

CORNELL UNIVERSITY STATION NEWS GENEVA NEW YORK

VOLUME LXXXI • NO. 9
MARCH 10-17, 2000

BRIEFS

THE GOOD NEWS ABOUT GRAPES

The sales of purple grape juice have increased 20% per year since 1997. Besides the use of Concord juice alone, purple grape juice is blended with a number of other red juices to add color and this has greatly increased the market potential for grape juice consumption. Even more importantly, in 1997, news came out that Concord grapes were high in polyphenols (e.g. resveratrol) which can act as antioxidants that are believed to aid in the prevention of heart attacks, arterial diseases and high blood pressure and may help protect against cancer and Alzheimer's disease. With an aging population, the ability to link health benefits to foods will be essential and Concord grapes, now grown on about 100,000 acres in New York, can play a major role.

Canandaigua Brands Inc., which has grown from a regional winery into the third largest winery in the world, has recently spun off a new subsidiary called Polyphenolics, Inc. The purpose of this venture is to take the grape seeds and skins and extract the antioxidants from them and then incorporate them into everything from toothpaste to fudge and dog biscuits. Grape seeds and skins are normally put into landfills, so this is truly a new 'value added' method for growers/processors. The current market for this new product is estimated at \$30-40 million. So our New York growers will have not only an outlet for their juice products but also for their former waste products.

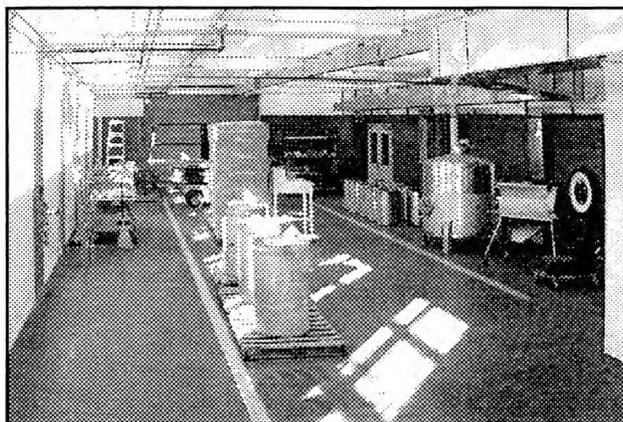
The market for white grape juice has exploded, with a 118% increase in sales in one year. Much of this increase is due to a recent report that indicates that white grape juice is easy for children to digest. New York is playing a part in it and the largest grape processor in the state is now offering incentives to plant even more white grapes.

T. Shelton

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CORNELL WINE & BREW LAB AT GENEVA CELEBRATES GRAND OPENING ON MARCH 31

The ribbon cutting for Cornell University's Vinification and Brewing Technology Laboratory (CV&BTL) at the Experiment Station is scheduled for 4 p.m., March 31, at an open house from 3-5 p.m. that the public is invited to attend. Researchers, winemakers, brewers, and industry representatives who will be using the facility are expected. In addition, Geneva Mayor Don Cass, senators Michael Nozzolio (R-53rd district) and Randy Kuhl (R-52nd district), Richard Rising, head of Economic Development for Geneva, and Mark Gearan, president of Hobart and William Smith Colleges have been invited. A wine treatment process will be on-going and refreshments served.



The Open House will be followed by the Third Annual Gala Dinner and Wine Auction to be held at the Ramada Inn, Geneva Lakefront, from 6-10 p.m. Daryl Lund, dean of Cornell's College of Agriculture and Life Sciences, will be the master of ceremonies. Harry Wilcox will be the auctioneer.

During dinner, Steve Hindy, co-founder and president of Brooklyn Brewing, will present a check to Dean Lund to establish a \$25,650 scholarship on behalf of the American Institute for Wine and Food. The scholarship is for professional people from metro New York to attend V&B classes.

The CV&BTL represents the latest university/industry partnership on the part of Cornell and the Experiment Station. When the project was launched in 1997, the Station sought \$250,000 to \$500,000 in start-up funds, and hoped to establish a \$1 million endowment for staff and programming. So far, over \$210,000 in state funds have been earmarked for the project, and \$70,000 in donations have been made by industry and local wine trails.

