

FINGER LAKES

Vineyard Notes



Cornell University
Cooperative Extension

Newsletter #1

January 14, 2010

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Viticulture 2010 and the NY Wine Industry Workshop Returns to Rochester

Tim Martinson and Hans Walter-Peterson

Back in 1999, New York Wine and Grape Foundation President Jim Trezise and then Board Chair Neil Simmons of Penn Yan came to us at Cornell Cooperative Extension with a proposal to combine the annual Finger Lakes and Lake Erie grape growers conventions into a larger, statewide growers convention and trade show. They wanted to attract national and internationally known industry leaders, researchers, and organizations to New York to address not just production topics, but also marketing, business, and government policy issues affecting the grape industry.

Viticulture 2000 was the result, and considered to be an immediate success. Held at the Adam's Mark hotel in Buffalo, it attracted 600 growers for three days of technical talks and a large, full-service trade show. Subsequently, attendance grew to 900 at Viticulture 2003 (in Buffalo). Viticulture 2007 moved to the Rochester Convention Center, and incorporated winemaking and enology with addition of the Annual New York Wine Industry Workshop.

Now, 10 years later, Viticulture 2010 will take place from February 17-19 at the Rochester Riverside Convention Center. The three-day conference will be full of opportunities for growers and winemakers from all over the country to hear about the latest information on grape growing, winemaking, marketing and a number of other topics from speakers from around the country. The conference will also feature a major trade show with over 100 vendors of products and services for the industry, along with the chance to network with industry members from dozens of states and foreign countries, with over 1,000 people expected to attend.

The three-day program is sponsored and organized by the New York Wine & Grape Foundation in conjunction with Cornell Cooperative Extension and a broad-based industry committee. Full participation for all three days costs only \$250 (early registration, before January 22), and rooms at the adjoining Hyatt Regency Hotel are only \$99 per night (single or double). Other registration options with different prices are also available, including discounted Student rates and One Day passes. A complete agenda, along with information on registration and accommodations, is available at www.viticulture2010.org. Any questions or comments may be directed to Jennifer Cooper at the Foundation (585-394-3620, ext. 206, or jennifercooper@nywgf.org).

Don't forget – register by January 22 in order to receive the early registration discount and reserve your room at the Hyatt. See you in Rochester!



Viticulture 2010 and 39th Annual Wine Industry Workshop
Schedule At A Glance

Wednesday, February 17		Thursday, February 18		Friday, February 19			
7:00 AM	BREAKFAST	Climate Change	BREAK	VITICULTURE	ENOLGY	TRACK 4	7:00 AM
8:00 AM							8:00 AM
8:30 AM							Going Green at the Winery
9:00 AM							
9:30 AM							
10:00 AM	BREAK	BREAK	BREAK	Vineyard Practices to Improve Fruit Quality	Intro to Grape and Wine Phenolics	Disease Management & Spray Technology	8:30 AM
10:30 AM							10:00 AM
11:00 AM							The Business Climate - Albany & Washington Outlook
11:30 AM							
12:00 PM							
12:30 PM	LUNCH/TRADE SHOW	LUNCH/TRADE SHOW	LUNCH/TRADE SHOW	Vineyard Practices to Improve Fruit Quality	Enology Research Updates	Insect Management	10:30 AM
12:30 PM							11:00 AM
1:00 PM							11:30 AM
1:30 PM							12:00 PM
2:00 PM							12:30 PM
2:30 PM	BREAK	LUNCH/TRADE SHOW	LUNCH/TRADE SHOW	Sustainable Viticulture in NY: What's Next?	Phenolic Extraction & Tannin Addition	Crop Insurance	1:00 PM
3:00 PM							1:30 PM
3:30 PM							Artisan Distillation Workshop
4:00 PM							
4:30 PM							
5:00 PM	BREAK - Monty Stamp Ice Cream Social	BREAK - Monty Stamp Ice Cream Social	BREAK - Monty Stamp Ice Cream Social	Vineyard Mechanization	Tasting: Sensory Evaluation of Wine Flaws	Wine in Grocery Stores	3:00 PM
5:30 PM							3:30 PM
6:00 PM							Artisan Distillation Workshop
6:30 PM							
7:00 PM							
7:30 PM	UNITY BANQUET	UNITY BANQUET	UNITY BANQUET	Vineyard Mechanization	Tasting: Sensory Evaluation of Wine Flaws	Wine in Grocery Stores	6:00 PM
8:00 PM							6:30 PM
8:30 PM							7:00 PM
9:00 PM							7:30 PM
9:30 PM							8:00 PM
10:00 PM	8:30 PM						
							9:00 PM
							9:30 PM
							10:00 PM



