128</b>
<b>Louise Swenson</b>	<b>4,175</b>
<b>Marechal Foch</b>	<b>61,519</b>
<b>Marquette</b>	<b>51,291</b>
<b>Niagara</b>	<b>260</b>
<b>Petite Jewel</b>	<b>169</b>
<b>Petite Pearl</b>	<b>1,550</b>
<b>Prairie Star</b>	<b>14,190</b>
<b>Sabrevois</b>	<b>6,015</b>
<b>Somerset Seedless</b>	<b>1,500</b>
<b>St. Croix</b>	<b>26,845</b>
<b>St. Pepin</b>	<b>16,790</b>
<b>Steuben</b>	<b>500</b>
<b>Swenson Red</b>	<b>233</b>
<b>Unknown</b>	<b>299,163</b>
<b>Wild</b>	<b>1,000</b>
<b>Grand Total Pounds Reported 2010</b>	<b>690,799</b>
<b>Grand Total Tons Reported 2010</b>	<b>345</b>

GRAPE VARIETIES AND POUNDS PER VARIETY THAT YOU HARVESTED LAST YEAR (2010)

Grape Varieties And Pounds Per Variety That You Harvested Last Year (2010)



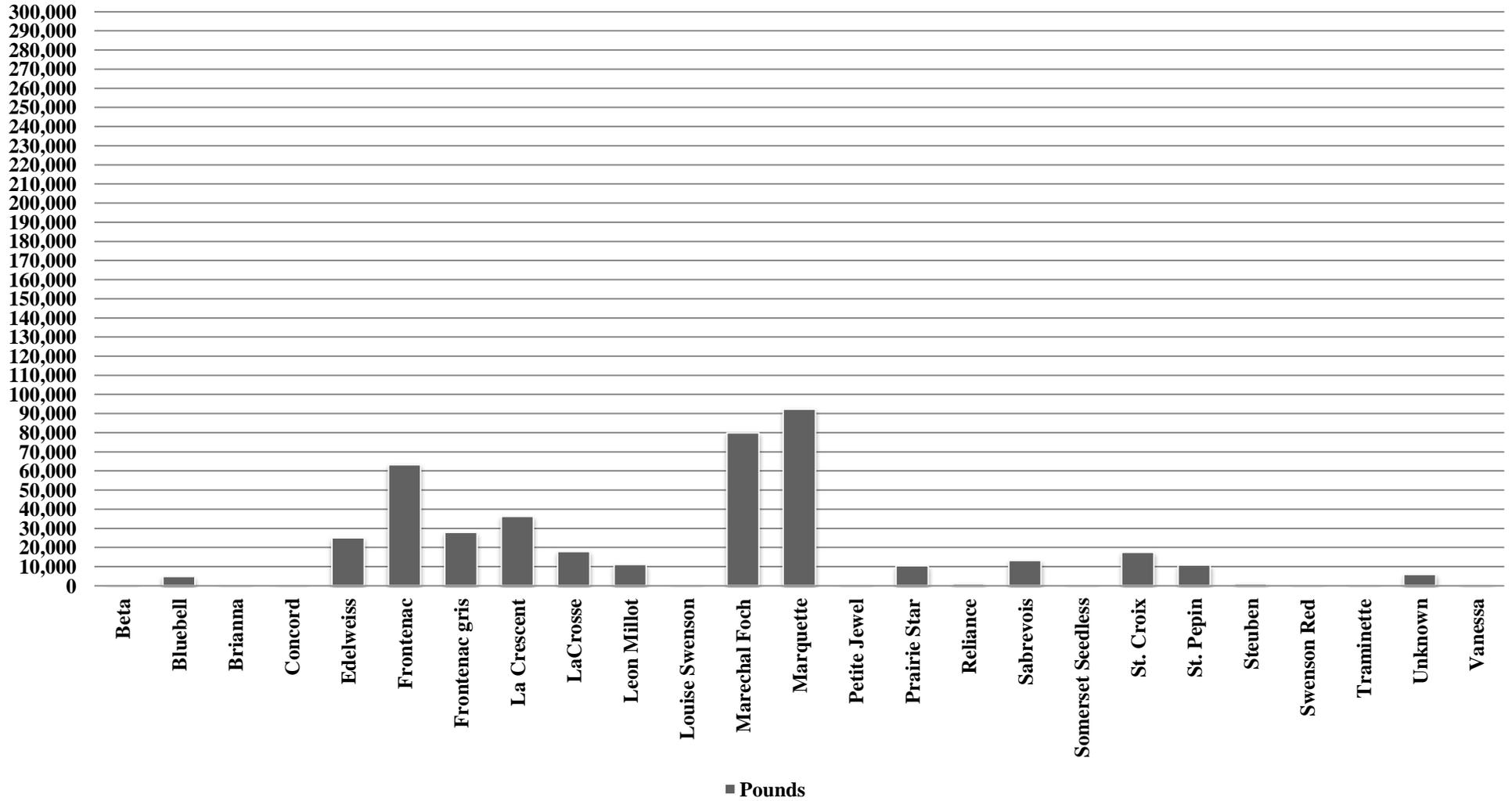
**GRAPE VARIETIES AND POUNDS PER VARIETY THAT YOU ARE LOOKING TO SELL  
THIS HARVEST (2011)**

