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50TH ANNUAL FINGER LAKES GRAPE GROWERS’ CONVENTION
Timothy E. Martinson

You are all invited to the 50th Annual Finger Lakes Grape Growers’ Convention in Waterloo, NY on Saturday, March 6. A complete program and registration form is included with this newsletter. In view of the record attendance last year, and excellent participation by vendors in the 1998 convention, we have made a few changes in the layout that I hope will improve the meeting for everyone.

To better accommodate both the trade show and technical sessions, we have swapped locations. Talks will be held in the Delaware/Catawba room, site of last year’s trade show. The trade show will move to the Cabernet Ballroom, near the main hotel entrance, where talks have been held for the past few years. This change will allow more room for seating, and a better view of the screen and speakers. The registration table will be located near the Cabernet Ballroom. These changes should also make serving lunch much easier.

Invitation to Retired Industry Members. In honor of the 50th anniversary of the first grape growers, convention, I extend a personal invitation to those active in the industry from 1948-1954 to attend this meeting. We will be recognizing industry ‘veterans’ during the afternoon session, and will close the meeting with a look back at the industry in 1948. Free meeting admission will be offered, but we ask that those who want lunch pay for lunch only ($13). Those wanting to attend only the afternoon session and wine & cheese reception are welcome to do so. If you know of someone who should be invited, please call my office (315)535-5134, so I can send a letter of invitation. See you at the convention!

CORRECTION
Many of you enrolled in the grape program through the county offices erroneously received notices from our office about your subscription to Vineyard Notes expiring. Please disregard these notices - this was a mistake on our part. As in the past, your enrollment (including Vineyard Notes) is through the county association offices. Direct subscriptions to Vineyard Notes (the notice you received) are for those outside of Ontario, Seneca, Schuyler, Steuben and Yates Counties. Our apologies for the error, and thanks to those of you who called in and pointed it out to us.

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In Ontario, Schuyler, Seneca, Steuben, and Yates Counties
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315-535-5134 or tem2@cornell.edu
Area Extension Specialist
Finger Lakes Grape Program

Professor Emeritus
Extension Viticulture Specialist
Finger Lakes Grape Program
Note: For your information, here is the agenda for the Lake Erie Regional Grape Growers Convention. Preregistration deadline is February 5. For registration information, please contact:

Linda Aures  
Lake Erie Regional Grape Program  
412 East Main St.  
Fredonia, NY 14063.  
716-672-2191

Lake Erie Regional Grape Growers Conference  
Westfield, NY, February 15, 1999

9:00 - 9:10. Opening comments and introductions.

9:10 - 9:30. Timothy Weigle, LERGP Senior IPM Extension Educator, will provide an overview on electronic information resources available, pertaining to pest management, cultural practices, business and other information.

9:30 - 9:45. Terry Bates, LERGP Research Associate, reports on first year grapevine nutrition research and potential implications.

9:45 - 10:00. Louise Comas, Researcher, Pennsylvania State University, will discuss results and possible implications of experimental results from a root study being conducted at the Fredonia Vineyard Lab.

10:00 - 10:45. G. Stanley Howell, Professor of Viticulture, Michigan State University, will provide information based on his years of researching vine capacity and cropping characteristics. Stan's visit is sponsored by the New York State Horticulture Society.

10:45 - 11:00 Break

11:00 - 11:20. Dr. Greg English-Loeb, Assistant Professor of Entomology, Cornell University, will discuss biology, management and vineyard impact of insects.

11:20 - 11:45. Dr. Wayne Wilcox, Professor, Cornell University, will provide information on disease research and best management practices based on these results to date.

11:45 - 12:00. Don Crowe Memorial Grape Award presented by Jay Hardenburg of National Grape Cooperative.

12:00 - 1:30. Lunch will be provided

1:30 - 1:50. Herb Barber, President, Herb Barber and Sons Food Brokers Inc. will provide an overview of the global industrial "Concord" Market.

1:50 - 2:20. Dr. Helen Fisher, Horticulture Research Institute of Ontario, University Of Guelph will discuss important considerations for cropping when canopy training is being modified to avoid over-stressing vines.

2:20 - 2:45 - Break

2:45 - 3:15. Dr. Andrew Landers, will discuss pesticide spray technology and concerns relative to droplet size and targeting of spray.

Adjourn
Getting Into the Grape and Wine Business  
Monday, 22 March 1999

An Overview of Vineyard Enterprises
9:00  Grape and Wine Market Outlook – Gerald White, Cornell Univ.

9:20  Value-added Options – Grower panel

Special Products (including juice) – John Bramh, Arbor Hill Grapery

Direct Marketing - Joe Nicholson, Red Jacket Orchards

Table Grape Production and Marketing, Min Creasy, Thornbush Farms

Selling to Green Markets and Starting a Winery - John Martini, Anthony Road Wine Co.