The 2,000 sq. ft. pilot plant was designed and is being specially equipped for enology and brewing studies. The former machine shop at the west end of the FS&T building at the Experiment Station has been emptied, cleaned and painted. Flooring, drainage, steam lines and ventilation have been installed, and an outside delivery and grape crushing area were added.

Mashing and lautering vessels, a boiling kettle, and fermenters will be located at one end of the room and dedicated to brewing technology. The other end of the laboratory will hold 100 liter to 500 liter wine fermentation tanks and an analytical laboratory and office. The central workspace will include de-stemmers, crushers, presses, filters, bottle fillers, and heating and cooling equipment.

The Lab builds on the Station's well-established programs in enology and fermentation.

WINE and BREW LAB, continued on page 2

BRIEFS, continued.

THE GOOD NEWS ABOUT WINE

It is now widely known that NY can produce some of the finest white wines (e.g. Reislings, Chardonnays and Gewurztraminers) in the world and NY is now being recognized for many of its fine red wines as well. The wine industry in New York is growing. Forty years ago there were less than a dozen wineries and there are now more than 130 wineries. In addition to producing over \$500 million in gross sales, New York's resurgent wine industry provides a vibrant market for grape growers and attracts nearly 1 million tourists annually who support local services in the rural areas. The wine trails have been very successful in promoting NY wines and grape products and now the Seneca Lake Winery Association is the largest wine trail on the East Coast. People who visit New York wineries not only buy New York wines, but other New York agricultural products like cheeses, jams, condiments and other locally produced products. The New York Wine industry provides employment for 18,000 citizens and generates more than \$85 million in state and local revenues. Directly and indirectly it is estimated that the NYS Wine industry generated more than \$3.8 billion to the economic activity of the state in 1997.

T. Shelton



VINIFICATION & BREWING
TECHNOLOGY
LABORATORY
Open House
Third Annual Gala Dinner
Premiere Wine Country Auction
Friday, March 31, 2000
Ramada Inn, Geneva Lakefront
\$100 per person
(\$50 tax-deductible contribution)
www.nysaes.cornell.edu/fst/vb

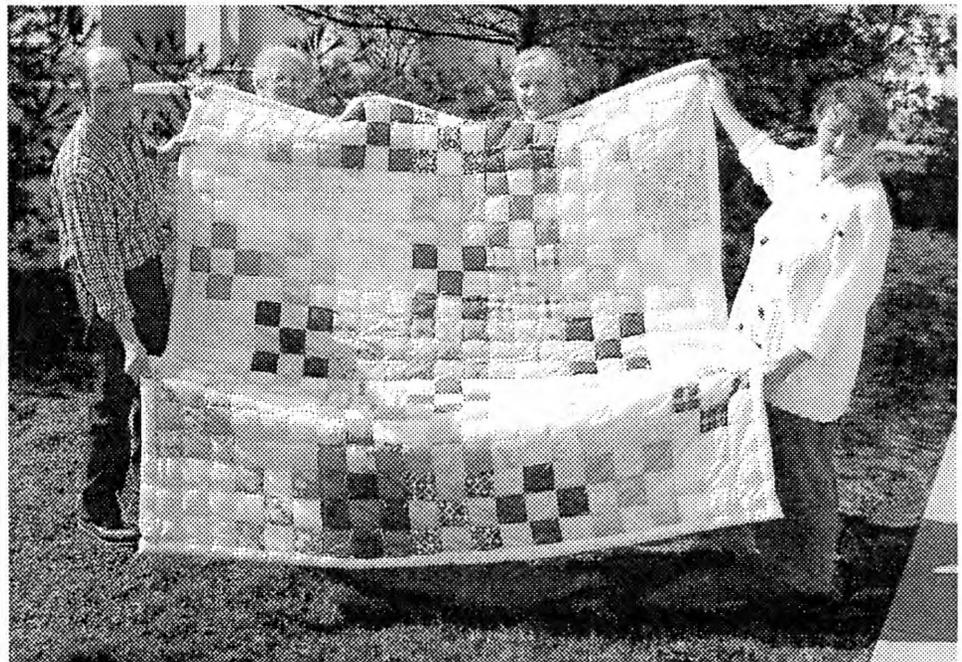
WINE and BREW LAB, continued

Previously, the 10,000 sq. ft. fruit and vegetable processing pilot plant at the NYSAES has been used for fermentation studies, but the growth of the wine and beer industry in the state has been such that a separate facility is required to properly serve the needs of the industry. Today, there are 136 farm wineries in New York plus three large breweries. Numerous pub breweries and microbreweries have been established in the last few years.

