56th Annual Finger Lakes Grape Grower’s Convention

Timothy E. Martinson

The 56th Annual Finger Lakes Grape Grower’s Convention will take place on Friday March 4 and Saturday March 5 at the Waterloo Holiday Inn. The grower Advisory Board and I have worked hard to develop a program that focuses on current industry challenges and opportunities, as well as more traditional production and pest management topics.

In addition to a full-day session and trade show on Saturday, Friday will feature 10 breakout sessions on a wide variety of topics. You may register for one day (either Friday or Saturday), or both (at a substantial discount). Friday sessions include:

The ‘Big Freeze’ and Aging Growers: How secure is our grape supply? The 2004 winter injury left the region with potentially 2-300 acres of missing V. vinifera vines and also impacted Dechaunac and Niagara vineyards. Many growers are in the 60+ age category, and some existing acreage will either change hands or go out of production. Average net cash receipts (gross receipts minus annual production costs) for a 60 acre vineyard with a diverse variety mix may be under $30,000 per year. Will a restricted grape supply stall future growth of the industry? This session will start with talks on what growers can expect from disaster programs and the latest figures on vineyard establishment costs. It will then continue with a panel of lenders who will address how these factors affect the lending environment. The session will close with a grower and winery panel that will address issues (including contracts) involved in planting, buying and selling grapes for wine.

Grower Relations and Growing the Market for Finger Lakes Wines. This session will continue the previous session with a discussion of grower relations with our largest bulk producer – Canandaigua. We will then have presentations from two organizations dedicated to increasing sales at our local wineries. Margaret Cook from Finger Lakes Wine Country Tourism Marketing Association will address trends in sales and tourism at wineries in the Finger Lakes. Dave Peterson will
introduce the **Finger Lakes Wine Alliance**, a new organization of wineries dedicated to promoting the Finger Lakes as a wine region.

**Running Lean and Mean: Evaluating costs and returns for individual vineyard blocks, machinery investments, mechanical pruning, and weed control.** The Lake Erie Regional Grape Program presented an excellent workshop this fall that looked at vineyard management from a cost/benefit perspective. This session will address costs and benefits of detailed block-by-block record keeping, how to consider investment costs for machinery, potential cost savings from mechanization, and the true costs and benefits of weed management. *Pesticide Recertification Credits will be offered for this session.*

**Winter Injury – Protection and Recovery.** Tom Zabadal has close to 30 years experience in researching and devising better ways of protecting vines from winter injury. Tom will share his thoughts and experience on methods he has developed to improve the survivability of vines and maintenance of crop potential on cold-sensitive varieties. Gene Sigel, of Chalet Debonne in Ohio, has effectively installed and used fans for winter injury protection for the past several years. Finally, Tim Weigle will describe present and future plans for the grower low temperature monitoring network in the Finger Lakes.

**Varieties, Clones, and Rootstocks for Replanting or New Plantings.** Whether filling in existing blocks or planting new grapes, growers are faced with important decisions about varieties, clones, and rootstock choices. Join Bob Pool, Bruce Reisch, and Thomas Henick-Kling for a discussion of ‘what to plant’. Whether you are interested in cold-sensitive varieties, or what you can grow in a cold climate (including Minnesota varieties for non-traditional production areas), this is a great opportunity to get your questions about ‘what to plant’ answered.

**Improving Sustainability of Wine Grape Production in New York.** The wine industry in the West has invested enormous amounts of money devising and implementing sustainable viticulture practices, which aim to reduce environmental impacts while maintaining or increasing economic sustainability. This program will start with Cliff Ohmart’s description of the Lodi-Woodbridge Winegrape Commissions experience in devising their program, and will continue with an examination of specific vineyard floor management, soil and fertility, and insect and disease management practices by a panel of Long Island and Finger Lakes vineyard managers. *Sponsored by the Small Farms Grant Program. Pesticide Recertification credits will be offered for this session.*

