

FINGER LAKES

Vineyard Notes



Newsletter #13

December 15, 2006

Cornell Cooperative Extension

Finger Lakes Grape Program

In This Issue...

- Happy Holidays
- Viticulture 2007 Complete Program and Registration Forms

REGISTER NOW FOR VITICULTURE 2007 AND THE 36TH ANNUAL NEW YORK WINE INDUSTRY WORKSHOP

January 12 Early Registration Deadline

Timothy E. Martinson

Viticulture 2007 and the 36th Annual Wine Industry Workshop will take place from February 7 to 9 at the Riverside Convention Center in Rochester New York. The program, jointly organized by an industry committee, the Finger Lakes, Lake Erie, and Long Island regional grape programs, and the Cornell Enology Extension Program features international and nationally known speakers, a large trade show, the annual Unity Banquet, and several receptions and lunches.

Full registration is a bargain at \$220 for the first participant and \$195 for additional participants from the same company. This includes the seminars, trade show, Wednesday breakfast, three lunches, and the Wednesday 'Streets of New York' reception and Thursday Evening Unity Banquet. One-day registration fees are also available. To

HAPPY HOLIDAYS!

On behalf of all the Finger Lakes Grape Program personnel, including Jamie Hawk, Bill Wilsey, and Linda Baube, I'd like to wish all of you a relaxing and happy holiday season.

Our best to you and yours.

- Tim Martinson

receive these early registration rates, your registration must be postmarked by January 12, 2007. Online registration (www.viticulture2007.org) and credit card registration is available as an option. Guest registration for meals and the trade show (including a spouse's program) is also available.

Hotel accommodations are available at the Clarion Riverside Hotel for a special \$79/night conference rate.

Many people have worked hard to develop a program and trade show that has something for ALL growers, winemakers and winery owners, whether new or established, juice grape growers or wine grape growers, or from the Lake Erie, Finger Lakes, Long Island, Hudson Valley or elsewhere in the Northeast or Midwest. It is a program you can't afford to miss. Hope to see you there!



Viticulture 2007

and 36th Annual New York Wine Industry Workshop

February 7-9, 2007

Rochester Riverside Convention Center

<http://www.viticulture2007.org/>

Program Overview

	Wednesday February 7			
8:30-10:30	Plenary Session I <u>The Big Picture: Past, Present and Future</u>			
10:30-11:00	Break			
11:00-12:30	Plenary Session II <u>Farming for Flavor</u>			
12:30-2:00	Theme Luncheon - Sauvignon Blanc and Riesling			
2:00-3:30	Breakout 1	Breakout 2	Breakout 3	
	<u>Vines in the North Country: Cold Climate Viticulture</u>	<u>Managing for Flavors from Vines to Wines I</u>	<u>Do's & Don'ts - What's Legal in the Wine Business</u>	
3:30-4:00	Break			
4:00-5:30	Breakout 1	Breakout 2	Breakout 3	
	<u>Managing and Avoiding Winter Injury</u>	<u>Managing for Flavors from Vine to Wine II</u>	<u>The Business Climate - Albany & Washington Outlook</u>	
5:30-7:00	Reception - NY Wine & NY Cheese Sponsored by Farm Credit			

Accommodations: Clarion Riverside Hotel, <http://www.clarionriversidehotel.com>

Special room rates of \$ 79 per night (single, double, triple or quad occupancy) are good Wednesday (2/7/2007) through Friday (2/9/2007) nights. These rates will be extended for two days before the event (2/5-6/2007) and for two days afterward (2/10-11/2007) by request...the deadline for room reservations at this special rate is January 29th, 2007.

Make room reservations directly with the Clarion Riverside Hotel and be certain to indicate you are with **"Viticulture 2007"** and/or the **"New York Wine & Grape Foundation event"**. Suites are available at the Clarion Riverside Hotel for company Hospitality Rooms.

