

DIRT TO GLASS ANNUAL CONFERENCE

august 22, 2025

traverse city, michigan



2025

PROGRAM DESCRIPTIONS

FIELD VISITS



DIRT TO GLASS

from CONCEPT to CANOPY

On Day 2, we take **Dirt to Glass** into the field — literally. Participants will travel between six vineyard sites across Old Mission & Leelanau Peninsulas, each one hosting focused discussions led by growers, scientists, & industry experts.

These are the same topics explored in our educational sessions — now brought to life in the rows: *vineyard establishment, site selection, planting density, pruning techniques, cover crops, nutrient uptake, the carbon cycle, biodiversity, vine age, & more.*

Each site is curated to highlight a unique element of Michigan viticulture, & each conversation is rooted in practice. But beyond the viticultural insight, **Dirt to Glass** Day 2 is about something bigger: *building a shared vision.* The future of Michigan wine depends on collaboration — between disciplines, regions, & generations.

Lunch will be hosted at Rove Estate, where the view is only matched by the clarity of the conversation.

This day is for walking the vineyards, asking real questions, challenging assumptions — & remembering something essential: *Alone we go faster. Together we go farther.*

DIRT TO GLASS 2025 VINEYARD EXPERIENCE

*from dirt to glass,
on the ground*

As part of the immersive second day of the Dirt to Glass (DTG) 2025 Conference, attendees will take part in a unique, vineyard-to-vineyard tour across the Grand Traverse wine region. Each stop will focus on a specific aspect of sustainable, science-driven viticulture, guided by researchers, growers, & industry experts. Here's a preview of the vineyard visits & the discussions that will shape the conversation around future-ready vineyard management.



LYON'S MERLOT VINEYARD — SITE SELECTION & ESTABLISHMENT

2211 Island View Road
Traverse City, MI

At this first stop, participants will explore the foundational decisions behind vineyard site selection, from soil & topography to micro-climate considerations. Experts John Lyon (*Island View Orchards, LLC*), Christie Apple (*Crop Scout Christie*), & Beau Shacklet (*TRICKLEEZ Precision Drip Irrigation Systems*) will walk the group through the vineyard establishment process & share insights into what makes a site suitable for high-quality fruit production in Michigan.

CHATEAU CHANTAL — THE PROMISE OF PIWI VARIETIES

15900 Rue De Vin
Traverse City, MI

This session dives into the emerging world of disease-resistant grape varieties, known as PIWIs. With speakers Eric Amberg (*Amberg Grape Vines*), Edson Pontes, Ph.D. (*Wayne State University*), Derrick Vogel (*Folklor Wine & Cider*), & Karen Chou (*MSU*), the discussion will center on breeding & cultivating next-generation hybrids that balance sustainability with wine quality. Topics will include vineyard spray strategies, quality potential wines, & long-term viability of PIWIs in a region adapting to climate & pest pressures.

LE TRE SIRENE — SOIL HEALTH THROUGH COVER CROPPING

14695 Mapleton Lane
Traverse City, MI

Soil carbon cycling, nutrient uptake, & the role of cover crops in vineyard ecology will be the focus at Le Tre Sirene. Bruno Basso, Ph.D. (*MSU*), Megan Barlow (*Wilbur Ellis*), & Dennis Phillips (*MSU*) will share current research & field practices that optimize vine nutrition & root zone health. Attendees will gain a deeper understanding of how managing the soil supports both vine performance & carbon sequestration with the use of vineyard sensors & innovative soil cover cropping strategies.

ROVE ESTATE — BIODIVERSITY & UNDERVINE MANAGEMENT

7007 E Traverse Highway,
Traverse City, MI

At Rove, the spotlight turns to undervine cover management & fostering vineyard biodiversity. Wes Mateuciak (*Mari Vineyards*), Creighton Gallagher (*Rove Estate*), & Dave Bos (*Bos Wine*) will present strategies for managing competition, soil moisture, & habitat diversity under the canopy. These techniques are key to building resilient vineyard systems that support ecosystem services & reduce chemical inputs.

ISIDOR'S CHOICE — PLANTING DENSITY & PRUNING DECISIONS

Maria Lane,
Cedar, MI

This stop focuses on vine architecture & training methods. Jacopo Miolo (*Simonit & Sirch*) & Lee Lutes (*Black Star Farms*) will lead a hands-on discussion of planting density, pruning strategies, & the balance between vine vigor & yield. This session will highlight how decisions made in the early years shape vine longevity, fruit quality, & labor efficiency.

MORENO VINEYARD — AGING VINES & SOIL STEWARDSHIP

4940 N Houdek Road,
Suttons Bay, MI

The final stop examines the intersection of soil health & vine age. Charlie Edson, Ph.D. (*Bel Lago & MSU*), Craig Cunningham (*Viticulturist*), & Theo Medendorp (*Morgan Composting*) will discuss how soil stewardship practices contribute to the long-term productivity & ageability of vines. Attendees will explore how thoughtful planting & soil management contribute to wine quality over decades.



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