Viticulture 2010 and 39th Annual Wine Industry Workshop
Program Agenda as of January 13, 2010

WEDNESDAY, FEBRUARY 17

7:00 AM – 5:00 PM *Registration Open*

8:30 – 10:30 AM *Plenary Session*

The Big Picture: Past, Present & Future Trends in the Global Grape, Grape Juice and Wine Supply and Demand, and What They Mean to You – *Sponsored by Double A Vineyards, Inc.*

Grapes, grape juice and wine are global commodities subject to intense international competition, cycles of world supply and demand, consumer trends, government policies, trade agreements, and other factors. While seemingly remote from local vineyards and wineries, the global competitive environment strongly affects the economic viability of the industry in New York, the Northeast and beyond. Seeing the “big picture” is vital to sound business planning. This kickoff session sets the stage of Viticulture 2010 with presentations on the economic impact of the grape and wine industry; major market trends in a challenging economy; and the perspectives of global wine and grape juice producers; and news about the health benefits of both wine and grape juice.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Economic Impact of Grape, Grape Juice and Wine Industry

Jim Trezise, President, New York Wine & Grape Foundation

Overall Trends in the Wine Market

John Gillespie, Wine Opinions and Wine Market Council, St. Helena, CA

Specific Wine Market Trends

Danny Brager, Nielsen Company

Outlook for the Grape Juice Industry

Brent Roggie, General Manager, National Grape Cooperative

Major Trends in Wine Production and Marketing

Jay Wright, Constellation Wines U.S.

10:30 – 11:00 BREAK

Plenary Session: 11:00 AM – 12:00 PM

The World of Riesling

Riesling has become one of the fastest-growing wines in the United States, and also happens to be a strong suit for New York. The International Riesling Foundation was created in late 2007 to promote Riesling as the world’s most noble and versatile white wine based on its versatility, reflection of terroir, and compatibility with foods. Market Researcher John Gillespie will report on American consumer attitudes toward Riesling. Two Riesling aficionados from California and Germany will discuss some of the regional differences in Riesling from around the world and provide a preview of the wines to be served at a memorable luncheon to follow immediately.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

John Gillespie, Wine Opinions

Dan Berger, Wine Journalist, Sonoma, CA

Dominik Sona, Weingut Dr. Loosen, Germany

Riesling Reverie Lunch: 12:00 – 1:30 PM at the Hyatt Regency Rochester Hotel

The luncheon will feature several different Rieslings from around the world to illustrate the different styles and reflections of “terroir”, with wrap-up comments by Dan Berger and Dominik Sona.

Breakout Sessions: 1:30 – 3:00 PM

Breakout #1: Marketing to Millennials

The coming of (legal) age of the “Millennial” generation—generally people from 15 to 30 years old at this time—has led to a major opportunity for wine marketing. Millennials, who are essentially the kids of Baby Boomers—are a similarly large bubble of the population, and like their parents are fond of wine. They’re also eager to learn more about it, experimental in their tastes, and seemingly immune from the economic downturn when it comes to wine consumption. But with the opportunity comes an equally great challenge: reaching them through their media, on their terms, with their friends. Generally referred to as “social media”—blogs, Facebook, twitter, and many more variations—it’s a radically new way of communicating that seems like it’s here to stay—and evolve. These sessions examine several key issues when it comes to connecting with this vital new audience.

Millennials’ Attitudes Toward Wine

John Gillespie, Wine Opinions and Wine Market Council, St. Helena, CA

Danny Brager, Nielsen Company

Who Are Millennials, What Do We Want, and Where Do We Get It?

Andrew Erdle, Creative Consultant, New York City

Breakout #2: Do’s and Don’ts - What’s legal and not in the wine business – Special focus on Distillery laws and regulations

The ABC (Alcohol Beverage Control) law isn’t as simple as ABC. On both federal and state levels, the wine industry is heavily regulated, and understanding the law is vital to staying in business. Several expert panelists explain the do’s and don’ts to help you stay out of trouble. Recent changes in laws and regulations, along with strong consumer trends, have made micro-distilling a very popular new venture. This session will include a special focus on the legal and regulatory aspects.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Panel Discussion:

Vanessa Kilmer, Tax and Trade Bureau, U.S. Treasury Department

Charles Cramton, Cornell University, NYWGF Legal Counsel

TBD, New York State Liquor Authority

Breakout #3: Regional and Varietal Branding

Oregon (Pinot Noir), Napa (Cabernet Sauvignon), Missouri (Norton) - these are just a few of the regions in the U.S. that have become synonymous with a particular varietal as a way to project a quality image and specialness. One of the greatest success stories is Lodi, California, which started with Zinfandel and now is respected for many other grape varieties. A few years ago, the New York Wine & Grape Foundation created a “regional branding” program to provide funding for separate regions to create and project their unique identity, as described by panelists on this topic.