The new facility will be used by faculty and staff at GENEVA and shared with wineries, breweries, suppliers, and equipment manufacturers as well as educators, consumers, national associations, and students. The CV&BTL will be the premiere site in the eastern U.S. for collaborative research and development in wine making and brewing arts and science. Workshops, experimental research facilities, and certification programs will help integrate the brewers' and winemakers' experiences with the resources and scientists at Geneva. The goal of the effort is business stimulation through innovative science and technology combined with creative applications of technology and training. Thomas Henick-Kling will direct the enology program. Karl Siebert will direct the brewing program.

"This partnership is an outstanding example of the increasing cooperation between the private sector and the university," said the NYSAES director Jim Hunter.

For reservations to attend the dinner and auction, contact Nancy Long, x2288, npl1@cornell.edu Tickets are \$100/person (\$50 is tax deductible).



Dave Beckhorn of PGRU, whose 150-year-old home in Valois was lost in a fire on February 16, received a hand-made quilt from Elizabeth Bourne, Ester Olsyn and Mary Beisiegel of Geneva's Seven Day Adventist Church.

Dave, his wife Bobbie, and children Jonathan and Bethanne want to express their thanks to the woman and especially to the Station community who have generously donated over \$2600, as well as food and clothing to him and his family to help ease their loss.

The Beckhorn family expects to rebuild on the site. Dave's grandfather had bought the former whaling captain's home in 1909. "My Dad was born there," said Dave. In the meantime, they are renting a completely furnished home in Valois.

We wish Dave and his family all the best. Contributions are being accepted by either Dona Soper in Hedrick Hall or Bill Srmack in PGRU. Checks should be payable to either Dona or Bill.

ECKENRODE RETIRES TO WYOMING

An eclectic mix of scientists, growers, family members, and friends gathered at the Geneva Country Club on February 19 to mark the occasion of Chuck Eckenrode's retirement, which became official December 31. All but a few followed the retiring field biologist's instructions to "keep it casual." Little did they know that the honoree had brought along scissors to remove ties, if need be. Fortunately, that precaution proved unnecessary.



Reflecting on his nearly three decades at the Station, Eckenrode says that he's proud to have been part of such an outstanding research institution.

"Geneva is the finest experiment station of its type in the world," says Eckenrode. "I'm grateful to the Station and the growers for letting me do my thing."

Eckenrode joined the entomology program at Geneva as an assistant professor in 1970 after earning a B.S. in entomology from the University of Maryland, and an M.S. and Ph.D. from the University of Wisconsin in 1968 and 1970, respectively. He was promoted to associate professor in 1975 and full professor in 1982. During his tenure, his efforts focused the development of improved short- and long-term crop protection capabilities for vegetables in New York, as well as research on the biology of vegetable insect pests. He has co-authored more than 150 papers.

"Chuck's onion research, which included collaborative multi-state projects, benefitted not only the growers in New York State, but in other states as well," says Wendell Roelofs, chair of the entomology department. His systems approach to pest control and his penchant for collaboration earned him respect of both growers and his colleagues in the research community.

"Chuck is one of the most respected vegetable entomologist in North America," says Jeff Wyman, professor of entomology at the University of Wisconsin and a former graduate school colleague. "In addition to being a world expert on onion pest management, he has played a major role in bringing ecology into the management of pests on vegetables."

"Chuck was an avid believer in working directly with the growers and providing them with the best tools possible for their insect pest problems," says Roelofs. "He never wavered from his primary goal of maintaining focus on the grower's needs and was a strong advocate for them in getting or keeping insect suppression tools on the market for their use."

Eckenrode accomplished this by developing biological control methods, chemical control studies, plant resistance studies, cultural studies, and monitoring systems and prediction models for a number of crop pests.

"Chuck has worked tirelessly for the onion industry," says Dennis Ferlito, an Oswego onion grower whose family has worked with Eckenrode for three generations. "He really paid attention to the industry and to what we had to say." As a result, he became a valuable and trusted resource for growers.