**Electronic Technology for Pesticide Recordkeeping and Vineyard Mapping.** Trak-Grape is a software program for tracking pesticide applications and generating reports for processors. We will have 2 training sessions on how to use this program. Many Soil and Water districts have the capacity to produce maps with high-resolution base aerial photos, vineyard block boundaries, and soil types overlaid over the photos. They may be able to produce these for individual growers. Tim Hicks of the Schuyler Soil and Water Conservation District will present examples of what is possible with this technology. *Pesticide Recertification Credits will be offered for this session.*

**Using Farm Assets for Retirement.** Whether you are thinking of retiring in 2 years or twenty years, financial planning for transfer of the business and retirement is a must. Steve Richards is director of NY Farm Net, a Cornell Cooperative Extension program devoted to assisting growers with business planning and transitions. Jeff Fetter, attorney with Scolaro, Shulman, Cohen, Fetter & Burstein, P.C.,
has assisted many growers – including grape growers and wineries – in developing financial plans for business transitions.

**Educational Tasting of Finger Lakes Wines.** For the first time, we will be featuring an educational wine-tasting session for grape growers with Thomas Henick-Kling of Cornell’s Enology Program. Goals of the session are to educate growers on how wine flavors are influenced by variety, cropping levels, maturity at harvest, clone, and vineyard location. We will feature wines made at the experiment station from the ‘Riesling Taste The Vineyard’ project. For this project, fourteen wineries from throughout the Finger Lakes supplied 5 gallons of Riesling juice from specific vineyard locations, which was made into wine under standard conditions. Cayuga, Seneca, Keuka, and Canandaigua lakes are represented, and a wide range of cropping levels, harvest dates, and maturity levels were obtained. Resulting wines should reflect flavors present in the grapes at harvest. During the second part of this session, we will taste commercial wines from other varieties of Finger Lakes grapes.

**Note:** participation will be limited to 50 persons, and there is a special $10 registration fee for this session.

**Saturday Sessions.** Saturday’s program will have a heavy emphasis on pest management, with talks on crown gall, grape cane borer, pesticide application technology, disease management, how addition of organic matter affects soil properties, weed management, and long-term productivity, deer and bird management, and what happened during the 2004 WPS inspections of area vineyards and wineries by the DEC. As always, the Question Box session will address your specific questions on any topic. We will also have two keynote speakers – Tom Zabadal and Cliff Ohmart – who will address the need for vineyard mechanization while maintaining fruit quality and why California growers are turning to sustainable viticulture.

**Pesticide Recertification Credits** (we expect up to 4.5 credits) will be offered for this session.

**Wine Reception.** Because of the two-day program, we have moved the traditional wine and cheese hospitality session to the middle of the convention. Join us and the NYS Women for Wine on **Friday, 5:00 to 6:30** for a social tasting of Finger Lakes and Long Island wines.

**Pesticide Credits.**

We will include pesticide recertification sheets in your registration packet. Because of the multiple sessions, you will receive a colored stamp at the end of each session you attend to indicate your attendance. To receive credits, your re-certification certificate must be stamped.

I hope this expanded convention provides you with a wide range of topics to choose from. My thanks to the advisory committee, speakers, and exhibitors for generating ideas and their participation in this effort. See you at the convention!
Friday March 4 – Breakout Sessions

Breakout 1A: The Big Freeze and Aging Growers: How secure is our grape supply?

8:20 How has the big freeze changed the Finger Lakes grape industry? Tim Martinson
8:35 Update on disaster assistance and the tree assistance Program. TBA, Representative of USDA Farm Services Agency
8:50 Update on Cost of Establishment of V. vinifera in the Finger Lakes – 2004. Gerald White
9:20 What will it take to finance new plantings and maintain existing businesses?
Panel of Bankers – Farm Credit, Bank of Lyons, National Bank of Geneva, Community Bank NA
10:00 Will handshake deals be enough to ensure an adequate grape supply?
Panel – Three wineries and two growers: Fred Frank, Konstantin Frank Vinifera Wine Cellars; Amy Hoffman, Rooster Hill Vineyards, Chris Stamp, Lakewood Vineyards, Neil Simmons, and Harry Humphreys
10:40 Break