Keynote Speaker: **Mark Chandler**, President, Lodi-Woodbridge Winegrape Commission

Panel Discussion:

Steve Bate, Long Island Wine Council

Phyllis Feder, Hudson Valley Wine Association

Bob Madill, Finger Lakes Wine Alliance
Oscar Vizcarra, Niagara Wine Trail
Andy Dufresne, Lake Erie Concord Heritage Grape Belt

Breakout #4: Concord Country *Sponsored by Welch's & National Grape Cooperative*

About two-thirds of New York's vineyards are Concord used for grape juice, which has significant health benefits. For the past three years, the New York Wine & Grape Foundation has run major promotions on the health benefits of Concord grape juice, which will be summarized, along with presentations on the latest research in both health and viticultural areas.

Mary Eagle, Mason Selkowitz Marketing
Dr. JoLynne Wightman, Welch's
Olga Padilla-Zakour, Cornell University

Breakout Sessions: 3:30 – 5:00 PM

Breakout #1: Web 2.0 – Marketing with New Web Technologies

The communications revolution—from disappearing newspapers to a proliferation of new “social media”—is having a profound effect on society, including the wine industry. Staying ahead of the curve requires understanding how these new media work, and how to use them appropriately and effectively.

Donniella Winchell, Executive Director, Ohio Wine Producers Association

Creating Your Own Presences (Facebook, Twitter, and More)—A Hands-On Workshop for Getting Cool

Andrew Erdle, Creative Consultant, New York City

Breakout #2: Marketing New York wines in New York City

The Big Apple is the world's most competitive wine market, and the most expensive for doing business. New York wines have never had the advantage of regional chauvinism, and in fact have suffered from reverse discrimination: If it's local, it can't be good. All that is changing dramatically, thanks to an incredibly effective “guerilla marketing” program sponsored by the New York Wine & Grape Foundation and run by Wine & Food Associates. The core is regular presence of New York wineries at greenmarkets throughout the City, but it has expanded well beyond that. The direct connection with consumers—rather than through liquor stores or restaurants—is the secret of success.

Rory Callahan, President, Wine & Food Associates, New York City

Breakout #3: Financial Strategies for Wineries

If you don't make money, you won't survive—at least for very long. Farm Credit has worked with several wineries to fine-tune their financial strategies, with aggregate data used to provide guidance on where to look for red flags and green lights. In addition, given the economic importance of direct-to-consumer sales, the tasting room is (or should be) a key profit center which will be as good as your customer service.

Key Benchmarks for Financial Analysis

Steve Richards, Farm Credit East

Tasting Room Customer Service and Financial Performance

Dr. Miguel Gomez, Cornell University

Annamarie Morse, Graduate Student, Cornell University

Breakout #4: Grape and Wine Research Funded by TQFS Program

For the past 3 years, the New York Wine & Grape Foundation has provided over \$1 million dollars in funding for short-term, industry- focused research and extension projects in its Total Quality Focus and Sustainability (TQFS) program. Over that time, the Foundation has funded 29 projects involving Cornell researchers, extension staff and private company partners. This session will highlight some of these important projects which are already having a positive impact on the industry.

NY Vineyard Site Selection maps and website

Dr. Alan Lakso, Department of Horticulture, Cornell University

Potential of growing V. vinifera varieties on their own roots

Dr. Greg Loeb, Department of Entomology, NYSAES, Cornell University

Effect of late-season fungicide applications on wine quality

Dr. Wayne Wilcox, Department of Plant Pathology, NYSAES, Cornell University

5:30 – 7:00 PM

New York Wine & Cheese Reception at the Hyatt Regency Rochester Hotel

Sponsored by **Farm Credit East**

END OF DAY

THURSDAY, FEBRUARY 18

7:00 AM – 5:00 PM *Registration Open*

8:00 AM – 5:30 PM *Trade Show Open*

Plenary Session: 8:30 – 10:00 AM

Climate Change: Its Impacts on Grape Growing and Winemaking

While there is plenty of debate in the political arena about its causes and possible responses, there is little doubt that the global climate is changing. How will this impact grape growing regions around the world, and here in the Northeast? Our two speakers will address the impacts of climate change on grape and wine production, and how some growers and winemakers are already starting to adapt their practices in response to those changes.