Wisconsin grape growers estimated a total of 419,540 pounds or 210 tons of grapes harvested in 2011. The total is lower than 2010 because a lot of growers did not answer this question. Some reasons they may have not answered this question include grapes not bearing yet or they just do not have the education or tools to do an accurate estimate. Besides 5,900 pounds of unknown varieties harvested, the top five varieties of grapes estimated for 2011 were Marquette (92,280 pounds or 46.14 tons), Marechal Foch (79,845 pounds or 39.92 tons), Frontenac (63,220 pounds or 31.61 tons), La Crescent (36,250 pounds or 18.12 tons) and Frontenac gris (27,906 pounds or 13.95 tons).

<b>Grape Varieties And Pounds Per Variety That You Are Looking To Sell This Harvest (2011)</b>	<b>Total Pounds</b>
<b>Beta</b>	<b>40</b>
<b>Bluebell</b>	<b>4,791</b>
<b>Brianna</b>	<b>200</b>
<b>Concord</b>	<b>120</b>
<b>Edelweiss</b>	<b>25,000</b>
<b>Frontenac</b>	<b>63,220</b>
<b>Frontenac gris</b>	<b>27,906</b>
<b>La Crescent</b>	<b>36,250</b>
<b>LaCrosse</b>	<b>17,890</b>
<b>Leon Millot</b>	<b>11,100</b>
<b>Louise Swenson</b>	<b>100</b>
<b>Marechal Foch</b>	<b>79,845</b>
<b>Marquette</b>	<b>92,280</b>
<b>Petite Jewel</b>	<b>325</b>
<b>Prairie Star</b>	<b>10,440</b>
<b>Reliance</b>	<b>1,000</b>
<b>Sabrevois</b>	<b>13,200</b>
<b>Somerset Seedless</b>	<b>20</b>
<b>St. Croix</b>	<b>17,460</b>
<b>St. Pepin</b>	<b>10,790</b>
<b>Steuben</b>	<b>1,000</b>
<b>Swenson Red</b>	<b>113</b>
<b>Traminette</b>	<b>50</b>
<b>Unknown</b>	<b>5,900</b>
<b>Vanessa</b>	<b>500</b>
<b>Grand Total Pounds Estimated 2011</b>	<b>419,540</b>
<b>Grand Total Tons Estimated 2011</b>	<b>210</b>