Breakout 2A: Grower Relations and Growing the Market for Finger Lakes Wines

11:00 Canandaigua: Looking at grower costs to ensure an adequate grape supply. Tim Moore, Director of East Coast Vineyard Operations and Grower Relations, Canandaigua Wine Company.
11:30 Trends in tourism and tasting room sales in the Finger Lakes. Margaret Cook, Finger Lakes Wine Country Tourism Marketing Association
12:00 The Finger Lakes Wine Alliance: Developing ‘brand awareness’ for Finger Lakes as a Wine Region. David Peterson, President, Finger Lakes Wine Alliance
12:30 End

Breakout 1B: Running Lean and Mean: Evaluating Costs and Returns for Vineyard Blocks, Machinery Investments, Mechanical Pruning, and Weed Control

8:30 Block-by-block expense recordkeeping: a key to reducing costs and staying profitable. Barry Shaffer, Lake Erie Regional Grape Program
9:00 Identifying, monitoring and reducing machinery costs Andrew Landers, NYSAES, Cornell University
9:30 How much can I reduce costs through mechanical pruning and thinning? Hans Walter-Peterson, Lake Erie Regional Grape Program
10:00 Cost-effective weed management. Rick Dunst, Vineyard Laboratory, Fredonia, NY
10:30 Break

Breakout 2B: Winter Injury – Protection and Recovery

11:00 Maintaining fruiting potential through the Winter. Tom Zabadal, Southwest Michigan Research and Extension Center, Michigan State University
11:45 Fans for winter injury and spring frost protection – one grower’s experience. Gene Sigel, Chalet Debonne Vineyards, Madison, OH
12:30 End

Breakout 3A: Varieties, Clones, and Rootstocks for Replanting or New Plantings

1:30 PM The Riskier Varieties and Their Rootstocks, Bob Pool
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<tr>
<td>1:50</td>
<td>The Less Risky Varieties, Old and New, Bruce Reisch</td>
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<td>2:10</td>
<td>Wine Quality Aspects, Thomas Henick-Kling</td>
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<td>2:30</td>
<td>Panel discussion with Bob, Bruce, and Thomas, and growers with experience growing the varieties discussed above</td>
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**Breakout 3&4B: Improving Sustainability of Wine Grape Production in New York**

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<tr>
<td>2:00</td>
<td>Sustainable viticulture efforts on Long Island – Alice Wise</td>
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<td>Discussion of sustainable grape production practices by a panel of Finger Lakes and Long Island grape growers.</td>
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<td>Dave Wiemann, Sheldrake Point Vineyards</td>
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<td>Richard Figiel, Silver Thread Vineyards</td>
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<td>John Santos, Hazlitt 1852 Vineyards</td>
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<td>Long Island:</td>
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<td>Barbara Shinn, Shinn Estate Vineyards, Mattituck</td>
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<td>Jens Ruthenberg, Pellegrini Vineyards, Cutchogue</td>
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<td>Ron Goerler, Jamesport Vineyards, Jamesport</td>
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<td>Kareem Massoud, Paumonok Vineyards, Riverhead</td>
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<tr>
<td>2:15</td>
<td>Vineyard Floor Management</td>
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<td>3:00</td>
<td>Break</td>
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<td>3:15</td>
<td>Soil and Fertility Management</td>
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<td>4:00</td>
<td>Insect and Disease Management</td>
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<td>Sustainability Systems</td>
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**Breakout 3C: Electronic Technology for Pesticide Record Keeping and Vineyard Mapping**

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<tr>
<td>1:30</td>
<td>Trak-Grape training session Juliet Carroll, NYS IPM Program, NYSAES</td>
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<td>2:30</td>
<td>Customized large-format aerial photos and maps for vineyard management – Tim Hicks, Schuyler Co. Soil and Water Conservation District.</td>
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**Breakout 3D Using Farm Assets for Retirement**

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<td>1:30</td>
<td>Planning For Your Business’s life Cycle Steve Richards, NY Farm Net and Jeff Fetters, Attorney</td>
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<td>2:15</td>
<td>Business Succession and Estate Planning Steve Richards and Jeff Fetters</td>
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Breakout 4A  Educational Tasting of Finger Lakes Wines.

