

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.**



Program partners



UW-MADISON
CENTER for INTEGRATED
AGRICULTURAL SYSTEMS



The IPM Institute
of North America, Inc.



WISCONSIN
GRAPE GROWERS
ASSOCIATION



Midwest School for Beginning Grape Growers



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

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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 University of Wisconsin)

_____ 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. Lodging arrangements need to be made 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

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