Climate, Grapes, and Wine: Structure and Suitability in a Changing Climate

Dr. Greg Jones, Southern Oregon University

Adapting Vineyard and Winery Practices for a Changing Climate

Dominik Sona, Weingut Dr. Loosen, Germany

10:00 – 10:30 BREAK

Plenary Session: 10:30 AM – 12:00 PM

Grower and Winery Relations

Most purchase agreements between growers and wineries in the Eastern U.S. are still based on a verbal agreement and a handshake, and ‘grower relations’ usually consists of one or two visits by the winemaker before harvest to sample fruit. In many cases, these kinds of arrangements are adequate for both parties, but is there a better way to define these relationships, and even enhance them? This session will focus on the importance of the grower/winery relationship, and will look at how that relationship can move beyond just a handshake while helping both parties to better achieve their goals.

Grower Relations Program at the Francis Ford Coppola Winery

Lise Asimont, Director of Grower Relations, Francis Ford Coppola Winery

Cultivating Better Wine through Grower and Winery Relations

Mark Chien, Statewide Viticulture Extension, Penn State University

Industry Panel

Members TBD

12:00 PM Lunch on the Trade Show Floor

12:00 – 5:30 PM Trade Show

4:00 – 5:30 PM Wine Trails Reception – Trade Show Floor

6:30 PM Unity Banquet Reception at the Hyatt Regency Rochester Hotel

7:00 PM Unity Banquet Dinner & Awards

END OF DAY

FRIDAY, FEBRUARY 19

7:00 AM – 12:00 PM Registration Open

8:00 AM – 2:00 PM Trade Show Open

Breakout Sessions: 8:30 – 10:00 AM

Breakout Session #1: Vineyard Practices to Improve Fruit Quality

Ultimately, everything that growers do in the vineyard is geared towards the goal of producing good yields of the best quality fruit, however the term ‘quality’ is defined by the grower and buyer of the fruit. Certain practices to improve quality are becoming more and more common in eastern vineyards, such as leaf pulling and fruit thinning, but what other tools might be available to make further quality strides? This session will try to bring some new practices and techniques to light that can help growers and wineries to better manage fruit quality outcomes.

Moderator: **Hans Walter-Peterson**, Finger Lakes Grape Program, Cornell Cooperative Extension

What Do We Know About the Impact of Cultural Practices on Wine Grape Flavor Development?

Dr. Nick Dokoozlian, Vice President of Viticulture, Chemistry and Enology, E&J Gallo Winery, Modesto CA

Dr. Dokoozlian’s appearance is being supported by the Nelson Shaulis Fund for the Advancement of Viticulture. The organizers of Viticulture 2010 and the New York Wine Industry Workshop greatly appreciate the Fund’s generous contribution to this event.

Optimization of Vine Vigor with Perennial Cover Crops and Root Pruning

Gill Giese, Viticulture Instructor, Surry Community College

Mechanical Pruning and Thinning of Hybrid Grape Varieties

Dr. Helen Fisher, Professor, Department of Plant Agriculture, University of Guelph

Breakout Session #2: Introduction to Grape & Wine Phenolics

There are many different phenolics with various different origins in the fruit. To top it off normal winemaking generates new classes of phenolic compounds. This session will attempt to demystify this complicated class of compounds by dividing them into functional classes that have importance from a sensory and chemical viewpoint. It will also serve as primer for a later session dedicated to understanding how winemaking alters tannins.

Introduction to Grape & Wine Phenolics

Dr. James Harbertson, Asst. Professor of Enology, Washington State University

Dr. Harbertson’s appearance is being supported by the New York Farm Viability Institute. The organizers of Viticulture 2010 and the New York Wine Industry Workshop greatly appreciate the Institute’s generous contribution to this event.

Impact of Juice Processing Strategies on Herbaceous Aromas and Color Stability in Concord

Kristin Alongi & Meera Iyer, graduate students, Dept. of Food Science & Technology, NYSAES, Cornell University

Breakout #3: Disease Management and Spray Technology

Learn the latest in research and tools needed for the ever present battle against powdery and downy mildew in grape production. Knowing why these diseases occur, when control measures should be used and what can be used to manage these diseases is all for naught if your sprayer is not up to the task. The latest in application technology will be presented to give you the information needed to ensure a successful vineyard disease management program.