**GRAPE VARIETIES AND POUNDS PER VARIETY THAT YOU ARE LOOKING TO SELL THIS HARVEST (2011)**

**Grape Varieties And Pounds Per Variety That You Are Looking to Sell This Harvest (2011)**

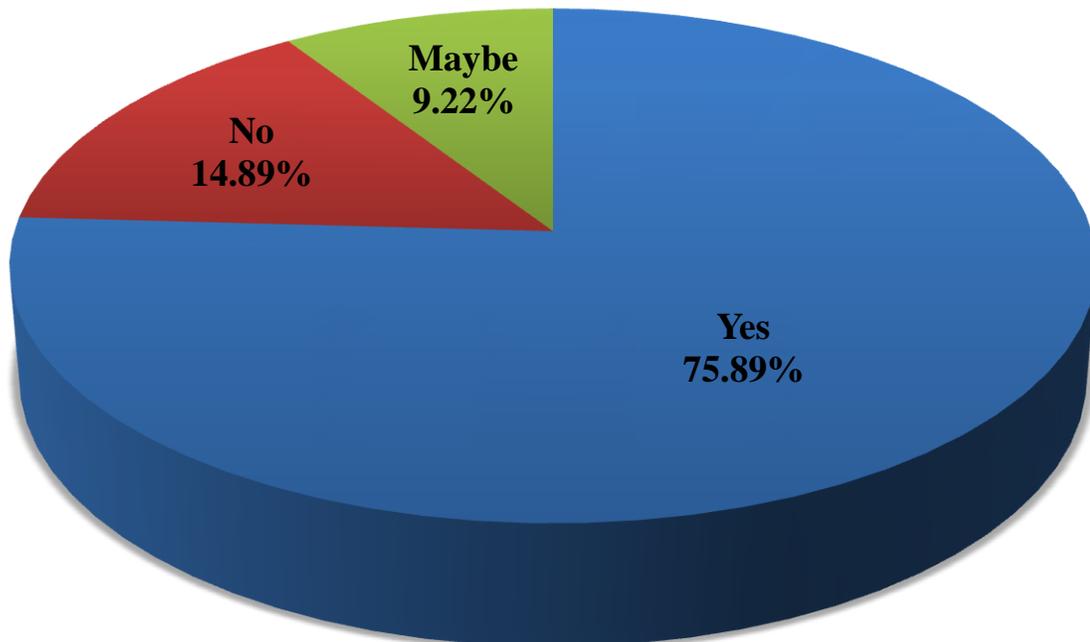


## DO YOU PLAN ON PLANTING MORE GRAPES IN THE FUTURE?

There was a huge interest in planting more grapes in the future. Out of 141 survey participants, 121 (85.11%) indicated that they are interested or may be interested in planting more grapes in the future. Growers estimated that in the next five years, up to 352.35 acres of grapes will be planted. The most popular varieties growers indicated they would like to plant in the future are Marquette (17.49%), La Crescent (8.52%), Frontenac (8.07%), Frontenac gris (8.07%) and St. Pepin (7.17%).

<b>Do You Plan On Planting More Grapes In The Future?</b>		
<b>Yes</b>	<b>75.89%</b>	<b>107</b>
<b>No</b>	<b>14.89%</b>	<b>21</b>
<b>Maybe</b>	<b>9.22%</b>	<b>13</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

