

# Midwest School for Beginning Grape Growers

Interested in grapes? Join us to turn your interest into reality

This intensive, three-day course gives you a realistic picture of what it takes to start and operate a successful vineyard business—including capital, management, labor and other resources. Topics covered include market assessment and profitability, site selection and soil preparation, variety selection, pest management, economics, equipment and labor needs.

## What we offer:

- ☞ A unique program that combines knowledge from experienced growers and regional experts
- ☞ Learn essential concepts in vineyard management and what it takes to succeed in this type of business
- ☞ Spend extended time with experienced growers and gather invaluable tips and practical know-how
- ☞ Network and learn from fellow growers and entrepreneurs



**WHEN:** March 29, 30 and 31, 2015  
**TIMES:** 10–4:30 Sunday; 8–4:30 Monday; 8–2:30 Tuesday  
**LOCATION:** Madison, WI (details provided after you enroll)  
**COST:** \$375

## Program highlights

This class affords the opportunity to immerse yourself into the realities of grape growing with a team of instructors who share your enthusiasm. We do more than scratch the surface on topics such as variety selection and pest management; rather, we take a deeper dive to expose you to the information and tools required to launch a successful vineyard business. Our goal is to start you on a path toward a sustainable and profitable business. Over the three days, we will discuss the joys and challenges of operating a farm business, in addition to growing grapes in the Midwest.

## Is this workshop right for you?

This course is intended for people who are serious about starting a vineyard business in the Midwest. Our grower schools typically attract a variety of people: some want to start part-time vineyards while others aspire to be full-time growers. The program is designed to meet the diverse interests and needs brought by participants. To learn more about whether this class is a good fit with your experience and goals, **contact John Hendrickson at the Center for Integrated Agricultural Systems, UW-Madison, (608) 265-3704 or [jhendric@wisc.edu](mailto:jhendric@wisc.edu).**



## Program partners



UW-MADISON  
CENTER for INTEGRATED  
AGRICULTURAL SYSTEMS



The IPM Institute  
of North America, Inc.



WISCONSIN  
GRAPE GROWERS  
ASSOCIATION



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**Preregistration is required; we apologize, but walk-ins cannot be accommodated**

Complete and mail this form, with payment, to: IPM Institute of North America, 1020 Regent St., Madison, WI 53715

Name: \_\_\_\_\_ Partner/spouse (if attending): \_\_\_\_\_

Vegetarian  Vegan  Gluten-free

Vegetarian  Vegan  Gluten-free

Farm/Business \_\_\_\_\_

Address \_\_\_\_\_  
(Street) (City) (State) (Zip)

Phone \_\_\_\_\_ Email \_\_\_\_\_

**NOTE:** Please provide a functional email address as we will use it to communicate with you prior to the class.

**Individual fee:** \$375 \_\_\_\_\_

**Partner/spouse fee:** \$150 \_\_\_\_\_

Note: Partner/spouse does not receive a second set of program materials

**TOTAL:** \_\_\_\_\_

Please enclose total fee. Payment must be made at time of registration.

\_\_\_\_\_ Check enclosed (payable to IPM Institute of North America)

\_\_\_\_\_ Please charge. Circle one:      Visa              MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

**Location:** The 2015 school will be held in Madison, Wisconsin. Details will be sent to you after you enroll.

**Meals and lodging:** Lunches and snacks will be provided. Please make lodging arrangements on your own.

**Registration questions?** Contact Peter Werts, IPM Institute of North America:

pwerts@ipminstitute.org

(608) 232-1410

FAX: (608) 232-1440

**Program questions?** Contact John Hendrickson, Center for Integrated Agricultural Systems, UW-Madison

jhendric@wisc.edu

(608) 265-3704