Moderator: **Tim Weigle**, NYS IPM Program, Cornell Cooperative Extension

DMCast: A Model Whose Beauty Increases With Age.

Dr. Robert Seem, Department of Plant Pathology, NYSAES, Cornell University

Honk If You Hate Mildew: New Info on Controlling Powdery and Downy

Dr. Wayne Wilcox, Department of Plant Pathology, NYSAES, Cornell University

Innovative Technology for Precision Spraying in Vineyards

Dr. Andrew Landers, Department of Entomology, NYSAES, Cornell University

Breakout #4: Going Green at the Winery—Actions and Incentives

On the west coast, an increasing number of wineries are “going green” in their construction, operations, and marketing strategies. Not surprisingly, the first LEED-certified winery in the Finger Lakes is owned by transplanted Californians Nancy Irelan (formerly a vice president for viticulture and enology research at E & J Gallo) and her husband Michael Schnelle, with substantial experience in the construction business. Nancy will discuss their approach, decisions, and overall experience, accompanied by a representative of NYSERDA who will provide an overview of the incentive programs the agency provides for wineries interested in “going green”.

Nancy Irelan, co-owner, Red Tail Ridge Winery

TBD, New York State Energy Research and Development Agency (NYSERDA)

10:00 – 10:30 AM BREAK

Breakout Sessions: 10:30 AM – 12:00 PM

Breakout Session #1: Vineyard Practices to Improve Fruit Quality (Continued)

Crop load for juice quality: Moving from vine research to vineyard management.

Dr. Terry Bates, Senior Research Associate, CLEREL, Cornell University

Viticultural Impacts on Methoxypyrazines in Cabernet Franc Grapes

Justine Scheiner, graduate student, Dept. of Horticulture, Cornell University

The Dirt on Riesling Terroir in the Niagara Peninsula

Jim Willwerth, graduate student, CCOVI, Brock University

Breakout Session #2: 39th Annual Wine Industry Workshop

Simple and Rapid Methodology to Measure Sulfur Residues in Winegrapes

Dr. Gavin Sacks, Asst. Professor of Enology, NYSAES, Cornell University

Elemental sulfur is a widely used and highly effective fungicide. However, elemental sulfur residues on winegrapes can be converted to noxious smelling hydrogen sulfide during fermentation. Because there are currently no straightforward means to evaluate elemental sulfur residues, many growers avoid late season sulfur sprays altogether. We have begun initial development of a rapid, inexpensive methodology for quantifying elemental sulfur residues on grapes, which should facilitate harvesting and late season spray decisions.

Management of Malolactic Fermentation

Dr. Ramón Mira de Orduna, Associate Professor of Enology, Cornell University

Malolactic fermentation remains an essential tool for flavor and acid management in reds but also has considerable potential for cool climate whites. In spite of improved bacterial selections and nutrient formulations, MLF can be difficult to achieve, especially in those wines that would most benefit from it. This presentation will review best storage and inoculation techniques as well as the biochemical transformations taking place during and after MLF and their relation to overall wine quality. New developments in the area of non-Oenococcus starters will be introduced.

Breakout Session #3: Insect Management and the Costs of a Vineyard IPM Program

Japanese Beetle and Grape Berry Moth have been the primary insect pests of vineyards over the past 5 years in eastern US vineyards. Research in trapping of female grape berry moth could be the breakthrough needed to help pin point the timing of sprays aimed at limiting damage from GBM at harvest. Innovative methods of delivering pheromone for grape berry moth mating disruption will be examined using a gator and SPLAT machine. Often times the decision on pest management tools is made primarily using the lowest cost option, but is that really the best method? A discussion on how to determine the full cost of pest management practices will be discussed.

Moderator: **Andy Muza**, Extension Specialist, Penn State University

Making Scents of GBM Phenology

Dr. Greg Loeb, Department of Entomology, NYSAES, Cornell University

Japanese Beetle and GBM SPLAT Technology

Dr. Rufus Isaacs, Department of Entomology, Michigan State University

Can You Afford Not to Do IPM?

Tim Weigle, NYS IPM Program, Cornell Cooperative Extension

Breakout Session #4: The Business Climate—Albany, Washington, and Global Political Outlook

In many ways, the business climate is just as important as the outside climate in determining the future of our industry. Events in Albany, Washington, and internationally all shape that climate, which will be described by experts on all three levels.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Panel Discussion:

Julie Suarez, Director of Government Relations, New York Farm Bureau

Bill Nelson, President, WineAmerica

Jim Finkle, Senior Vice President for External Affairs, Constellation Brands; and President, FIVS

12:00 – 1:30 PM Lunch on the Trade Show Floor

Breakout Sessions: 1:30 – 3:00 PM

Breakout #1: Sustainable Viticulture in NY: What's Next?