Telephone: 585-546-6400

Fax: 585-546-1341

	Thursday, February 8				
8:00					Trade Show
8:30-10:30	Plenary Session <u>Sustainable Viticulture</u>				
10:30-11:00	Break				
11:00-12:30	Breakout 1	Breakout 2	Breakout 3	Breakout 4	
	<u>Immigration/ Labor Outlook: Update on Immigration Reform</u>	<u>Sustainable Practices and Technologies</u>	<u>Wastewater Management Issues for Wineries</u>	<u>Access to Capital - Financing the Farm</u>	
12:30-2:00	Lunch on Trade Show Floor				
2:00-5:30	Trade Show & Exhibitor Seminars 4:30 PM Wine “Trails” Reception - Trade Show Floor				
6:30	Unity Banquet Reception - Clarion Hotel				
7:00	Unity Banquet - Clarion Hotel				

	Friday, February 9				
8:00					Trade Show
8:30-10:30	Plenary Session <u>Challenges and Opportunities in the Juice Grape Market</u>				
10:30-11:00	Break				
11:00-12:30	Breakout 1	Breakout 2	Breakout 3	Breakout 4	
	<u>Five Factors for Success in Growing Bulk Juice Varieties</u>	<u>Trunk and Viral Pathogens - The "Other" Disease</u>	<u>Enology and Viticulture: Crop Stress & Aromatic White Varieties</u>	<u>Farm Business Management: How to Prosper in Today's Agriculture Market</u>	
12:30-2:00	Lunch on Trade Show Floor				
2:00-3:30	Breakout 1	Breakout 2	Breakout 3	Breakout 4	
	<u>Soil and Roots - Managing What's Going on Underground</u>	<u>New Vineyard Technologies I</u>	<u>Regional Identity & Signature Varieties 1</u>	<u>Marketing the Health Effects of Fruit & Juice Products</u>	
3:30-4:00	Break - Ice Cream Social on Trade Show Floor				
4:00-5:30	Breakout 1	Breakout 2	Breakout 3	Breakout 4	
	<u>Pest & Disease Management</u>	<u>New Vineyard Technologies II</u>	<u>Regional Identity & Signature Varieties II</u>	<u>Alternative Uses & Products for Concord & Niagara Grapes</u>	

Full Program

Viticulture 2007

And

The 36th Annual New York Wine Industry Workshop

Viticulture 2007 is an intensive, three-day conference and trade show for grape growers, wineries, grape juice manufacturers, wine marketers and others in the Northeast, Midwest and beyond. It will take place on February 7-9 in Rochester, New York, with over 1,000 people expected to attend, providing a unique opportunity for industry networking.

Each program day will start out with a joint plenary session, followed by breakout sessions with a variety of topics for different audiences.

Wednesday February 7

8:30AM– 10:30 AM **Plenary Session I**

The Big Picture: Past, present and future—trends in the global grape, grape juice and wine supply, and what they mean to you

Grapes, grape juice and wine are global commodities subject to intense international competition, cycles of worldwide 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 state of Viticulture 2007 with presentations on the economic impact of the American grape and wine industries; the latest trends among wine consumers; perspectives from the world’s largest wine and grape juice companies; and the most recent research on the health effects of wine consumption.

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

- Barbara Insel, Managing Director, MKF Research, St. Helena, CA
- John Gillespie, President, Wine Market Council
- Jose Fernandez, CEO and President Constellation Wines U.S., Canandaigua, NY
- Brent Roggie, General Manager, National Grape Cooperative
- Dr. Curtis Ellison, Professor of Medicine & Public Health, Boston University Medical Center, Founder and Director, Institute of Lifestyle & Health

11:00 AM -12:30 PM **Plenary Session II**

Farming for Flavor – Keynote Viticulture and Enology Session

Grapes we grow are made into products consumers value because of their unique flavors. These flavors drive sales, and ‘regional identity’ based on flavors can be a powerful marketing tool. Opportunities to target desired flavors and quality start in the vineyard and continue in the winery. In this session, we’ll use the examples of Sauvignon Blanc in New Zealand and Pinot noir in Oregon to examine how producers target regional flavors to produce internationally recognized wines.

Moderator: Dr. Tim Martinson, Statewide Viticulture Extension Associate, Cornell Cooperative Extension

Farming for Flavors: Flavor Chemistry and Perception of Varietal Character in Wines

- Dr. Terry Acree, NYS Agricultural Experiment Station, Cornell University, Geneva NY

Serendipitous Savvy, or How New Zealand Sauvignon blanc became an international wine style and built a robust export industry

- Dr. Glen Creasy, Senior Lecturer in Viticulture, Lincoln University, New Zealand

From Vine to Wine: Creating and identifying flavors that create regional identity

- Steve Price, ETS Laboratories, St Helena, California

12:30 PM – 2:00 PM Lunch- Regional flavors of Sauvignon blanc and Riesling

2:00 PM – 3:30 PM Breakout Sessions

Breakout 1

Vines in the North Country: Cold climate viticulture

Interest in producing grapes in northern New York, New England, and other non-traditional areas is burgeoning, now that cold-hardy wine varieties are available. Growing and vinifying them successfully will require special management techniques, both in the vineyard and winery. This session will focus on the 'Minnesota varieties', their management and vinification techniques used to make marketable commercial wines in the North Country.