10:30  BREAK

Developing a Business Plan
10:50  Why do a Business Plan? – Deborah Streeter, Cornell University

11:30  Costs and Expected Returns in Establishing a Vineyard – Gerald White, Cornell Univ.
   •  Vinifera
   •  Elvira, Concord, and Niagara

12:30  LUNCH

Financing and Other Considerations in Planning a New Winery
1:30  Financing a Vineyard and/or Winery – Jeff Franklin, National Bank of Geneva

2:15  Legal Requirements – Robert Pool or Marti Macinski

2:45  Locating Property – TBA

3:15  BREAK

3:40  Sequencing the Enterprise—Vineyard First, Winery Later? – Gerald White, Cornell Univ.

(Moderator – Robert Pool)

4:00  Special Considerations for Potential Vineyard/Winery Properties – Panel of vineyard/winery owners

5:00  Adjourm

7:30  Unity Banquet – Belhurst Castle

Vineyard Establishment  
Tuesday, 23 March 1999

Site Selection and Pre-Plant Preparation Site Requirements
8:30  Factors Influencing Successful Vine Growth, Yield, and Grape Quality – Helen Fisher, Guelph Univ.

Variety and Rootstock Options, Robert Pool, Cornell Univ.

10:00  BREAK

Information available for site selection
10:30  Soil Surveys, Climate Data, Topographic Maps – Tim Martinson, Cornell Cooperative Extension, Finger Lakes Grape Program

Detailed Examination of Candidate Sites – Tom Mitchell, Partridge Run Farms

11:30  Question period

12:00  LUNCH

Planting and Training
Preplant considerations
1:00  Soils and Soil Fertility – Warren Stiles

Drainage and Tilling Systems – Helen Fisher, Guelph Univ.

2:00  Vineyard Layout and Planting – Tom Zabadal, Michigan State Univ.

3:00  Weed Control for Nonbearing Vineyards – Rick Dunst, Vineyard Laboratory, Cornell Univ.

3:30  BREAK

Vineyard design options
3:45  Row and Vine Spacing

Training and Trellising Options - Robert Pool

4:30  Grower Experience: What I Wish I Had Known Before I Started – Panel of 4 growers

5:15  Break

6:00  What to Plant: A sampling of wines and discussion of varietal characters in wines – Area winemakers and grape growers

7:00  Buffet dinner at the Ramada Inn
Winery Planning
Wednesday, 24 March 1999

Establishing a winery - Licensing requirements
8:30 Marti Macinski, Standing Stone Vineyards

8:50 Winery Licensing – Brandon Noyce, NYS Liquor Authority

9:10 Wine Sales – Pat Freund, NYS Liquor Authority

9:30 Requirements from BATF - Gerald Hanson

Site Selection and Winery Layout
• Sales • Wine Production • Warehouse:
Separate or combined building?
9:50 Edifice complex: Site, Size, and Style - John Martini, Anthony Road Wine Co.

10:20 BREAK

10:40 Winery Layout Basics: Tom Cottrell, Independent Consultant
Custom winemaking or own winemaking facility

11:30 Winery plan from a winemaking perspective: Russell Hearn, Pellegrini Vineyard

12:00 What I Wish I Had Known Before I Started
Discussion Panel

12:30 LUNCH

Winery Utilities
1:30 Heating & Cooling of Fermentations: Peter Bell, Fox Run Vineyards

2:00 Electric, Water, Refrigeration: Ben Guthrie, Upstate Service Associates

2:40 Equipment Needs, Ventilation: Tom Cottrell, Independent Consultant

3:10 BREAK

3:30 Waste Water: Paul Russell, JR Engineers

Planning for Worker Protection / Worker Safety
4:00 Diana Taggerty, Director of Environmental, Safety & Health Compliance, Canandaigua Wine Co.

6:00 Wine Industry Workshop Banquet
at Spirmakers’ on Seneca Lake, Rte 14
Registration Information
Planning, Financing, Establishing and Expanding Vineyards and Wineries

March 22-24, 1999
Lakefront Ramada Inn
Geneva, NY

This workshop, featuring university and industry speakers, will cover all aspects of starting or expanding new vineyards and wineries.

March 22, 1999. Business and Financial Planning for Grape Growers and Wineries is intended for beginning growers and will cover initial planning for vineyard/winery operations, including overview of vineyard enterprises, developing a business plan, costs of vineyard establishment economics of startup wineries, and financing new operations. The New York Wine and Grape Foundation’s annual Unity Banquet will be held at Belhurst Castle, Route 14, 2 miles south of Geneva. Dinner: $50.

March 23, 1999. Vineyard Establishment is intended for both new and established growers, and will cover vineyard establishment, including site selection, variety options, pre-plant preparation, vineyard layout and planting and vine training. A discussion of clones and buffet dinner will follow the program at the Ramada Inn. Dinner: $25.

