



BRIEFS

ASEV to Meet July 15-17

ASEV is the acronym for the American Society for Enology and Viticulture, a very important organization of researchers, cooperative extension professionals, industry representatives and others who focus on improving grape growing and wine making. ASEV has an Eastern Section which hosts an annual conference, with the 2007 event on July 15-17 in the heart of Pennsylvania's Lehigh Valley Wine Trail. The three-day gathering at the Holiday Inn Lehigh Valley Conference Center will focus on "Soil Moisture and Vine Vigor" as the technical topic, complemented by a festive banquet and the awarding of graduate scholarships. For growers and wineries, it's not to be missed; more info is at <http://www.nysaes.cornell.edu/fst/asev/>

Finger Lakes Wine Industry Plays Major Role in New York Tourism

Tourism is big business in the Finger Lakes, and the wine industry is a big part of that, according to a recent study released by the Finger Lakes Tourism Alliance. Scenic beauty is the top attraction, followed by wineries and friendly people, with shopping and visiting wineries the two favorite activities. In 2005, tourism expenditures topped \$2.2 billion, generating \$116,904,169 in state taxes and \$193,478,477 in local taxes. Wine country tourism statewide has grown tremendously in the past couple decades, with more than a 10-fold increase from 340,000 visits to over 4.1 million and \$312,000,000 in wine-related tourism expenditures. Nationally, those figures are 27.3 million and \$3 billion—part of the \$162 billion that the wine, grape, and grape products industries contribute annu-

(Continued on page 3)

Research Leader Joins ARS Grape Genetics Research Unit

Dr. Gan-Yuan Zhong joined the USDA, ARS on May 29 as Research Leader/ Supervisory Plant Geneticist for the Grape Genetics Research Unit (GGRU). Gan-Yuan joins four other scientists (Peter Cousins, Chris Owens, Lance Cadle-Davidson, and Amanda Garris) at GGRU. Phil Forsline serves as Research Leader for the other ARS management unit in Geneva, which is the Plant Genetic Resources Unit (PGRU).

Dr. Zhong's research interests are molecular breeding and functional genomics of grapes in relation to tolerance to biotic and abiotic stresses. Dr. Zhong was most recently employed as a senior research scientist at Pioneer Hi-Bred International Inc. (a Dupont business) located in Johnston, Iowa. While there he worked on the development and implementation of molecular markers and other molecular breeding technologies for maize breeding, and the genetic dissection of complex traits such as high kernel oil and starch content in maize.

Earlier work at Pioneer included: transgenic trait development of insect and herbicide tolerance in maize, transgene genetics research with a focus on gene silencing and transgenic position effect, and the development of industrial products in transgenic maize.

Zhong received his B.S. in Agronomy from Jiangsu Agricultural College in China in 1982; an M.S. in Crop Genetics and Breeding from the Institute of Crop Germplasm Resources, Chinese Academy of Agricultural Sciences, Beijing, China in 1985; a Ph.D in Genetics, from the University of California, Davis in 1991 and an MBA in Technology Management from the University of Phoenix in 2002.

Zhong is married, and has a son 19, and a daughter 11. His family will be joining him in Geneva at a later date. His community involvement has included membership on the Boards of Directors of the Iowa Chinese Language School and Iowa Chinese in Agriculture.

ARS is breaking new ground in grape research in New York's Finger Lakes region, whose storied history with viticulture and the wine industry dates back to the 1850's. Scientists with ARS's Grape Genetics Research Unit, which was established in October 2005, study the full gamut of grapes grown in the United States, including those grown in California's semiarid valleys and in northeastern states that experience cold winters.

GGRU works closely with their sister organization PGRU, which is an integral part of the National Plant Germplasm System. PGRU preserves and safeguards about 20,000 samples of cold-hardy grapes, apples, tart cherries, and vegetables, and has more than 1,200 accessions of *Vitis*—about one-third of ARS's total grape collection—planted in its vineyards.



G. Zhong

J. Ogrodnick



Cornell Fruit Field Day to be held July 25

Cornell University will host the 2007 Fruit Field Day and Equipment Show at the Experiment Station on Wednesday, July 25, from 8:00 a.m. to 5:00 p.m. This is one of several events that commemorate the 125th anniversary of the Experiment Station, which opened its doors on March 1, 1882.

Fruit growers, consultants, and industry personnel are invited to tour field plots and laboratories and learn about the latest research and extension efforts being carried out by researchers on the Geneva, Highland and Ithaca campuses. The focus will be on all commodities key to New York's \$300 million fruit industry: apples, grapes, raspberries, strawberries, peaches, pears and cherries.