### Do You Plan On Planting More Grapes In The Future?



## GRAPE VARIETIES PLANT IN FUTURE

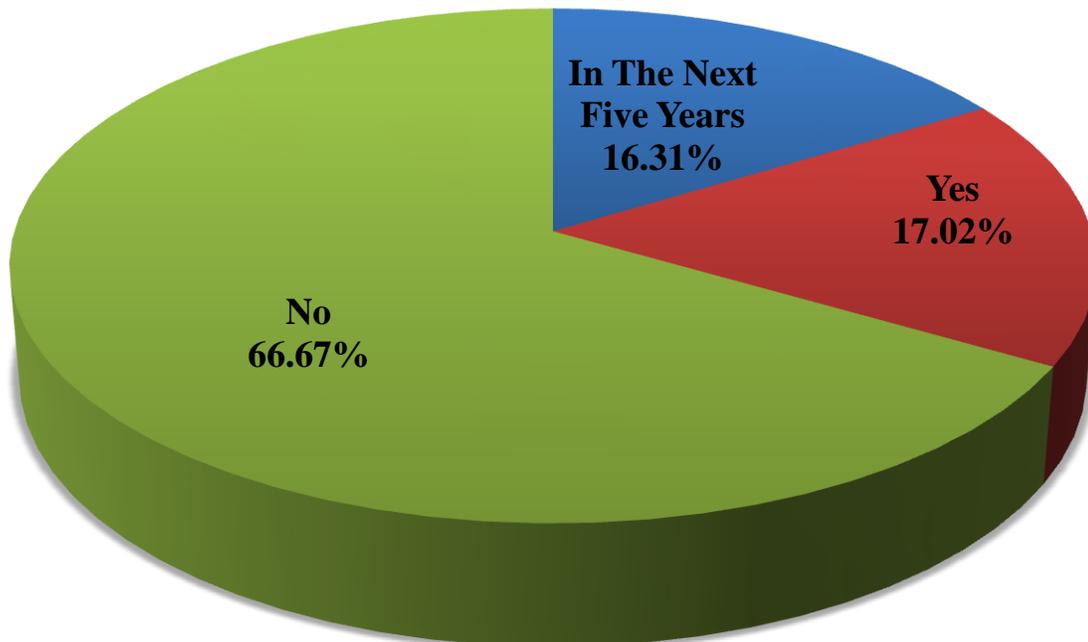
<b>Grape Varieties Plant In Future</b>		
<b>Alpenglow</b>	<b>0.45%</b>	<b>1</b>
<b>Baco Noir</b>	<b>0.45%</b>	<b>1</b>
<b>Beta</b>	<b>0.45%</b>	<b>1</b>
<b>Bluebell</b>	<b>0.90%</b>	<b>2</b>
<b>Brianna</b>	<b>4.93%</b>	<b>11</b>
<b>Chardonnal</b>	<b>0.45%</b>	<b>1</b>
<b>Concord</b>	<b>0.90%</b>	<b>2</b>
<b>Edelweiss</b>	<b>2.24%</b>	<b>5</b>
<b>ES 5-14</b>	<b>0.45%</b>	<b>1</b>
<b>ES 5-3-89</b>	<b>0.45%</b>	<b>1</b>
<b>ES 6-16-30</b>	<b>0.45%</b>	<b>1</b>
<b>Frontenac</b>	<b>8.07%</b>	<b>18</b>
<b>Frontenac Blanc</b>	<b>3.59%</b>	<b>8</b>
<b>Frontenac Gris</b>	<b>8.07%</b>	<b>18</b>
<b>Kay Gray</b>	<b>0.45%</b>	<b>1</b>
<b>King of the North</b>	<b>0.45%</b>	<b>1</b>
<b>La Crescent</b>	<b>8.52%</b>	<b>19</b>
<b>LaCrosse</b>	<b>3.59%</b>	<b>8</b>
<b>Lakemont</b>	<b>0.45%</b>	<b>1</b>
<b>Landot Noir</b>	<b>0.45%</b>	<b>1</b>
<b>Lemberger</b>	<b>0.45%</b>	<b>1</b>
<b>Leon Millot</b>	<b>0.45%</b>	<b>1</b>
<b>Louise Swenson</b>	<b>2.24%</b>	<b>5</b>
<b>Marechal Foch</b>	<b>1.79%</b>	<b>4</b>
<b>Marquette</b>	<b>17.49%</b>	<b>39</b>
<b>Mars</b>	<b>0.45%</b>	<b>1</b>
<b>Petite Amie</b>	<b>0.45%</b>	<b>1</b>
<b>Petite Jewel</b>	<b>0.90%</b>	<b>2</b>
<b>Petite Pearl</b>	<b>4.48%</b>	<b>10</b>
<b>Prairie Star</b>	<b>1.79%</b>	<b>4</b>
<b>Rubiana (GR 7)</b>	<b>0.45%</b>	<b>1</b>
<b>Sabrevois</b>	<b>2.69%</b>	<b>6</b>
<b>Seyval Blanc</b>	<b>1.35%</b>	<b>3</b>
<b>Somerset Seedless</b>	<b>2.24%</b>	<b>5</b>
<b>St. Croix</b>	<b>4.48%</b>	<b>10</b>
<b>St. Pepin</b>	<b>7.17%</b>	<b>16</b>
<b>Swenson Red</b>	<b>0.45%</b>	<b>1</b>
<b>Traminette</b>	<b>1.79%</b>	<b>4</b>
<b>Trollhaugen</b>	<b>0.45%</b>	<b>1</b>
<b>Valiant</b>	<b>0.45%</b>	<b>1</b>
<b>Vanessa</b>	<b>0.45%</b>	<b>1</b>
<b>Vignoles</b>	<b>0.45%</b>	<b>1</b>
<b>Wild</b>	<b>0.45%</b>	<b>1</b>
<b>Worden</b>	<b>0.90%</b>	<b>2</b>
<b>Total</b>	<b>100.00%</b>	<b>223</b>