March 24, 1999. Winery Planning, the 28th Annual New York Wine Industry Workshop will cover starting and expanding wineries, including legal requirements, siting a winery, winery design, equipment needs and waste handling. A winemaker’s dinner will be held at Spinnakers’ on Seneca Lake, Route 14, Geneva with a choice of sundried tomato and goat cheese stuffed filet mignon or potato crusted salmon with pesto cream. Dinner: $35.

Registration. You may register for any or all sessions that interest you. Registration for each day includes lunch at the Ramada Inn, technical sessions, and extensive written material. Additional registrations from the same business will be discounted by $10. Enrollees of Cornell Extension Programs (Finger Lakes Grape Program, Lake Erie Regional grape Program, Long Island Grape Program, regional fruit programs) will received an additional discount of $10 for each day. Please note that this applies to enrollees from the geographical area covered and not to newsletter subscribers from outside the geographical area covered by the program.

Trade Show. Commercial and university publications will be offered for sale by commercial and university publishers.
Registration Form
Planning, Financing, Establishing and
Expanding Vineyards and Wineries

Name(s): ___________________________________________________________

Address: ___________________________________________________________

____ I am enrolled in a Cornell Extension Program
Program name ________________________________________________________

March 22, 1999 - Business and Financial Planning for Grape Growers and Wineries

______ First enrollment @ $100 (subtract $10 for extension program enrollees) ______ AMOUNT ______
______ Additional enrollments @ $90 (subtract $10 for extension program enrollees) ______
______ NY Wine & Grape Foundation Unity Banquet, Belhurst Castle - $50 ______

March 23, 1999 – Vineyard Establishment

______ First enrollment @ $100 (subtract $10 for extension program enrollees) ______
______ Additional enrollments @ $90 (subtract $10 for extension program enrollees) ______
______ Buffet dinner at the Ramada Inn - $25 ______

March 24, 1999 – Winery Planning

______ First enrollment @ $100 (subtract $10 for extension program enrollees) ______
______ Additional enrollments at $90 (subtract $10 for extension program enrollees) ______
______ Dinner at Spinnakers’ on Seneca Lake - $35 ______

______ Sundried tomato and goat cheese stuffed filet mignon
______ Potato crusted salmon with pesto cream

TOTAL ______

Proceeds from this workshop will be used to support wine research.

Please make check payable to: New York Wine & Grape Foundation and mail to:
Nancy Long, Dept. of Food Science & Technology, NYS Agricultural Experiment Station,
Geneva, NY 14456-0462
CROP INSURANCE AND 1998 DISASTER PROGRAM UPDATE

We have just received word that the deadline for applying for crop insurance for 1999 has been extended to mid-March. The 1998 crop disaster program should be in place by early February, through the local county FSA offices. A requirement of this program is that growers obtain insurance for the 1999 growing season. Premiums for crop insurance for 1999 will reportedly be reduced substantially. I will pass on more information through this newsletter as it becomes available.

UPCOMING EVENTS

February 3 - 5, 1999. Ohio Grape-Wine Short Course, Toledo, OH. Contact Dr. Roland Riesen, (330) 263-3814, fax: (330) 263-3685.


March 1, 1999. Research Update Meeting, Jordan Hall, New York State Agricultural Experiment Station, Geneva, NY. All interested grape growers are invited to participate in a roundtable discussion on ongoing viticultural research projects, research needs and related concerns. The ongoing projects are funded by the New York Wine and Grape Foundation, Lake Erie Regional Grape Research Processors, Grape Production Research Fund and/or the Viticulture Consortium. The meeting will be held on the second floor of Jordan Hall beginning at 10:00am and will continue until approximately 5:00pm. This is an excellent opportunity for growers to learn more about and participate in a discussion on research being conducted in New York and Pennsylvania on behalf of the industry. These roundtable discussions will focus on three subject areas: (1) Optimizing Plant Protection; (2) Genetic Improvement of Grapes in the Northeast; and (3) Grape Yield and Quality. Lunch will be provided, but we need to know the number of participants, so please call our office (315-536-5134) by February 19 if you are interested in lunch.

March 6, 1999. 50th Annual Finger Lakes Grape Growers Convention, Holiday Inn, Waterloo, NY. See information elsewhere in this newsletter.

March 14-17, 1999. 23rd Annual Wineries Unlimited Seminars and Trade Show, Lancaster Host Resort Hotel, Lancaster, PA. The largest trade show and seminars held exclusively for wineries east of the Rockies. For more information, (800) 535-5670.

March 22 - 24, 1999. Locating, Financing and Establishing New Vineyards and Wineries, Ramada Inn, Geneva, NY. Registration and a program are also included in this newsletter.

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