The *VineBalance* program and *New York Guide to Sustainable Viticulture* have provided growers with a roadmap for evaluating and implementing sustainable production practices. Juice processors are using these tools to participate in and shape sustainability programs of national, big-box retailers. Wineries have a tool for green marketing to use in their tasting rooms and web sites. What's next? This session will focus on national directions for sustainability and green marketing, efforts in NY led by industry to label and certify sustainability, and results of a tasting room survey gauging consumer interest in learning about sustainable farming practices used to produce wines.

The Future of Sustainability

Dr. Cliff Ohmart, VP of Professional Services, Sureharvest, Modesto, CA

Marketing Sustainability in Tasting Rooms

Dr. Mark Cordano, Dept. Business Management, Ithaca College, Ithaca, NY

Dr. Tim Martinson, Sr. Extension Associate, Cornell University

Sustainability and Marketing Relationships with Major Retailers

Keith Manella, Welch's

Sustainability Certification and Labeling: Industry takes the lead

Peter Martini, Anthony Road Vineyards, NYS Wine Grape Growers

Rob Smith, Grower Relations, National Grape Cooperative

Breakout #2: Phenolic extraction and tannin addition

Tannins are a complex class of compounds that impart the astringent character to red wines. They are also widely misunderstood, and have been described with some of the most dubious nomenclature. This session will attempt to provide some basic information about what is known and thought about how tannins and their astringency are affected by the winemaking and aging process.

Phenolic Extraction in Red Winemaking

Dr. James Harbertson, Asst. Professor of Enology, Washington State University

Use of Enological Tannins in Winemaking

Dr. Anna Katharine Mansfield, Asst. Professor of Enology, Cornell University

Breakout #3: Crop Insurance

Manage risk with crop insurance. Crop insurance has continued to evolve. As policies change growers may need to reevaluate their risk management decisions. Changes are being made to the program and regulations are being updated. The session includes information regarding these changes and a discussion regarding the future of crop insurance.

Moderator: **Kevin Martin**, Farm Business Management Educator, CLEREL, Penn State University

Dennis Chapman, Risk Management Specialist, Risk Management Agency - USDA

Breakout #4: Artisan Distillation Workshop – Farm Distilleries in New York State: Opportunities and Challenges (1:30 – 5:00 PM)

Changes in state legislation and renewed consumer interest in local products have produced a dramatic increase in the number of craft distilleries in New York State. Viticulture 2010 will include a workshop focused on distillation and issues related to creating a farm distillery. This session will focus on legal and technical considerations for wineries thinking of adding distillation or those wishing to create standalone operations. Perspectives on the future of the industry will also be discussed.

Kevin Smith, Whiskey Technical Resource, Jack Daniel Distillery

James Zaremski, Investigator, Alcohol and Tobacco Tax and Trade Bureau

Panel Discussion:

Ralph Erenzo, Tuthilltown Spirits

Derek Grout, Harvest Spirits

Bill Martin, Hidden Marsh Distillery

Steve Morse, Beak & Skiff Distillery

3:00 – 3:30 PM – BREAK & The Monty Stamp Ice Cream Social in the Galleria

Sponsored by **H & W Equipment**

Breakout Sessions: 3:30 – 5:00 PM

Breakout #1: Vineyard Mechanization

The evolution of mechanization in agriculture has often come about because of the difficulty in finding sufficient labor to do many of the tasks required on a farm, as well as the increasing costs of that labor. The development of the mechanical grape harvester is an example of this evolution, from a job that required many people to complete by hand, to one that requires just a few people. Similar pressures are making more growers look at the potential for mechanizing other operations such as pruning, shoot and fruit thinning, and leaf pulling. This session will look at

some of the implications of choosing to mechanize vineyard operations, including grower experiences with some of these new technologies.

Moderator: **Dr. Terry Bates**, Senior Research Associate, Director – CLEREL, Cornell University

Vineyard Mechanization and the Glass Ceiling

Dr. Nick Dokoozlian, Vice President of Viticulture, Chemistry and Enology, E&J Gallo Winery, Modesto CA

Dr. Dokoozlian's appearance is being supported by the Nelson Shaulis Fund for the Advancement of Viticulture. The organizers of Viticulture 2010 and the New York Wine Industry Workshop greatly appreciate the Fund's generous contribution to this event.