## DO YOU OWN AND OPERATE A FEDERALLY BONDED WISCONSIN WINERY?

There were 24 (17.02%) survey participants who currently own and operate a federally bonded Wisconsin winery and 23 (16.31%) who indicated they were interested in opening a winery in the next five years.

<b>Do You Own And Operate A Federally Bonded Wisconsin Winery?</b>		
<b>In The Next Five Years</b>	<b>16.31%</b>	<b>23</b>
<b>Yes</b>	<b>17.02%</b>	<b>24</b>
<b>No</b>	<b>66.67%</b>	<b>94</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

## Do You Own And Operate A Federally Bonded Wisconsin Winery?

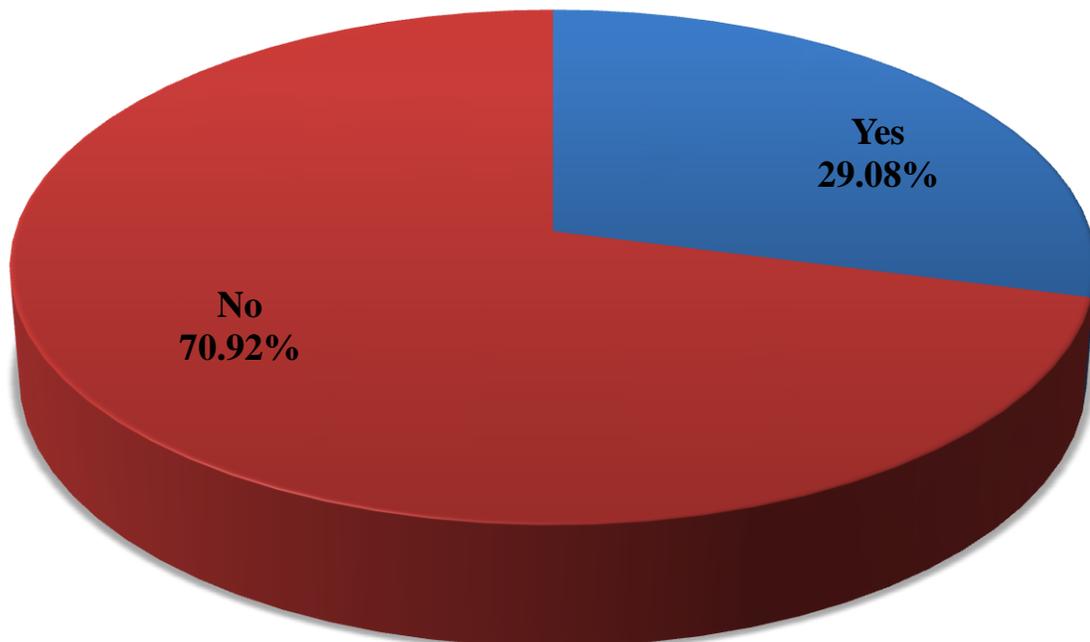


## DID YOU ATTEND THE 2011 FRESH FRUIT & VEGETABLE CONFERENCE IN WISCONSIN DELLS?

Only 41 (28.87%) survey participants attended the 2011 Fresh Fruit & Vegetable Conference in Wisconsin Dells. There is huge potential to grow this event for the grape and winery track with proper marketing and communications. A lot of the survey participants indicated that they would like more educational and networking opportunities and this is a perfect place to start.

