At the end of the day on Friday, we will once again be hosting a wine & cheese reception for everyone in attendance, along with the Women for New York Wine. It is a great opportunity to reconnect with colleagues, meet some new ones, and try a few wines that you haven’t tried before. It is always an enjoyable way to end the first day of the conference, and we invite everyone to stay and join us.

Saturday’s program will shift the conference’s focus to some more business, marketing and pest management issues. Our featured speaker on Saturday will be Glenn Proctor with Ciatti Companies, which is a large international grape and wine broker. Glenn will offer some perspective on the global grape and wine market, and how large global trends can influence even a relatively small regional industry like ours. Jerry White will also present his latest outlook for the New York grape and wine market, along with the latest version of his bulletin on the costs of establishment and production for vinifera vineyards in the Finger Lakes.

We have applied for pesticide recertification credits to be available at the two pest management sessions that day. If you would like to receive them, please make sure to indicate this on your registration form and to include your certification number below your name. The Trade Show will also take place on Saturday, and we have made sure to leave ample time during the day to visit with the vendors who will be there.

The conference program and registration are included in this newsletter, and will also available at the Grape Program’s website, http://flg.cce.cornell.edu. Information on accommodations at the Holiday Inn are also available there.

We look forward to seeing you at the conference!
**PROGRAM OVERVIEW**

<table>
<thead>
<tr>
<th>Time</th>
<th>Friday, March 4</th>
<th>Saturday, March 5</th>
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<td>Grape and Wine Markets: Playing in a Big Sandbox</td>
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<td>LUNCH (12:15-1:15 PM)</td>
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<td>Varieties and Clones (1:15-3:15 PM)</td>
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<td>Viticulture Research, Part II</td>
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**Wine & Cheese Reception**
Session 1: State of CALS & FLGP
As the former dean of the College of Agriculture and Life Sciences (CALS), Susan Henry expanded and strengthened CALS’ commitment to the grape and wine industry in New York. Our new dean, Dr. Kathryn Boor, will be here to introduce herself to the Finger Lakes industry and discuss her vision for where the college is headed. There will also be an update from Hans Walter-Peterson on what the Finger Lakes Grape Program has been up to, and what the program will be working on in the coming year.

8:45 AM – The State of CALS. Dr. Kathryn Boor, Ronald P. Lynch Dean of the College of Agriculture and Life Sciences, Cornell University.


10:00 AM BREAK

Session 2: Viticulture Research
This session will highlight some of the research being done by members of our Cornell faculty, primarily focusing on vine canopies and tools to measure and manage them, along with some recent findings regarding one the most important questions about any of these practices – do they make any difference to the consumers?


11:15 AM - Vineyard sensor technology to measure canopy and crop size. Dr. Terry Bates, Dept. of Horticulture, Cornell Lake Erie Research & Extension Laboratory, Portland NY.

11:45 AM - Impacts of subsurface drainage and irrigation on Riesling. Dr. Ian Merwin, Dept. of Horticulture, Cornell University.

12:15 PM LUNCH

Session #3: Varieties and Clones
There are over 70 different grape varieties grown in the Finger Lakes region, but not all of them are necessarily the best match for our climate and the pest pressures that we have. Identifying varieties and clones that achieve the goals of winemakers and grape growers, including sustainability, profitability and improved quality, is in everyone’s interest. We will hear from four different speakers about some of their work with new and/or upcoming varieties and clones that may be showing up more in the region’s vineyards in the future.

1:15 PM – Grape Varieties and Clones for Long Island. Alice Wise, Cornell Cooperative Extension – Suffolk County, Riverhead NY.

1:45 PM – Growing Cold Hardy Varieties in Northern NY. Richard Lamoy, Hid-In-Pines Vineyard, Morrisonville NY.

2:15 PM – Update from the Cornell Grape Breeding Program. Dr. Bruce Reisch, Dept. of Horticulture, Cornell
2:45 PM – *Influence of Clone and Site in Finger Lakes Rieslings.* Dr. Anna Katharine Mansfield, Dept. of Food Science and Technology, Cornell University.