The Dollars and Sense of Vineyard Mechanization

Dr. Michael Thomsen, Associate Professor of Agricultural Economics, University of Arkansas

Grower Panel

Nick Pehle, Stone Hill Winery

Breakout #2: Tasting Session: Sensory Evaluation of Wine Flaws

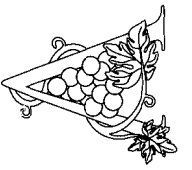
Shannon Brock, Wine Coordinator, New York Wine & Culinary Center

Dr. Anna Katharine Mansfield, Asst. Professor of Enology, NYSAES, Cornell University

Breakout #3: The Big Issue: Wine in Grocery Stores (3:30 – 5:30 PM)

There is no more controversial, inflammatory, confusing, misrepresented or misunderstood issue facing the grape and wine industry than the proposal to allow grocery stores (as well as liquor stores) to sell wine. The New York Wine & Grape Foundation is neutral on this issue, but many in the industry have been requesting information so they can make decisions about where they stand on this. Proponents include grocery stores, the New York State Wine Grape Growers Association, New York State Winery Association, New York Farm Bureau, and others. Opponents include liquor stores, some wholesalers, and others. This discussion will begin with the best collection of factual data on this issue, and then will involve brief presentations by all parties on their positions, followed by a question-and-answer session. Participants remain to be determined.

END OF DAY



Viticulture 2010 Feb. 17th – 19th, 2010

Riverside Convention Center, Rochester, N.Y.

Registration Form

Company/School Name: _____ Phone: _____

Contact Person: _____ Fax: _____

Street Address: _____ Email: _____

City: _____ State / Province: _____ Zip / Postal Code: _____

FULL REGISTRATION - Entitles registrant to full access to the seminars and the Trade Show; breakfast and lunch all three days; receptions – “Streets of New York” (Wednesday) & “Wine Trails” (Thursday); the Thursday night Unity Banquet; and the Monty Stamp Ice Cream Social on Friday afternoon.

PLEASE NOTE THAT SUBSEQUENT FULL REGISTRATIONS FROM THE SAME ORGANIZATION RECEIVE A DISCOUNT.

ONE DAY REGISTRATION - Includes access to the seminars, Trade Show, and all corresponding daily meals/events (Wednesday - breakfast, lunch, and “Streets of New York” reception; Thursday – breakfast, lunch, “Wine Trails” reception, and Unity Banquet Dinner; Friday – breakfast, lunch, and the Monty Stamp Ice Cream Social).

Registrant Name(s) First Last	Full Registration			One Day Registrant			Total per person
	Wednesday, Early	Thursday, Standard	Friday, On-site	Wednesday Early/Std/On-site	Thursday Early/Std/On-site	Friday Early/Std/On-site	
	\$250	\$290	\$310	– PLEASE CIRCLE ALL CHOICES –			
	\$240	\$280	\$285	\$100 / \$135 / \$145	\$135 / \$150 / \$160	\$100 / \$135 / \$145	
	\$240	\$280	\$285	\$100 / \$135 / \$145	\$135 / \$150 / \$160	\$100 / \$135 / \$145	
	\$240	\$280	\$285	\$100 / \$135 / \$145	\$135 / \$150 / \$160	\$100 / \$135 / \$145	
Total for Registrants A							\$

GUEST REGISTRATION - This registration entitles the participant to join us for any meals/events for which special tickets are ordered. Guest Registration does not include admittance to seminar sessions. Be sure to check out the Spouse’s Program of activities! **[Please see page 2]**

FULL STUDENT REGISTRATION - Entitles registrant to full access to the seminars and the Trade Show; breakfast and lunch all three days; receptions – “Streets of New York” (Wednesday) & “Wine Trails” (Thursday); Thursday night Unity Banquet; and the Monty Stamp Ice Cream Social on Friday afternoon. **[Please see page 2]**

ONE DAY STUDENT REGISTRATION - Includes access to the seminars and Trade Show, and the following meals/events (Wednesday - breakfast, lunch and “Streets of New York” reception; Thursday – breakfast, lunch, and “Wine Trails” reception; Friday – breakfast, lunch, and the Monty Stamp Ice Cream Social). This option does not include the Unity Banquet Dinner on Thursday night - tickets can be purchased separately for that event. **[Please see page 2]**

Trade Show Only tickets are available on Friday, 2/19 from 8:00 AM – 2:00 PM at a cost of \$60.00 – this includes breakfast, lunch, and the Monty Stamp Ice Cream Social. Please call (585) 394-3620 for tickets.