Moderator: Kevin Iungerman, Lake Champlain Fruit Program, Cornell Cooperative Extension

Cold-climate varieties and their management

- Dr. Peter Hemstad, Dept. of Horticultural Sciences, University of Minnesota, St. Paul, MN

Winemaking challenges and techniques

- Dr. Anna Katharine Mansfield, Dept. of Horticultural Sciences, Univ. Minnesota, St. Paul, MN

Building a business with cold climate varieties

- Hans Christian Jost, Jost Vineyards, Nova Scotia

Breakout 2

Managing for Flavors From Vines to Wines I

'Managing for flavor' involves using control points in the vineyard and winery to reduce variability, enhance desired flavors, and minimize undesirable flavors. In these two 'In the Vineyard' sessions, speakers will focus on reducing vineyard variability, managing grapes from veraison to harvest, and relating vineyard practice to wine flavor development. We'll continue with a discussion of balancing optimal harvest decisions with the realities of a variable, cool climate in a panel with local participants and our international speakers.

Understanding and managing variability in the vineyard to achieve desired flavor outcomes

- Dr. Rob Bramley, Principal Research Scientist, CSIRO Sustainable Ecosystems, Adelaide, Australia

Veraison to Harvest: Practices that enhance desired flavors

- Dr. Glen Creasy, Senior Lecturer in Viticulture, Lincoln University, New Zealand

Connecting vineyard practice with wine flavor characteristics

- Steve Price, ETS Laboratories, St Helena, California

(continued in later session)

Breakout 3

Do's and Don'ts—What's legal and not in the wine business

The ABC (Alcohol Beverage Control) law is not 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.

Panel Discussion: Making sense of the maze of laws and regulations from farm to table

- Joshua Toas, CEO, New York State Liquor Authority, Albany, NY
- Perky Ramroth, Tax and Trade Bureau, San Francisco, CA
- Charles Cramton, Legal Counsel, NYWGF

4:00 PM – 5:30 PM Breakout Sessions

Breakout 1

Managing and Avoiding Winter Injury

Managing winter injury is a top concern for vineyard managers and growers in the Northeast and Midwest. This session will highlight a new grower-friendly publication to help growers understand and manage winter injury, extensive research in Canada's Niagara Peninsula on the use of wind machines, and results of recent research on cane and vine burial conducted in the Finger Lakes.

Burying Canes in the Finger Lakes: What happened to the buds, how it affected vine performance, and what it cost.

- Dr. Martin Goffinet, Department of Horticultural Sciences, Cornell, Geneva, NY

Canada's experience with wind machines for winter injury protection

- Ken Slingerland, Ontario Ministry of Agriculture, Food and Rural Affairs, Vineland Station, ONT
- Kevin Ker, Brock University, St. Catharines, ONT

Breakout 2

(continued from previous session)

Managing for Flavors from Vine to Wine II

Modification of wine aroma by microorganisms

- Dr. Ramón Mira de Orduña, Dept. Food Science and Technology, Cornell University, Geneva, NY

What are methoxypyrazines and why should growers and winemakers care

- Dr. Gavin Sacks, Dept. Food Science and Technology, Cornell University, Geneva, NY

Managing for flavors: Examples from the real world (Panel Discussion)

- Derek Wilbur, Winemaker, White Springs Winery
- Dave Breeden, Winemaker, Sheldrake Point Vineyards
- Dave Wiemann, Vineyardist, Sheldrake Point Vineyards
- Jeff Morris, Vineyardist, Glenora Farms

Breakout 3

The Business Climate—Albany and Washington outlook

In many ways the business climate is just as important as the outside climate in determining the future of our industry, and Albany and Washington are the epicenters of that. This breakout seminar will examine issues and outlooks in those capitals.