Eckenrode's collaborations with the Station's pheromone research group, headed by Roelofs, helped him establish that there are actually three races of European corn borer in New York State, with different flight periods and host plant preferences. "He carried out a lot of research throughout New York State with black-light traps, pheromone traps baited with different blends, post-diapause development rates on field-collected larvae, and survivability studies with different host plants to thoroughly document where the different races exist in the state," explains Roelofs. "This work laid a tremendous foundation for further collaborative research with our group using the two different pheromone races to study the genetics of pheromone production and perception, and the inheritance of diapause. The European corn borer continues to be a 'white rat' in our laboratory because of the unique populations that have opposite blends of

pheromones, but can be hybridized in the laboratory."

Eckenrode's future plans include a move to Wyoming and traveling around the West with his wife, Ginny, to gain a better understanding of their new environs. The list also includes restoration of a small cabin for guests on their new homestead and immersing himself in the ranching community. Then, once he's had some time to reflect on his time in Geneva, he hopes to find a new way to continue his pursuit of field biology.

Pat Blakeslee

THE GOOD NEWS ABOUT VEGETABLES

The cash receipts for vegetables grown in New York in 1998 were more than \$300 million and constituted 9.5% of all agricultural cash receipts. New York is ranked nationally in the production of several important fresh market vegetables including cabbage (2nd), pumpkins (1st), cauliflower (3rd), snap beans (4th), sweet corn (4th), cucumbers (5th) and onions (6th) and is ranked in the top five states in the production of the following processing vegetables: carrots, green peas, snap beans, and sweet corn. From 1987 to 1997, there was only a 4% decline in the number of farms producing vegetables, but an increase of ca. 26% in farm gate value of the principal vegetables.

An example of the increase in vegetables is fresh market sweet corn. The freshness of sweet corn is all important for the consumer. Because our production areas are located near the major markets, over the last 10 years, acreage has increased 18% while the farm gate value has increased 59% to a total of \$48M in 1998.

Pumpkins are another important New York crop. Americans now spend more money on decorations for Halloween than any other holiday except Christmas and the centerpieces for much of these decoration are pumpkins. The acreage of pumpkins has increased nearly 20% in New York since 1987 to meet this expanding market demand. New York's moderate summer is almost perfect for growing this crop and we now rank second in the country in terms of acreage and first in terms of value.

Grower organizations are also obtaining a local identity for their New York produce. New York onion growers now market some onions under the 'Empire Sweets' label in much the same way that Vidalia onions are marketed. The label of 'Empire Sweets' is also being expanded to other vegetables.

T. Shelton

ECKENRODE, continued in next column

CALENDAR of EVENTS

MARCH 10-17, 2000

MEETINGS

CALS Chairs' Meeting

Date: Tuesday, March 14, 2000
Time: 10:30 a.m.
Place: 348 Morrison Hall

SEMINARS

PLANT PATHOLOGY

Date: Tuesday, March 14, 2000
Time: 3:30 p.m.
Place: A133, Barton Lab
Speaker: Professor David Rosenberger, Cornell University, Hudson Valley Research Lab, Highland, N.Y.
Title: "Apple Decays and the Decline of US Agriculture"

HORT SCIENCE

Date: Monday, March 13, 2000
Time: 11:00 a.m.
Place: Jordan Hall Staff Room
Speaker: Jennifer Wilkins, Senior Extension Associate Human Ecology & Nutritional Science
Title: "University Faculty and County Extension Educator Viewpoints on Genetically Engineered Foods and Crops"

LTC

Date: Friday, March 17, 2000
Time: 7 a.m.-1 p.m.
Place: Jordan Hall
Title: OPEN LAB with specific software solutions or anyone that would like to come in and work on FLEX tutorials. The FLEX tutorials now available in Geneva are:
 •Surfing and Searching the Web
 •DreamWeaver
 •DreamWeaver Beyond the Basics
 •DreamWeaver Site Management
 •Power Point
 •Editing Images with Photo Shop
 •PDF, Creating and Using

NOTE:The Library Technology Center (LTC) schedule is now on the web for the year 2000 <http://www.nysaes.cornell.edu/library/cal.html> . Please understand that this schedule will possibly change as conflicts

Continued in next column

LTC, continued

arise. I will also continue to send out e-mails a couple of days before a scheduled event. If you have any questions please contact me mji4@cornell.edu Thank you.

