

CORNELL
UNIVERSITY

STATION NEWS

GENEVA
NEW • YORK

VOLUME LXXIX • NO. 16

APRIL 24-MAY 1, 1998

BRIEFS

NYSAES FEATURED IN
"NEWSWEEK"

There's a bull in a wedding dress on the cover, but it's the full-page article on the Experiment Station on page 17 that's worth the cover price of this week's issue of "Newsweek." The April 27 issue contains a one-page story devoted to genetic engineering and the work being done on apples and other crops at the New York State Agricultural Experiment Station. Entitled "An Apple a Day Keeps the Genetic Engineers Busy," the Station is the featured subject in the weekly "Millennium Notebook" column.

Reporter Adam Rogers flew into Rochester from New York City on April 13 and arrived at the Station at 10:30 am, having given the Station a week's tickler and three days' confirmation. Rogers, a one-time biology major who switched to communications and went on to receive a master's degree in science journalism, met with Susan Brown, Terence Robinson, Jay Norelli, Bruce Reisch, Thomas Henick-Kling, Warren Lamboy (PGRU), and Jim Hunter. He toured the tissue culture room, greenhouses, labs, and toured the Station farms. It was the full spring driving tour because the vehicle got stuck in the mud on the Fruit & Vegetable Research Farm while we were attempting a drive-by of Terence Robinson's Y-trellis apple trials. The Manhattanite was familiar with the Upstate art of pushing, and it worked.

By 5:30 pm, Rogers admitted he was overwhelmed, but also wowed by all the "cool science." He said he will use some of the information he acquired for a longer article on biotechnology.

He is looking forward to a return trip to tour the region's wine trails.

Thank you to all who participated.

L. McCandless

(Continued on page 2)

F.X. MATT: THE CRAFT OF BREWING AND THE ART OF TASTING

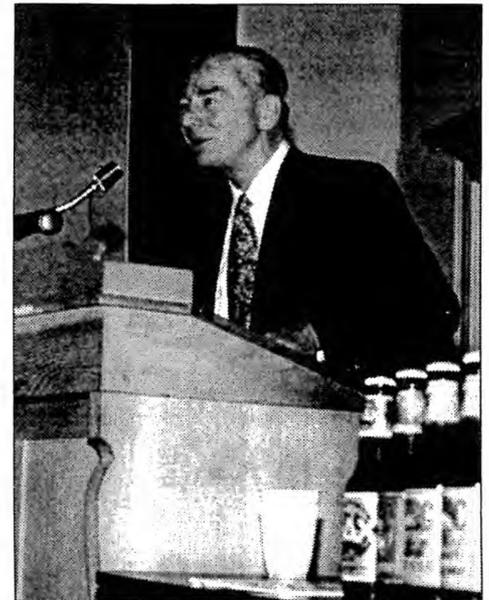
F.X. Matt, the owner of Matt's Brewing Company in Utica, NY, refers to his company as "a tiny speck in the great beer race," but don't be fooled. The 118-year-old company has survived Prohibition, WWII, and the beer wars, and is currently riding a profitable crest of popularity with their craft-brewed line, Saranac.

Speaking before an appreciative audience of about 70 Experiment Station employees and graduate students at a SAGES seminar on Friday, April 19, in Jordan Hall, the third-generation brewmeister said his family's company has survived because of a combination of "stubbornness and stupidity." It was clear from the presentation that the company has also benefited from strong leadership, hands-on management, business acumen, people sense, marketing wile, tradition, and a knowledgeable appreciation of the art of brewing grain, water, malt and yeast into a marketable product. Matt also credited his "dedicated employees" and their quest for quality.

The company, which produces 300,000 barrels of beer annually, is currently number 12 in what Matt refers to as the "great Beer Race," a race that threatens to extinguish all but the hardiest. Forty years ago, there were 176 separate brew companies in the U.S. Currently that number has been whittled down to about 25 conventional brewers, "of which, only about five count," he said. Matt's ranks well behind the Anheuser-Busch giant, which produces more than 8 million barrels a year. In the time-honored tradition of David fighting Goliath, Matt was anything but reverential toward his competitor, however. His poem "Ode to the Eagle," was a distinctly tongue-in-cheek review of Anheuser-Busch's decision "not to allow drinking on the job." "All hail the company of Busch and Anheuser. Their managers are now sadder but wiser," Matt intoned.

Anheuser-Busch, Miller, Coors, and Stroh's currently command more than 90 percent of the market. Fifty percent of Matt's market is sales of Utica Club.

Matt attended a school for wayward boys in New Jersey, and his formal education was in English, hence, his hobbies are iconoclasm and poetry. But the 64-year-old Fred Xavier has a well-developed corporate consciousness. He walks the brewery every day, as did his father and grandfather before him, carrying a notebook in which he jots down comments, suggestions, and concerns from employees. "People talk to me because they know I will follow through," he said.