<b>Did You Attend The 2011 Fresh Fruit &amp; Vegetable Conference In Wisconsin Dells?</b>		
<b>Yes</b>	<b>29.08%</b>	<b>41</b>
<b>No</b>	<b>70.92%</b>	<b>100</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

### Did You Attend The 2011 Fresh Fruit & Vegetable Conference In Wisconsin Dells?

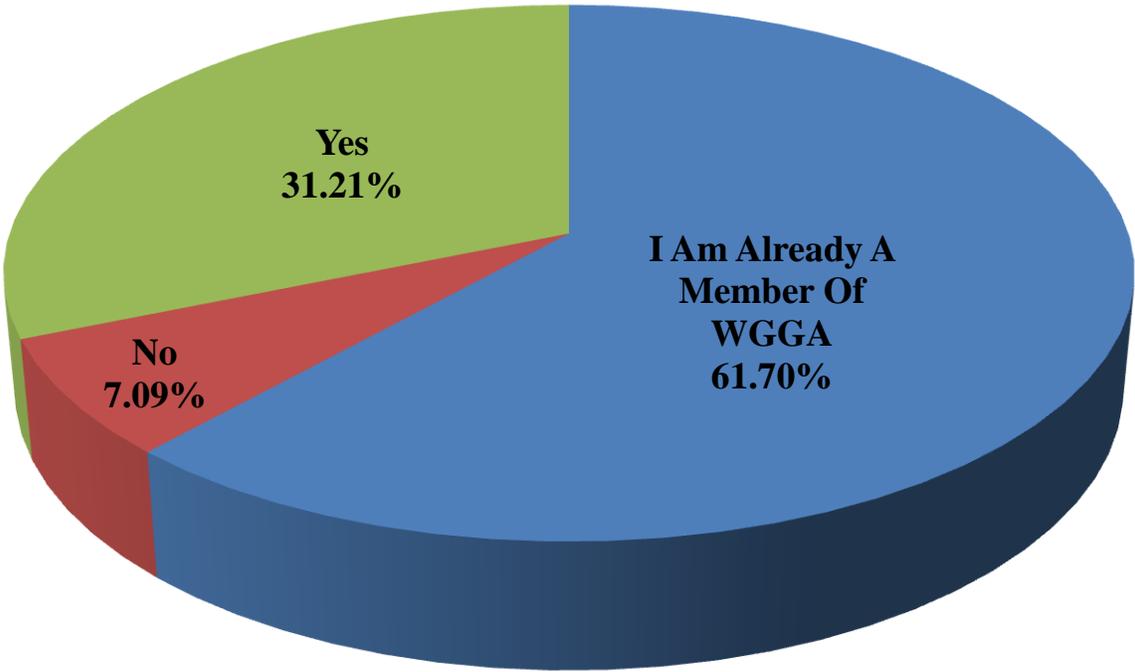


**IF YOU DO NOT BELONG TO THE WISCONSIN GRAPE GROWERS ASSOCIATION (WGGA), WOULD YOU LIKE INFORMATION ON BECOMING A MEMBER?**

The Wisconsin Grape Growers Association (WGGA) has 136 members. There were 87 (61.70%) survey participants who took the survey and were already members of the WGGA. There were 44 (31.21%) survey participants who indicated that they were interested in learning more about becoming a member of WGGA. WGGA membership information was emailed to each of them and 8 of them joined the association.

<b>If You Do Not Belong To The Wisconsin Grape Growers Association (WGGA), Would You Like Information On Becoming A Member?</b>		
<b>I Am Already A Member Of WGGA</b>	<b>61.70%</b>	<b>87</b>
<b>No</b>	<b>7.09%</b>	<b>10</b>
<b>Yes</b>	<b>31.21%</b>	<b>44</b>
<b>Total</b>	<b>100.00%</b>	<b>141</b>

**If You Do Not Belong To The Wisconsin Grape Growers Association (WGGA), Would You Like Information On Becoming A Member?**





## APPENDIX A: WISCONSIN GRAPE GROWERS SURVEY 2011

This survey is being conducted by the Wisconsin Grape Growers Association (WGGA). The purpose of this survey is to get a better understanding of the present cold climate grape growing industry in Wisconsin. By documenting where we are today, we will be able to better assess growth and trends in the future. This survey should take 10-15 minutes to complete.