JaneIrwin

FITNESS

AEROBICS AT THE SAWDUST CAFE

Date: Wednesday and Friday
Time: 12:10 to 1 p.m.
 This group uses the videotapes of the fitness expert "Gilad." VCR and tapes are provided by the Station Club. For more information contact Julie Kikkert at x2221 or jrk2@cornell.edu.

TAEKARDIO

Date: Monday, March 13,
CANCELLED
Date: Wednesday, March 15, 2000
Time: Noon
Place: Jordan Hall Auditorium

NOTICES

ANNUAL PESTICIDE UPDATE

WHEN: Thursday, March 30; 9:00 - 11:45
TIME: Registration and refreshments: 9:00 - 9:30. Program begins promptly at 9:30.
WHERE: Jordan Hall Auditorium

WHY: The CALS Pesticide Use Policy requires that all CALS personnel who use pesticides must be certified and must attend an annual update program.

The CALS Pesticide Use Policy defines use of pesticides as: application of pesticides including general maintenance applications for pest control on plants and animals, efficacy testing, impact on biological control agents, leaching, residue analyses, environmental fate, etc.;

- direct supervision over one applying pesticides as described above;
- teaching/demonstration of pesticide applications and/or use;
- recommendation of pesticide application or use.

WHO MUST ATTEND: All college personnel, including faculty, who use pesticides in their research, teaching, and extension programs/activities. For those unable to attend on March 30, a videotape of the program will be available at a later date. Watch

Continued in next column.

ing the videotape will qualify for DEC recertification credits and will satisfy the requirements of the CALS Pesticide Use Policy.

REGISTRATION: No pre-registration is required. Attendees will be required to sign a roster. DEC recertification credits for commercial applicators are pending. Bring your Pesticide Applicator ID card with you. Separate credits will be issued for each session - we are aware that not everyone uses knapsack sprayers.

AGENDA:

9:00 - 9:30: Registration and Refreshments
 9:30 - 10:30: Changes to the New York State Pesticide Applicator Certification Regulations (Ron Gardner, Sr. Extension Assoc., PMP)
 10:30 - 10:45: Break
 10:45 - 11:45: Everything You Ever Wanted to Know About Knapsack Sprayers (Andrew Landers, Extension Assoc., ABEN)

CONDOLENCES

Our condolences to Bernadine and Herb Aldwinckle (Plt. Pathology) and his family. Herb's mother passed away last week.

CLASSIFIED

DONATIONS of old towels for dog and cat beds are needed for the City of Rochester Animal Shelter. If you have some old, clean towels that you would like to part with, please contact Frank at [x2406](tel:x2406) or [fpw1](tel:fpw1). Thanks!

FOR SALE: 1989 Ford Escort LX, 4 door hatchback, 5 speed, one owner, 168k miles, some rust. Maintenance records available, runs well. \$1100. Contact me at: mes33@cornell.edu

FOR SALE: Refrigerator and electric range and electric dryer. All in excellent condition. Call Nancy at [x2313](tel:x2313) or [789-5485](tel:789-5485).

DAY CARE OPENING: Full or part-time. Some restrictions apply. Call Penny VanKirk at [789-9518](tel:789-9518).

WANTED: Used cross country ski equipment. Cheap. We could use kids or adult equipment. Contact Marty VanKirk at [mwv1](tel:mwv1) or Penny at [789-9518](tel:789-9518).

FOR SALE: Scuba equipment: oceanic ocean sport BC, size: M, near mint, black with blue trim, comes with blue carry bag. \$300, or best offer. Contact Mike Fordon at [x2214](tel:x2214) or [mpf8](tel:mpf8).

WANTED: Tops grocery tapes. The tapes are a fund raising activity in support of the Geneva High School marching Band/Color Guard. Please send tapes to Judy Birkett, Jordan hall. Thank you.

FOR SALE: '90 Subaru Legacy, 4 doors, 105K miles, totally automatic, air cond., cassette player, radio AM-FM. Absolutely no rust. Running in excellent condition. Book price: \$2,920. Asking: \$2,490. (negotiable). Need to sell! Call Onofre at [x2344](tel:x2344) or [ob18](tel:ob18).