Panel Discussion: Issues and outlooks affecting your business in Albany and Washington, and the total economic benefit that the grape brings to America

- Julie Suarez, Manager of Governmental Relations, New York Farm Bureau
- Bill Nelson, President, WineAmerica, Washington, DC
- Jim Finkle, Senior Vice President for External Affairs, Constellation Brands; President, International Federation of Wine and Spirits

5:30 PM -7:00 PM New York Wine & Cheese Reception at Clarion Hotel Sponsored by Farm Credit

Thursday February 8

8:30AM– 10:30 AM

Plenary Session

Sustainable Viticulture: What it means, why it's important, and how it works

Sustainable viticulture programs have been adopted in California, Oregon, and Washington. A new program is underway in New York. This session will detail how these programs have worked from both a participating grower's perspective and industry leaders, and what is envisioned for the local effort.

Moderator: Dr. Tim Martinson, Statewide Viticulture Extension Associate, Cornell Cooperative Extension

The California Code of Sustainable Winegrowing Practices: How it's changed the California industry

- Karen Ross, President, California Association of Winegrape Growers

How the Lodi-Woodbridge Program Has Benefited My Vineyard Operation: A grower's perspective

- Bruce Fry, Mohr Fry Vineyard, Lodi, CA

New York's sustainable viticulture program

- Jamie Hawk, Sustainable Viticulture Community Educator, Cornell Cooperative Extension, Finger Lakes Grape Program

Cooperatives and Conservation: Do Consumers Care?

- Jean-Marie Peltier, President, National Council of Farmer Cooperatives

From a Steuben Co. NY Dairy Farm to an Organic Winery in Napa: Building a sustainable business from the ground up

- John Williams, Frogs Leap Winery, Rutherford, CA

11:00 AM -12:30 PM Breakout Sessions

Breakout 1

Immigration/Labor Outlook: Update on immigration reform

Adequate, reliable labor is vital for vineyardists and wineries, and has become a hot topic in Washington and state capitols. This session features several experts close to the action who will share the latest developments and outlook in this crucial area.

Moderator: Jim Bedient, President, New York Winegrape Growers

Panel Discussion: Migrants in New York and legislative updates

- Mary Jo Dudley, Director, Cornell Migrant Program

- Bill Nelson, President, WineAmerica
- Karen Ross, President, California Association of Winegrape Growers
- Julie Suarez, Manager of Governmental Relations, New York Farm Bureau

Breakout 2

Sustainable technologies and practices

How Frogs' Leap Works - Specifics of grape growing, winemaking, and energy-saving technologies we use to make and sell wine.

- John Williams, Frogs Leap Winery, Rutherford, CA

*Introducing our new extension bulletin: Managing grapevines for winter injury
Protecting fruiting potential by burying canes in Michigan: Research Results*

- Tom Zabadal, Professor, SW Michigan Research & Extension Center, Michigan State University

Breakout 3

Wastewater Management Issues for Wineries

State regulators from the New York Department of Environmental Conservation (DEC) are starting to focus on how wineries manage their production and tasting room wastewater. This session will address emerging regulation issues for small wineries across New York.

Moderator: John Martini, Owner, Anthony Road Wine Company

Winery wastewater issues and potential solutions

- Chris Gerling, Dept. of Food Science and Technology, Cornell University, Geneva, NY

SPDES permits and regulation for wastewater discharges from food processing operations

- Dave Kiser, Environmental Program Specialist, Division of solid and hazardous materials, Region 8 NYSDEC, Avon

Land Application of wastes under 'Part 360' Regulations

- John Thompson, Environmental Program Specialist, Division of solid and hazardous materials, Region 8 NYSDEC, Avon

Question and Answer Session

Breakout 4

Access to Capital — Financing the farm

This breakout session will focus on one of the most difficult and crucial areas facing the grape and wine industry, with a panel discussion to encourage better understanding and dialogue among all parties.

- Mike Gerber, Farm Credit of Western New York
- Barbara Insel, Managing Director, MKF Research, Napa Valley
- Lee Beaulac, Sr. Vice President Community & Economic Development Rural Opportunities, Inc.