During lunch, equipment dealers will showcase the latest techniques to improve sprayer deposition and reducing drift. Representatives from various companies will advise growers on the latest technologies.

The event will be held on the Experiment Station's Fruit and Vegetable Research Farm South, 1097 County Road No. 4, one mile west of Preemption Rd. in Geneva, NY. Signs will be posted. Attendees will be able to select from tours of apples, stone fruits, small fruits, and grapes, as well as a tour of the Experiment Station's labs and greenhouses. Admission is free and lunch is provided courtesy of industry sponsors. Pre-registration is encouraged.

For sponsorship and exhibitor information, contact Debbie Breth at



585-798-4265 or dib1@cornell.edu. More information will be posted to <http://www.nysaes.cornell.edu/hort/fieldday/> in the very near future.

For additional information, contact Nancy Long at 315-787-2288 or NPL1@cornell.edu. Register on line at: <http://www.nysaes.cornell.edu/hort/fieldday/index.html>

Bike and Walk Week 2007



Rye Weber, age 5, son of Station employees Courtney Weber and Betsy Bihn.



On two of the mornings, temperatures were in the mid forties - Deb Marvin (right) dressed for the occasion.



Ed Lavin serves up some French toast to Jim Ballerstein.



Jennifer Grant and daughter Allison arrive for breakfast.



CherryPharm, Inc. Receives \$2.3 Million in Venture Funding for Sour Power Drink

CherryPharm, Inc., a start-up company that sells an all-natural, tart cherry sports drink developed in conjunction with food scientists at Cornell University, has received a \$2.3 million investment from the Cayuga Venture Fund (CVF). With this investment, CherryPharm will expand its marketing, distribution, and manufacturing capacity at its juice processing facility in the Cornell Agriculture and Food Technology Park in Geneva, NY.

"We're pleased with the addition of CVF as a strategic partner due to their strong ties to upstate New York in general and Cornell University in particular," said John Davey, CherryPharm's founder. "This investment is an opportunity to take the company to the next level."

The CVF, which is based in Ithaca, NY, has focused on investing in companies commercializing technology developed at Cornell since its inception in 1994. Cornell, the land grant university of New York, is a significant investor in CVF.

"In investing in CherryPharm we're continuing to promote the commercialization of Cornell technologies for regional economic development," said Zach Shulman, managing partner of CVF, and the J. Thomas Clark Senior Lecturer of Entrepreneurship at Cornell's Johnson School of Management.

In 2005 and 2006, CherryPharm worked extensively with Cornell food scientist Olga Padilla-Zakour to develop a shelf-stable drink that retains the anti-inflammatory, muscle-damage recovery powers of tart cherries, while maintaining its quality and taste. Padilla-Zakour, who directs the Food Venture Center at the New York State Agricultural Experiment Station in Geneva, assists small companies in developing and testing new food products, and meeting state food safety compliance regulations. Currently, she and other food scientists at Cornell are working with CherryPharm to identify new product applications.

"Working with CherryPharm has given us the opportunity to apply Cornell research to the development and marketing of healthful products," said Padilla-Zakour. "CherryPharm's proximity to our Geneva campus facilitates the evaluation and implementation of food science technologies and initiatives."

In 2006, CherryPharm hired a former Cornell graduate student in food science as director of product development, and, with the CVF investment, plans to add several more employees. CherryPharm further promotes economic development in Upstate New York by buying Montmorency cherries from Pro-Fac Cooperative, Inc., a grower-cooperative located in Rochester.

CherryPharm's initial product offering is a fresh, not-from-concentrate juice available in 8-oz. bottles that has been developed in collaboration with leading academic and research institutions to retain maximum health benefits. The New York Rangers professional hockey team consumes the product. Further research with other professional athletes is on-going.

The restorative properties of tart cherries are thought to be the result of phyto-nutrients and anti-oxidants like anthocyanin, melatonin, and quercetin.

J. Drumluk



Sarah Valois, director of product development and a former Cornell graduate student, places newly labeled bottles of juice into eight-pack containers.

(BRIEFS, continued)

ally to the American economy. Fortunately, many legislators now understand a simple truth: If you hurt our industry, you hurt the economy; if you help our industry, you help the economy.

The Wine Press

Learn How to Ship Dangerous Goods

Environmental Health and Safety (EH&S) is planning to offer a training session on Shipping of Dangerous Goods on October 9, 2007. The details of the training session are described below for your information. If you feel you need this training, please contact Soon Kong. The location and time will be announced later.