### 3:15 BREAK

**Session 4a: Viticulture Research, Part II**

More research, more results, more information to help growers get the best and most out of their vineyards. Libby Tarleton has worked with Alice Wise for several years out on Long Island, where they have tested a number of bird netting systems. Justine Vanden Heuvel will present information from her work on vineyard practices for two of the most recent varieties released from Cornell, Noiret and Corot noir.

3:45 PM – *Effectiveness of Bird Netting Systems on Long Island.* Libby Tarleton, Cornell Cooperative Extension – Suffolk County, Riverhead NY.


**Session 4b: Varieties and Clones Tasting**

Speakers from the *Varieties and Clones* session will pour wines that illustrate aspects of their talks. Due to the size of the room where the tasting will be held, seating for this session is limited to the first 40 people to sign up.

### 4:45 – 6:30 Wine & Cheese Reception

*Hosted by Women for New York Wine*

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### Friday, March 4

**Session 1: Grape & Wine Markets: Playing in a Big Sandbox**

In the grand scheme of things, the Finger Lakes represents a very small piece of the national and global grape and wine market, and it can seem that big issues like the grape supply in Australia or changing buying habits in California have little impact here. The first two speakers in this session will talk about trends in the market and how they impact growers and wineries in New York and the Finger Lakes. Our final speaker will discuss how contracts might play a role in growers and wineries responses to market conditions, and when it might make sense to use them.

8:30 AM - *The Global Grape and Wine Market, and Why You Should Care.* Glenn Proctor, Ciatti Company, San Rafael, CA


9:30 AM - *The Ups, Downs, Ins, Outs and In-Betweens of Agricultural Contracts.* Jeff Fetter, Scolaro, Shulman, Cohen, Fetter & Burstein, P.C., Syracuse NY

### 10:00 – 10:30AM BREAK

**Session 2: IPM Session #1**

Three familiar faces will provide the latest information on insect and disease management in the vineyard. Andrew Landers will discuss his latest work on improving airflow and deposition with spayers, while Wayne...
Wilcox and Greg Loeb will talk about results from field trials and updates on materials. NY pesticide recertification credits have been requested for this session.

10:30 AM - The Answer is Blowing in the Wind: Airflow and traceability for precision spraying. Dr. Andrew Landers, Dept. of Entomology, Cornell University

11:00 AM - Insect Management Update for 2011. Dr. Greg Loeb, Dept. of Entomology, Cornell University

11:30 AM - Disease Management Update for 2011. Dr. Wayne Wilcox, Dept. of Plant Pathology, Cornell University

12:00 – 1:30 PM LUNCH AND TRADE SHOW

Session 3: IPM Session #2
The second IPM session will include information about recent updates to a couple of tools developed by the IPM program, and even more importantly, what the future looks like for the IPM program after its state funding is eliminated at the end of March. We then turn our attention to grapevine leafroll virus, including a very important study on the economic impact of virus infection in vineyards, including recommendations for when to consider replanting vines or the entire vineyard. NY pesticide recertification credits have been requested for this session.

1:30 PM - Updates to NEWA and TracGrape. Dr. Juliet Carroll, NYS IPM Program

2:00 PM - Economic Analysis of the Financial Impacts of Grape Leafroll Virus in the Finger Lakes. Dr. Miguel Gomez, Charles H. Dyson School of Applied Economics and Management, Cornell University

2:30 PM - Combating Grapevine Leafroll Virus in the Finger Lakes, and the Role of Virus-Free Nursery Stock. Dr. Marc Fuchs, Dept. of Plant Pathology, Cornell University

3:00 PM BREAK

Session 4A: Bulk Varieties


4:00 PM – Financial Tools for Growers of Bulk Grape Varieties. Kevin Martin, Lake Erie Regional Grape Program, Cornell Lake Erie Research and Extension Laboratory, Portland NY

Session 4B: Premium Varieties


4:00 PM. Can We Predict Yeast-Available Nitrogen Levels Before Harvest? Dr. Tim Martinson, Dept. of Horticulture, Cornell University.

4:30 PM END
### 60th Annual Finger Lakes Grape Growers’ Conference - March 4-5, 2011
#### Registration Form

Name/Organization/Farm/Affiliation: ____________________________

Address __________________________________________________

City____________________________ State____________ Zip____________________________

Phone: __________________ Fax: ______________ Email: _________________________

Have you subscribed to the Finger Lakes Grape Program for 2011? ☐ YES ☐ NO

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### Registration Fees

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Please check “yes” in the wine tasting column if you wish to register for the ‘Clones & Varieties Tasting’ session on Friday, March 4. This session is limited to the first 40 people to sign up.