3:15 PM  Wines from the Riesling ‘Taste the Vineyard’ Project.  Thomas Henick-Kling, Food Science, NYSAES
4:00  Range of flavors from other commercial varietal wines.
4:45  End

Breakout4C:  Electronic Technology for Pesticide Record Keeping and Vineyard Mapping

3:15 PM  Trak-Grape Training Session  Juliet Carroll, NYS IPM Program, NYSAES
4:15  Customized large-format aerial photos and maps for Vineyard Management  Tim Hicks, Schuyler Co. Soil and Water Conservation District.
4:45  End

5:00-7:00  Wine Reception, featuring wines of Finger Lakes and a few from LI.

Saturday, March 5 Finger Lakes Grape Growers Convention

Morning Session

8:00 AM  Trade Show Opens
8:55  Welcome – Tim Martinson
9:00  Crown Gall – are we closer to practical biocontrol methods?  Tom Burr*, Director, NYSAES
9:30  Spray Timing for Cane Borer Management  Greg English-Loeb*, Entomology, NYSAES
10:00  Pesticides on target  Andrew Landers*, Entomology, NYSAES
10:30  Eastern Grape and Wine Archive – Katherine Reagan, Curator, Rare and Manuscript Division, Cornell Libraries
10:35  Break and visit Trade Show
11:05  The Challenge of Vineyard Mechanization versus Fruit Quality – Tom Zabadal, Michigan State University
11:35  Is Sustainable Agriculture the Future? -Cliff Ohmart, Lodi-Woodbridge Wine Commission*
12:05  Lunch and visit Trade show

Afternoon Session

1:35 PM  Question Box TBD
2:00  Plan for statewide fruit extension – Terence Robinson, Horticultural Sciences, NYSAES
2:20  New developments in disease management for grapes – Wayne Wilcox*, Plant Pathology, NYSAES
3:00- 3:15  Break
3:15  Long-term impact of organic matter additions on soil properties, weed management, and productivity in vineyards and orchards.  Ian Merwin*, Horticulture, Cornell University
3:45  Update on Deer and Bird management challenges – Paul Curtis*, Natural Resources, Cornell University
4:45  END
The 56th Annual Finger Lakes Grape Growers’ Convention. The convention program on Friday and Saturday, March 4 and 5, 2005, will cover a variety of topics during Friday’s breakout sessions (see program for full description). Saturday’s program will focus on production and pest management topics. The Trade Show will feature 42 exhibitors of grape production-related products. Registration includes lunch for each day registered, admission to the trade show, and the Annual Wine Reception, held following the Friday program this year.

Registration Fees and Deadlines. Registration fees will be based on the following:

- Residents of the 5-county area (Yates, Steuben, Schuyler, Ontario, & Seneca) who are enrolled in the Finger Lakes Grape Program
  **1st enrollee in the family/business:** $35 one day, or $60 for two days ($10 discount for both days)
  **For the 2nd, 3rd, 4th, etc. enrollee from the family/business:** $30 for one day; $55 for two days. (Up to $20 discount from full price)
- Individuals outside the 5 county area or not enrolled in the Finger Lakes Grape Program: One day, $40 per person; $75 for two days.
- Those planning on attending the Educational Wine Tasting Breakout Session will pay an additional $10, with participation limited to the first 60 signed up.
- A $10 late fee will be added for registrations received after February 25th, 2004.
- Same day registration fees will be $50 regardless of membership and will not include meals.