12:30 PM – 2:00 PM Lunch

**2:00 PM – 5:30 PM Exhibitor Seminars and Trade Show
(Featuring Winemaking and Vineyard Management Topics)**

4:30 PM -5:30 PM Wine Reception on Trade Show Floor

6:30 PM- 7:00 PM Unity Banquet Reception at Clarion Hotel

7:00 PM Unity Banquet at Clarion Hotel

Friday February 9

8:30AM– 10:30 AM

Plenary Session

Challenges and Opportunities in the Juice Grape Market

While the wine industries in New York, Pennsylvania, and other Eastern/Midwestern states are experiencing strong growth, the largest portion of the grape industry in this region, the Concord and Niagara juice grape industry, is struggling to maintain its place in the market as grape juice becomes more and more of a global commodity. The plenary session on Friday, February 9th, along with several of the breakout sessions that day, will be geared towards the region's Concord and Niagara growers in order to provide them with relevant and timely information about the current status of the global juice market, and some ideas about how the industry and individual growers can adapt to the changes that are occurring.

Moderator: Randy Graham, President, National Grape Cooperative

Foreign Juice Imports: Fact vs. Fiction - what's really up with juice coming here from China, Brazil, and Argentina

- Greg McGill, Broker, Joseph W. Ciatti company, California

How the apple industry is dealing with globalization pressures

- Jim Cranney, Vice President, US Apple Association

Change is a terrible thing to waste

- Jeff Berkuwicz, Community Solutions, Inc., Ithaca, NY

11:00 AM -12:30 PM Breakout Sessions

Breakout 1

Five Factors For Success in Growing Bulk Juice Varieties

Whether it's Concords for the juice market, or hybrids for a large wine producer, growers of bulk juice varieties need to balance high productivity with good quality in the fruit that they deliver to market. This session will try to boil everything down to the top five most important management practices and techniques for achieving that balance, and succeeding in the bulk juice market. The top five factors will be presented from both a researcher's perspective and from a panel of growers. These perspectives will then be followed up by a comparison of the costs associated with 'traditional' and 'modern' grape farming practices.

The Top Five from a researcher's prospective

- Dr. Terry Bates, Dept. of Horticultural Sciences, Cornell University, Fredonia, NY

The Top Five from growers' perspectives

- (Grower Panel)

Cost comparisons of "traditional" and "modern" farm practices

- Barry Shaffer, Cornell Cooperative Extension, Lake Erie Regional Grape Program, Fredonia, NY

Breakout 2

Trunk and Viral Pathogens – The ‘other’ diseases

Managing foliar and fruit diseases is a major part of any grape grower’s job. Trunk and viral diseases are not ‘everyday’ concerns, but may have greater long-term effects on your vineyard’s health. This session will answer your questions about trunk pathogens such as young vine decline, sometimes called ‘Black Goo’ and the emergence of leafroll virus as a concern in several varieties in the Finger Lakes.

Moderator: Dr. Wayne Wilcox, Dept. of Plant Pathology, Cornell University

Biology and management of Eutypa, Petri Disease, Young Vine Decline and other trunk pathogens.

- Dr. Doug Gubler, Professor, Dept. of Plant Pathology, UC Davis

Survey of trunk pathogens in Pennsylvania

- Dr. Elwin Stewart, Professor, Dept. of Plant Pathology, Penn State University

Results of leafroll virus survey in the Finger Lakes

- Dr. Marc Fuchs, Dept. of Plant Pathology, Cornell University, Geneva, NY

Breakout 3

Enology and Viticulture: Crop stress and aromatic white varieties

Unlike red wine varieties, which perform well with controlled water stress, aromatic white varieties have less tolerance for water or crop stress. This session will explore the connection between water and crop stressors and wine quality of aromatic white varieties, from hybrids to Riesling.

Effects of water and crop stress on vine function and crop maturity

- Dr. Alan Lakso, Professor, Dept. of Horticultural Sciences, Cornell University, Geneva, NY

Atypical Aging (ATA) and wine quality

- Chris Gerling, Dept Food Science and Technology, Cornell University, Geneva, NY
- Dr. Tim Martinson, Grape Specialist, Finger Lakes Grape Program, Cornell Cooperative Extension

Vineyard management to enhance flavor quality of aromatic white varieties

- Dr. Andy Reynolds, Brock University, St. Catharines, ONT

Breakout 4

Farm Business Management: How to prosper in today’s agricultural market

If the opportunity to change really is a terrible thing to waste, then what do you do about it? Where are the changes happening in your industry and in your business, and what opportunities can they present? This follow-up workshop to this morning’s talk will help you to think creatively about ways to take advantage of the changes that you see around you, and how you can take new and creative ideas and bring them to life for the betterment of your farm.