Goals: To ensure the safety of Cornell employees, visitors, students and the general public from accidental release of hazardous materials during transportation at or between Cornell facilities. To mandate minimal levels of container packaging and load securing and make responsible personnel aware of the United States Department of Transportation regulation. To minimize the risk of Cornell University being involved in a hazardous materials incident or improper shipment.

Overview: The United States Department of Transportation (DOT) regulates the transportation of hazardous materials in the United States. The specific regulations, written in volume 49 of the Code of Federal Regulations, define hazardous materials, and specify how to conduct practically every aspect of hazardous materials shipping. The Cornell University Environmental Health and Safety office has determined that these regulations do apply to all shipments of hazardous materials that are sent from Cornell to other institutions and may apply to transportation of hazardous materials on, around, and between Cornell facilities by Cornell personnel.

For more information or to register please contact Soon Kong at x2350 or ssk19@cornell.edu

S. Kong



CALENDAR of EVENTS JUNE 22 - JULY 6, 2007

MEETINGS

CHAIR'S MEETING

Date: Tuesday, June 26, 2007
Time: 8:30 AM
Place: Director's Office

ENGLISH AS A SECOND LANGUAGE

Classes are free and include conversational English, writing skills and real-life communications.

Instructor: Mary Spittler
When: Every Tuesday from 5-8 PM,
& every Thursday from 3-6 PM.
Where: The Food Science and Technology Building Lunch Room.

New students are welcome to join at any time. Just show up for any session. Classes are flexible so that students may attend either or both sessions each week.

CLASSIFIEDS

FOR SALE: Two bedroom ranch. located at 353 W. High St (built in 1955). It has about 825 sq. ft., one bath, wood floors, new kitchen cabinets, vinyl siding, a detached garage, a patio, and a storage shed. Washer and dryer included. The yard is well-landscaped with lots of trees and flowers. \$99,000. Contact Tanya at tvt5@cornell.edu or (315)781-0356 (home), or (919)270-9104 (cell)

For Rent: Mobile Home Lots in nice country park on Route 336, MacDougall, NY. On your way to Ithaca about 15 miles out of Geneva. Please call Debby 315-787-2255 or 315-789-0174.

FOR RENT: 3 bdrm house, nice neighborhood. \$800/month + util. Phone: 789-0153 or email: tnewland1@rochester.rr.com

FOR RENT: Very nice, 3 bedroom house, 1.5 bath on South West Street, Geneva. Available August 1. Rent: \$900/month. Contact Kathy DeRosa, x2236, kad2, 789-7482

NEW!

TAI CHI

Nancy Caronia will be offering tai chi classes at the Sawdust Cafe for both beginners and intermediate-advanced students. Contact her at caronia8461@gmail.com for further information.

Dear Station Community,

Thank you for all your support of the NYSAES/SAGES team for the American Cancer Society's Relay for Life. Our team raised around \$3,000 (with the help of our sponsor, CherryPharm) to help fight cancer! A special thanks to our top five fundraisers: Maryann Herman, Randy Worobo, Tracy Brenner, Craig Austin, and Laura Wakefield. If anyone is interested in becoming our team leader next year, please contact me. Thanks again.

Maryann Borsick Herman

SAVE THE DATE Join us at our 125th Anniversary OPEN HOUSE September 15, 2007



College of Agriculture and Life Sciences
Cornell University

Seabreeze Tickets Available



There's something for everyone in your family -- just waiting for you at Seabreeze Amusement Park. With more than 75 great attractions, you'll find thrilling adult rides and classic family rides plus some cool kiddie rides too!! There's a ton of liquid fun for everyone with a whole waterpark to explore. Check out great games to play, favorite summertime foods to eat, and live sows to watch and enjoy.

Tickets can be purchased from Nancy Long in Barton from 8:30 AM - 1:30 PM at a reduced rate of \$19.37 for adults, a savings of \$3.06 and kids 48" and under \$18.35.

Seabreeze is open Saturdays and Sundays at 11 AM through mid June. Mid June to Labor Day the ride park is open daily from 11 AM to 10 PM and the waterpark is open daily from 11 AM to 8 PM.

Sign Up Now!

The 20th Annual Station Club Golf Tournament is Friday, July 13th at Big Oak golf course at 4:15 PM. Sign-up sheets will be in the mail rooms. This is a friendly Station event and everyone is welcome to participate, regardless of your golf skills. Hope to see you there!