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<tr>
<th>Name and Pesticide Certification #</th>
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All cancellations must be made prior to February 18th to receive a refund. 315-536-5134

LATE FEE please add $25 after Feb. 18

SUBTOTAL $__________

TOTAL $__________

Please mail check and completed form to: Finger Lakes Grape Program, 417 Liberty St., Penn Yan, NY 14527
The Finger Lakes Vineyard Mapping Project

Michael Colizzi
Finger Lakes Grape Program

Have you ever wondered how many growers in the Finger Lakes grow Noiret and how many acres it encompasses? Well thanks to the Finger Lakes vineyard-mapping project, we can give you a fairly accurate answer and provide you with a map of each location. Thanks to geographic information system technology, (or more simply GIS) we can pinpoint every location in the Finger Lakes where specific varieties are grown. GIS uses satellite-generated images and exact coordinates as the base for map building. It then allows the user to overlay or create any set of parameters they wish that correspond with the base map. Some of the major parameters we use for vineyard mapping include roads, bodies of water, zoning, tax parcels, and topographic contours. This program is quickly becoming the way of the future with the maps it is capable of generating.

As the Yates County Soil and Water Conservation District developed their farm conservation plans, they would outline large chunks of land depending on what agriculture commodity was grown. As computers advanced, however, it made more sense to map out individual vineyard blocks and record which variety the blocks are planted to. Roughly four years ago, Tim Martinson realized this would be a great way to start recording all of the vineyards in the Finger Lakes. Since these sites are a limited resource and differ from ideal row crop sites, he felt the best way to protect them was to first understand exactly what varieties are out there. Some of the motivation for this project also came out of pure curiosity to verify the NASS acreage surveys, which turned out to be pretty accurate.

Since the start of the project we have found many uses for this database. We can use it in conjunction with the price survey and postings on the N.Y. Grape and Wine Classifieds to better understand trends in the Finger Lakes grape market. We can also quickly compare one sites soil properties and or microclimate to another’s. This helps us to be more successful and efficient when developing our research projects or answering questions for growers. These maps can potentially be integrated with historical weather data to help predict frost or freeze pockets prior to planting, saving grower’s time and money down the line. As we have seen in the past couple of years, these maps have proven to be very valuable and we are always looking for new uses for them. Having every vineyard in the Finger Lakes mapped is the goal of this project and the first step to making more exact statements and conclusions about the current state as well as the future of the industry.

Today, roughly 8,400 acres of vineyards have been mapped and there are still more to go. Keeping the maps up to date is not an easy task, so we need your help. If you have planted a new vineyard, taken out an old one, or just think we haven’t mapped your vineyard yet please let us know. A great opportunity to do so would be at the Finger Lakes Grape Growers Conference and Trade Show in Waterloo. We will have printed maps of all of the vineyards in the Finger Lakes, so please stop by and help us keep on top of this ever-changing project. The more vineyards we have mapped, the more accurate we can be with the information we disseminate to growers and other researchers.
UPCOMING EVENTS

Pesticide Training and Recertification Classes  
*February 7, 14, 21, 28, 2011  7:00 - 9:30 PM*  
Cornell Cooperative Extension – Ontario County  
480 North Main Street, Canandaigua, NY 14424  
To receive registration material or for additional information, contact CCE of Ontario County at (585) 394-3977 ext. 436 or 427 or email nea8@cornell.edu or rw43@cornell.edu. The registration form is available online at [www.cceontario.org](http://www.cceontario.org).

Lake Erie Regional Program Grape Growers’ Conference  
*March 17, 2011*  
*SUNY-Fredonia Campus, Fredonia NY*  
Visit [http://lergp.cce.cornell.edu](http://lergp.cce.cornell.edu) for more information.

40th NY Wine Industry Workshop  
*April 13-15, 2011*  
*Geneva, NY*  
For further information, contact Chris Gerling at 315-787-2277 or cig9@cornell.edu.

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Cornell Cooperative Extension  
Finger Lakes Grape Program  
417 Liberty Street  
Penn Yan, NY 14527