Pesticide Credits. Pesticide applicator recertification credits for New York State will be available for several sessions at the convention. We anticipate up to 3 credits for Friday (depending on which session you attend) and up to 4.5 for Saturday. Please check off the box (for each attendee who needs credits) on the registration form if you want recertification credits. To get your credits, be sure to bring your certification card and sign the roster when you check in at the registration table. There will be one certificate for the entire meeting, and certificates will be stamped at each session. You must have a certificate as your proof of attendance for the DEC.

Hotel. Hotel rooms are available at the Waterloo Holiday Inn at the special conference rate of $65 per night (singles or doubles). Make your reservation directly with the Holiday Inn at (315) 539-5011 not later than February 11, 2005 to guarantee the special rate. Specify that you would like to book the room under the “Finger Lakes Grape Growers” block or code ‘FGG’ to indicate that you are there for the convention.

The Waterloo Holiday Inn is located on Route 414 approximately halfway between Waterloo and Seneca Falls. For those traveling from the East or West on the New York State Thruway (I-90), take exit 41, then turn south on Route 414 to the Holiday Inn.

All cancellations must be made by contacting the Finger Lakes Grape Program office at (315) 536-5123 or (315) 536-5134 no later than February 25th to receive a refund.
56th Annual Finger Lakes Grape Growers’ Convention Registration Form

Name/Organization/Farm/Affiliation: ________________________________

Address, City, State, Zip Code: ______________________________________

Name of Person Coordinating Reservations: ___________________________

Phone: __________________ Fax: __________________ Email: __________________

Are you enrolled in the Finger Lakes Grape Program through Yates, Steuben, Schuyler, Seneca, or Ontario Counties?  □ YES  □ NO

Registration Fees

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<tr>
<th>Finger Lakes Grape Program Enrollees</th>
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<tr>
<td>1st Attendee Both Days</td>
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<td>Each Additional Attendee Both Days</td>
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An Educational Wine Tasting Breakout Session will be held during the Friday afternoon session. Participation will be limited to the first 50 persons to make reservations. Cost for participation is $10 per person. The traditional wine and cheese reception is still included as part of the regular registration.

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<th>NAME</th>
<th>March 4th Attendance</th>
<th>March 5th Attendance</th>
<th>Pest Certification Credits required?</th>
<th>Wine Tasting Participant? ($10.00 ea.)</th>
<th>Registration Fee (entry + tasting fee)</th>
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All cancellations must be made by contacting CCE of Yates County prior to February 21st to receive a refund.

Please add a $10.00 late fee for reservations made after February 25th.

SUBTOTAL | LATE FEE | TOTAL

Please mail check and completed form to: Finger Lakes Grape Program, 417 Liberty St., Penn Yan, NY 14527
Question Box Questions: Questions may be related to any aspect of grape growing. You are especially encouraged to submit any questions in advance that may be related to a particular scheduled presentation as the speaker can then incorporate the answer into their presentation. Other questions will be answered in the “Question Box” presentation as time permits on a first come-first serve basis.

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Driving Directions to Holiday Inn Waterloo/Seneca Falls, New York
Located at 2468 NYS Route 414 in Waterloo, NY.
Located 3.5 miles south of the New York State Thruway at Exit 41

From the East (Albany):
Take I-90 West to Exit 41 (Waterloo). Take Rte 414 South into Waterloo.

From the West (Buffalo):
Take I-90 East to Exit 41 (Waterloo). Take Rte 414 South into Waterloo.

From the North (Watertown):
Take I-81 South to I-90 west. Follow I-90W to Exit 41 (Waterloo). Take Rte 414 South into Waterloo.

From the South (Ithaca):
Take Route 414 N into Seneca Falls. Turn left onto Routes 5&20 (West). Follow Route 5 & 20 to Route 414, Take a right at the light. Our Holiday Inn is on the left.
Check inside for details!

Watertown, New York
The Holiday Inn
March 4th and 5th, 2005

Finger Lakes Grape Growers' Convention
56th Annual

About the

Important Information

Finger Lakes Grape Program
CCE of Yates County
417 Liberty Street
Penn Yan, NY 14527