F.X. Matt spoke about Utica Club and Saranac.

(Continued on page 2)

(F.X. MATT, cont.)

Matt's presentation included a short history of the company, a primer he called "beer making made easy," and a guided tasting of eight Matt brews, including Dax and the entire Saranac line.

The Matt Company's strategy for surviving Prohibition was to manufacture malt syrups, near-beers and soft drinks. The labels on the cans of malt syrup included clear instructions on what not to do with the product—"Do not add x amount of water. Do not add x amount of yeast ... do not ferment for x amount of time . . . otherwise an alcoholic beverage will result." When followed in reverse, of course, the "do not's" were a fairly easy-to-follow recipe for home-brew.

During World War II, brewing was considered a "non-essential" activity by the government, and resources were funneled to the war effort.

Surviving the current Beer Wars may prove one of the biggest challenges, and can be compared to the current computer wars, in which tremendous monopolistic power has been concentrated in the board rooms of a select few. In the beer industry, Anheuser-Busch has been accused of "strong arming" distributors for exclusive distribution rights, which is not legal.

Matt obviously enjoyed the Station audience which proved fairly sophisticated in its understanding of the chemistry of fermentation. The distinguished panel of tasters was familiar with the subtleties of aroma and taste from previous wine tastings. The audience also willingly participated.

"Use your nose and the surface area of the glass to get the full aroma" because "smell is part of the pleasure," said Matt, who noted that most beer tasters "swirl" but do not "spit" like their counterparts in the wine business. "Look for relationships," he advised.

Flavors identified ranged from the "pineapple or banana" taste of the mild Adirondack, to the more fruity taste of Saranac Golden, the spicy Summer Wheat, the well-balanced Saranac Amber, the heavily hopped India Pale Ale, the "stouter" Black and Tan, and the more bitter, rum-like character of Saranac Stout.

Matt's best-selling beer is the Black and Tan, which is a blend of stout and ale. It is a full-bodied, dark beer, whose success has been somewhat of a surprise to the industry because light beers are currently the most popular; Bud Light is the #1 best-selling beer in the country.

Matt cautioned that the Matt Company is not quick to jump on the beer bandwagon. The company has responded to consumer pressure by making both a lighter beer and a drier beer since they became vogue, but Matt said the company will not produce an ice beer. "Ice beers tend to oxidize and taste bad quickly," he said. "They have a very poor shelf life."

Over lunch, Matt said the beer industry's "real friends drink for relative inebriation—not to get drunk." He brainstormed with Jim Hunter, Mark McLellan, Karl Siebert and the small group of graduate students who hosted the lunch about how to better educate young American beer drinkers on college campuses about the dangers of "binge" consumption. His concern is that, after tobacco, the do-gooders will turn their attention to beer and initiate a second era of Prohibition.

Tom Herlache, a grad student in the department of Plant Pathology, and hobby brewer, suggested that SAGES invite the upstate New York brew baron to the Station. "I thought that with the new Vinification and Brewing Center that F.X. Matt would be a popular speaker," said Herlache.

During his talk, Matt noted that the market is currently overcrowded with craft brewers. He cautioned start-ups to "do their homework" because "customers are very discerning," and to wait one or two years, for what he feels will be the inevitable thinning out. "Consumers are confused by the number of specialty crafted beers," he said.

He also settled the dilemma faced by all who favor beer: most beers should be served at 50 to 55 degrees, which is slightly warmer than the average refrigerator.

L. McCandless

(BRIEFS, cont.)

PESTICIDE CORE AND CERTIFICATION EXAMS

An opportunity to take the DEC's pesticide core exam and/or category exam(s) at the Geneva Experiment Station will be offered Wednesday, June 3, starting at 9:00 in the Jordan Hall Auditorium. A minimum of 10 individuals taking the exam(s) is required by the DEC.

Individuals who are currently certified applicators or will have participated in the mandatory training must pre-register for the exam(s) with Charie Hibbard, x210, by May 11. Exams will be available only for people who have pre registered.

Mandatory core training will be held in Ithaca on May 5. Individuals who need to take the core training must register with Mary-Lynn Cummings (mc101; 8-5-2557).

Contact Charie Hibbard, x210, for further information.

EARLY RETIREMENT PROGRAM

Mary Slaght will be here on Tuesday, May 5, 1998, from 11 am-noon, in the Jordan Hall Lounge to discuss the next Early Retirement Program.

Appointments can be made by calling 8-5-4455.

WPS TRAINING

Training sessions for the Worker Protection Standard (WPS) will be held on Friday, May 1, 15, and 29 in the Staff Room of Jordan Hall from 10-11:15 am. All new employees who will work in farm fields and/or greenhouses and all new B&P staff should attend within two weeks of their first day of work. Attendees should bring with them to the training session a signed copy of the "Basic Pesticide Training Requirements for Workers" from the back of the current electronic version of the Station Safety Manual. The Manual is found in the Safety folder on the CC fileserver (Apple Menu → Chooser → AppleShare/AES Geneva Zone/Computer Centre → Connect as Guest. CC, which will appear on your desktop, contains the Safety folder.)