GUEST REGISTRATION – PLEASE CIRCLE ALL CHOICES

Registrant Name(s)	Breakfast		Lunch		Wednesday Reception		Thursday Unity Banquet		Total per person
	Wed.	Fri.	Thurs.	Fri.	Wed/On-Site	Fri.	Thurs/On-Site	Fri.	
First	Std/On-Site	Std/On-Site	Std/On-Site	Std/On-Site	Std/On-Site	Std/On-Site	Std/On-Site	Std/On-Site	
	\$25 / \$30	\$15 / \$20	\$40 / \$45	\$40 / \$45	\$40 / \$45	\$40 / \$45	\$20 / \$25	\$70 / \$80	
	\$25 / \$30	\$15 / \$20	\$40 / \$45	\$40 / \$45	\$40 / \$45	\$40 / \$45	\$20 / \$25	\$70 / \$80	
	\$25 / \$30	\$15 / \$20	\$40 / \$45	\$40 / \$45	\$40 / \$45	\$40 / \$45	\$20 / \$25	\$70 / \$80	
Total Special Registrants									B
									\$

STUDENT REGISTRATION – PLEASE CIRCLE ALL CHOICES

Registrant Name(s)	Current Education Level	Full Student Registration		One Day Student Registration		Thurs. Unity Banquet	Total per Person
		Early	Std	Wed.	Thurs.		
First	On-site	Early/Std/On-site	Early/Std/On-site	Early/Std/On-site	Early/Std/On-site	Std/On-site	
	\$80	\$80	\$160	\$40 / \$70 / \$95	\$35 / \$65 / \$90	\$30 / \$60 / \$85	\$60 / \$80
	\$80	\$80	\$160	\$40 / \$70 / \$95	\$35 / \$65 / \$90	\$30 / \$60 / \$85	\$60 / \$80
	\$80	\$80	\$160	\$40 / \$70 / \$95	\$35 / \$65 / \$90	\$30 / \$60 / \$85	\$60 / \$80
Total Student Registrants							C
							\$

Educators of groups planning to attend (FFA, etc.) please call (585) 394-3620 for special group enrollment.

CREDIT CARD AUTHORIZATION:

I do hereby authorize the New York Wine & Grape Foundation to charge my credit card in the amount of \$_____ (A+B+C) for meals and registration for Viticulture 2010.

____ VISA Signature _____
 ____ Master Card Name on Card _____
 Card #: _____ Exp. _____

Total All Registrations
(A+B+C) \$ _____

Please make checks payable to:
NEW YORK WINE & GRAPE FOUNDATION
Mail or Fax registration forms to:
 New York Wine & Grape Foundation
 800 S Main St., Suite 200
 Canandaigua, NY 14424
Fax: (585) 394-3649

FORMS POSTMARKED AFTER JANUARY 22, 2010 WILL NOT QUALIFY FOR THE EARLY REGISTRATION DISCOUNT

UPCOMING EVENTS

Basic Principles of Winery Analysis: From Harvest to Bottling

January 20 - 21, 2010

Food Research Lab – Geneva NY

Learn the science and techniques required to set up and operate a small winery lab. Contact Nancy Long at npl1@cornell.edu or 315-787-2288 to register. Visit <http://grapesandwine.cals.cornell.edu/extension/> for more information.

Pesticide Training and Recertification Series

February 10, 17, 24, and March 3, 10

Yates County Office Building Auditorium

417 Liberty Street, Penn Yan

All classes are 1:00 – 3:00 PM. Exam will be March 10, 1:00 – 4:00 PM. Registration and payment are due by Thursday, January 21. More information is available at <http://flg.cce.cornell.edu/calendar.html>.

Wineries Unlimited

March 9-12, 2010

Valley Forge Convention Center

King of Prussia, PA

Visit <http://wineriesunlimited.vwm-online.com> for program and registration information.



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FINGER LAKES VINEYARD NOTES

is published by

Cornell Cooperative Extension

Finger Lakes Grape Program

Ontario, Schuyler, Seneca, Steuben, and Yates Counties

County Office Building

417 Liberty Street • Penn Yan, NY 14527

Comments may be directed to

Hans Walter-Peterson

Viticulture Extension Educator

Finger Lakes Grape Program

315-536-5134

hcw5@cornell.edu

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

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