All completed surveys will be entered into a drawing for a free ticket to the 2012 Fresh Fruit & Vegetable Conference (\$63 value). Drawing for one free ticket to the 2012 Fresh Fruit & Vegetable Conference will take place on or by August 31, 2011.

This survey guarantees respondent confidentiality. All data will be used in a form that will make it impossible to determine the identity of the individual responses. That is, the survey responses will not be integrated, analyzed, or reported in any way in which the confidentiality of the survey responses is not absolutely guaranteed.

~~Survey ends June 30, 2011.~~ Survey deadline is extended to August 31, 2011.

Please feel free to contact Becky Rochester, Grape Marketing Coordinator, with any questions at [becky@wigrapes.org](mailto:becky@wigrapes.org).

Cheers,

Becky Rochester

### GENERAL INFORMATION

**Last Name:**

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**First Name:**

---

**What is the name of your vineyard (if applicable)?:**

---

**Telephone Number:**

i.e. 608-123-4567

---

**Email Address:**

---

**VINEYARD INFORMATION**

**Which county is your vineyard located in?**

---

**Year when vineyard was first planted?**

---

**Total acreage of grapes planted today (bearing):**

---

**Total acreage of grapes planted today (non-bearing):**

---

**GRAPE VARIETIES PLANTED TODAY**

Here is a list of some of the more popular Wisconsin varieties to help you out: Bluebell, Brianna, Catawba, Chardonnay, Concord, Edelweiss, ES 6-16-30, Espirit, Frontenac, Frontenac gris, Kay Gray, King of North, La Crescent, LaCrosse, Leon Millot, Marechal Foch, Marquette, Noiret, Prairie Star, Reliance, Sabrevois, St. Croix, St. Pepin, Seyval, Somerset Seedless, Steuben, Traminette, Valiant, Vidal Blanc, Vignoles, Other

**Please list grape varieties you planted prior to 2007 and number of vines planted by variety:**

i.e.: Frontenac 500 vines

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**Please list grape varieties you planted between 2007-2010 and number of vines planted by variety:**

i.e.: Frontenac 500 vines

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**Please list grape varieties you planted but have pulled out, number of vines that were planted by variety and reason why pulled out:**

i.e.: Frontenac 500 vines low vigor, flavor profiles, marketing

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**Do you plan on planting more grapes in the future? (circle one)**

Yes

No

Other

**PLANTING GRAPES IN FUTURE ACREAGE & VARIETIES**

Here is a list of some of the more popular Wisconsin varieties to help you out: Bluebell, Brianna, Catawba, Chardone, Concord, Edelweiss, ES 6-16-30, Espirit, Frontenac, Frontenac gris, Kay Gray, King of North, La Crescent, LaCrosse, Leon Millot, Marechal Foch, Marquette, Noiret, Prairie Star, Reliance, Sabrevois, St. Croix, St. Pepin, Seyval, Somerset Seedless, Steuben, Traminette, Valiant, Vidal Blanc, Vignoles, Other

**Total acreage you estimate you will plant to grapes over the next five years:**

i.e. 3.25 acres

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**Please list all grape varieties you will plant in the future and number of vines:**

i.e.: Frontenac 500 vines

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**GRAPE HARVEST**

**During the 2010 harvest, I (please circle all that apply below):**

Sold my grapes to a local winery (wineries)