This training is in addition to any OSHA training that may be required for lab or office workers.

STATION CLUB CASINO NIAGARA DAY TRIP

Sunday, May 31, 1998

Bus will pick up participants at 8:00 am at the Jordan Hall Parking Lot and will return at approximately 9:30 pm. The bus will drop participants off at the casino, which is located just a couple of blocks from the Falls in the downtown area. You are not obligated to spend your day at the casino. You may sightsee at your leisure just as long as you return to the casino in time to meet the bus for the return trip to Geneva.

NOTE: No one under the age of 18 may go.

Station Club Member: \$25.00 per person
Non-Member \$30.00 per person

Price includes a \$10 credit coin good for food or gambling. Snacks and sodas will be provided on the bus.

*Deadline to sign up is
Wednesday, May 20*

(The maximum number for the bus is 47
so sign up early!)

Bus will be travelling into Canada so participants need to bring their passport, a copy of their birth certificate or voter registration card.

STATION CLUB CASINO NIAGARA DAY TRIP

Name: _____

Department: _____

Phone # _____

E-mail address: _____

Send form to your Station Club Rep. Make checks payable to "Station Club".

CALENDAR of EVENTS

APRIL 24-MAY 1, 1998

LTC WORKSHOPS

Tuesday, April 28, 9-10:30 am
 Library Tech. Center, Jordan Hall
 PowerPoint

Wednesday, April 29, 9-10:30 am
 Library Tech. Center, Jordan Hall
 PowerPoint

SEMINARS

PLANT PATHOLOGY

Date: Tuesday, April 28, 1998
Time: 3:30 pm
Place: Room A133, Barton Laboratory
Speaker: Roger Magarey
 Dept. of Plant Pathology
 Cornell Univ., Geneva
Topic: Simulation and Measurement
 of Leaf Wetness in Grape
 Canopies
Meet the speaker at 3:00 pm.

PERENNIAL PLANT EXCHANGE

Come to the annual Perennial Plant Exchange, and bring divisions from your favorite perennials to trade:
WHEN: Saturday May 2, 1998
 - 10 until noon -
 - rain or shine -
WHERE: Station Pavillion
 For more information, call Roxana at x246 or Franzi, 789-8112.

WALKAMERICA UPDATE

Seven Station employees participated in the March of Dimes WalkAmerica held on Sunday, April 19. The Station team raised over \$600 (a more accurate total will be available in the near future) for this cause which funds breakthroughs for healthier babies. Even though the weather didn't cooperate, the participants were enthusiastic and showed their support for a great cause. Thanks to all Station employees who helped sponsor the Station Team this year.

K. DeRosa

TAKE NOTICE

Do not leave vehicles and equipment parked on paved areas this weekend, from 4:00 pm, April 24 until 8:00 am, April 27. Stilwell Sweepers will be on campus to sweep roads and parking lots. Please park all vehicles and equipment on non-paved areas. Nonpaved lots include: The gravel area behind Jordan Hall (by ballfield), behind Sawdust Cafe, east of the Fruit Testing Bldg., etc. B&P thanks you for cooperating.

CLASSIFIED

FOR SALE: MTD snowblower, 5 hp, 7 spd (5 forward, 2 reverse), electric start, 22" shave plate. Excellent condition—less than 10 hr use. \$350. My parents purchased it 2 years ago. Now they have decided to move to Florida. Call Jonathan in Ithaca 89-539-3293 (evenings) or jll12

AVAILABLE: One bedroom apartment available May 1 at Sheridan Park for \$535 with flexible duration of lease (min. 2 months). Quiet location, 2nd floor, balcony overlooking pool, cathedral ceiling. Contact gajb23@cornell.edu, phone: x282, priv. 315-789-0190.

WANTED: Non-smoking, quiet, PhD candidate needs 1 or 2 BR apartment in/near Geneva beginning June 1 at the latest. Ask for Jonathan: x277 (daytime), 607-539-3293 (evenings), or jll12

NURSERY STOCK FOR SALE: Shade trees and shrubs. Over 50 species available now through summer. Contact Jim, x378 (jpe6).

WANTED: Bird cage in good shape to house a lovebird. Contact Denise at x411 or 716-526-6984

STATION CLUB

SPRINGTIME

SHIRT SALE & LUNCH

Come and check out the new line of Cornell golf shirts (just in time for the Station Club Golf Tournament), along with tee-shirts, sweatshirts, and book bags. Buy something for Mom for Mother's Day!

Be sure to show your Station Club membership card and receive a \$2.00 discount off shirts and bags.

Lunch includes grilled hot dog, chips, macaroni salad, and soda for only \$3.50!!



**FRIDAY,
 MAY 8
 AT NOON**