Sold my grapes to a home winemaker

Made wine commercially with my grapes

Made wine as hobby with my grapes

Did nothing with my grapes

Let the birds eat my grapes

Other

**If you chose "Other" above, please make note below:**

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---

**Please list varieties and pounds per variety that you harvested last year (2010):**

i.e.: Frontenac 100 pounds

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**Please list varieties and pounds per variety that you are looking to sell this harvest (2011):**

i.e.: Frontenac 100 pounds

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**APPENDIX B: GRAPE VARIETIES GROWN IN WISCONSIN**

Variety	Prior to 2007	2007-2010	Percentage	Total
Alpenglow	-	1	0.11%	1
America	1	-	0.11%	1
Aurora	4	-	0.44%	4
Baco Noir	3	2	0.55%	5
Baltica	-	1	0.11%	1
Beta	7	4	1.21%	11
Bluebell	11	10	2.32%	21
Brianna	5	18	2.54%	23
Canadice	2	2	0.44%	4
Catawba	1	3	0.44%	4
Cayuga White	1	1	0.22%	2
Chancellor	1	-	0.11%	1
Chardonnay	-	1	0.11%	1
Chontay	-	1	0.11%	1
Concord	11	4	1.65%	15
Corot Noir	1	-	0.11%	1
De Chaunac	4	-	0.44%	4
Delaware	2	-	0.22%	2
Diamond	1	-	0.11%	1
Edelweiss	17	18	3.86%	35
Einset	-	1	0.11%	1
Elvira	4	2	0.66%	6
ES 15-53	-	1	0.11%	1
ES 2-3-17	1	-	0.11%	1
ES 5-3-89	2	-	0.22%	2
ES 6-16-30	1	1	0.22%	2
ES Variety	-	1	0.11%	1
Espirit	1	3	0.44%	4
Flandreau	-	1	0.11%	1
Fredonia	4	2	0.66%	6
Frontenac	44	45	9.81%	89
Frontenac blanc	-	1	0.11%	1
Frontenac gris	15	35	5.51%	50
Golden Muscat	-	1	0.11%	1
Himrod	1	-	0.11%	1
Kay Gray	5	1	0.66%	6
King of the North	7	9	1.76%	16
Kishwaukee	-	1	0.11%	1
La Crescent	18	38	6.17%	56
LaCrosse	25	15	4.41%	40
Lakemont	1	2	0.33%	3
Landot Noir	3	2	0.55%	5
Lemberger	1	-	0.11%	1
Leon Millot	13	9	2.43%	22
Lorelei	2	2	0.44%	4
Louise Swenson	3	7	1.10%	10
Marechal Foch	29	17	5.07%	46
Marquette	19	69	9.70%	88
Marquis	-	3	0.33%	3
Mars	2	5	0.77%	7
Minnesota 78	2	1	0.33%	3
MN 1200	-	1	0.11%	1
MN 1220	-	1	0.11%	1
Neron	1	-	0.11%	1
Niagara	5	4	0.99%	9
Noiret	1	3	0.44%	4
Norton	1	1	0.22%	2
NY 76.0844.24	1	2	0.33%	3
Other	-	1	0.11%	1
Petite Amie	-	2	0.22%	2
Petite Jewel	2	1	0.33%	3
Petite Pearl	-	7	0.77%	7
Prairie Star	15	20	3.86%	35
Price	1	-	0.11%	1
Reliance	6	3	0.99%	9
Riesling/C3309	-	1	0.11%	1
Rosette	2	-	0.22%	2
Rubiana (GR 7)	1	2	0.33%	3
Sabrevois	6	18	2.65%	24
Seedless Concord	3	-	0.33%	3
Seyval Blanc	1	1	0.22%	2
Somerset Seedless	4	10	1.54%	14
St. Croix	19	20	4.30%	39
St. Pepin	28	31	6.50%	59
St. Vincent	-	1	0.11%	1
Steuben	2	-	0.22%	2
Suelter	1	-	0.11%	1
Summersweet	1	1	0.22%	2
Swenson Red	8	5	1.43%	13
Swenson White	2	2	0.44%	4
Traminette	3	4	0.77%	7
Trollhaugen	-	2	0.22%	2
Valiant	9	2	1.21%	11
Valvin Muscat	-	1	0.11%	1
Van Buren	-	1	0.11%	1
Vanessa	-	6	0.66%	6
Vidal Blanc	1	-	0.11%	1
Vignoles	4	1	0.55%	5
Wild	1	1	0.22%	2
Worden	4	1	0.55%	5
Zilga	-	1	0.11%	1
<b>Total</b>	<b>408</b>	<b>499</b>	<b>100.00%</b>	<b>907</b>