Interactive Seminar and Brainstorming Session

- Jeff Berkuwicz, Community Solutions, Inc. Ithaca, NY

12:30 PM – 2:00 PM Lunch

2:00 PM – 3:30 PM Breakout Sessions

Breakout 1

Soil and Roots – Managing what’s going on underground

While much of viticulture is focused above ground, what goes on below the soil line can have a major impact on the overall health and productivity of a vineyard. The speakers in this session will discuss the biological needs and functions of roots, the importance of different soil properties to optimize root growth and function, and some ways that growers can manage those properties to their benefit.

Root biology basics

- Dr. Alan Lakso, Dept. of Horticultural Science, NYSAES, Cornell University, Geneva, NY

The role of soil’s physical properties on plant health and productivity

- Dr. Harold van Es, Dept. of Crop and Soil Sciences, Cornell University, Ithaca, NY

Installing drainage in existing vineyards

- Kevin Ker, Brock University, St. Catharines, ONT

Breakout 2

New Vineyard Technologies I

While “tried and true” equipment and practices are always valuable, growers need to keep up on new technological innovations that can help to improve the quality of their crop and improve the bottom line. These two sessions will give growers a chance to hear about practices and technologies that can be used in the vineyard now or that are coming down the road in the future.

Getting started with precision viticulture

- Dr. Rob Bramley, Principal Research Scientist, CSIRO Sustainable Ecosystems

Reflective Mulches For Hastening Ripening: Two studies

- Dr. Justine Vanden Heuvel, Dept. of Horticultural Sciences, Cornell University, Geneva, NY
- Dr. Ian Merwin, Dept. of Horticulture, Cornell University, Ithaca, NY

Breakout 3

Regional Identity and Signature Varieties

What are the regional characteristics that make our wines special and marketable? What are the flavors that contribute to their marketability? In these sessions industry participants will taste and discuss what regional flavors make these varieties special, and how to capitalize on the strengths they exhibit to expand markets for regional wines.

Tasting and Panel Discussion: Riesling, Merlot , Cabernet Franc

Riesling

- Peter Bell, Winemaker, Fox Run Vineyards
- Bob Madill, Winegrower/General Manager, Sheldrake Point Vineyards
- Dave Whiting, Winemaker/President, Red Newt Vineyards

Merlot

- Trent Preszler, Chief Operating Officer, Bedell Cellars
- Russel Hearn, Managing Partner, Premium Wine Group and Winemaker, Pellegrini Vineyards

Cabernet Franc

- Steve DiFrancesco, Winemaker, Glenora Wine Cellars
- Pete Saltonstall, Owner/Winemaker, King Ferry Winery
- Morton Hallgren, Winemaker/Owner, Ravines Wine Cellars

(continued in final session)

Breakout 4

Marketing the Health Effects of Fruit and Juice Products

Grapes and grape juice, like wine, are good for your health, and unlike for wine, the producers can actually say so legally. This session explains some of those health benefits, and how that information is being used to promote the products.

Why grapes and grape products are healthy

- Dr. Jim Joseph, Lead Scientist, Neuroscience Laboratory HNRC on Aging, Tufts University, Boston, MA

How are the health effects of fruit juice being marketed

- Pam Gardner, Senior Product Manager, Health & Nutrition, Welch's, Concord, MA
- Jim Cranney, Vice President, US Apple Association
- Jim Trezise, President New York Wine & Grape Foundation

4:00 PM – 5:30 PM Breakout Sessions

Breakout 1

Pest and Disease Management

This session will first focus on alternative practices and pesticides used for weed and disease management. Then Wayne Wilcox and Dr. Doug Gubler, two of the world's powdery mildew experts, will compare approaches used in the Northeast and California for management of this key disease.

Alternatives to chemical weed management

- Alice Wise, CCE Suffolk County, Long Island Horticultural Research Center, Riverhead, NY

Alternative treatments of certain grape diseases

- Wayne Wilcox, Professor of Plant Pathology, Cornell University
- Dr. Doug Gubler, Professor, Dept. of Plant Pathology, UC Davis

Powdery mildew management in California and New York

- Dr. Doug Gubler, Professor, Dept. of Plant Pathology, UC Davis
- Wayne Wilcox, Professor of Plant Pathology, Cornell University

Breakout 2

New Vineyard Technologies: Part II

While "tried and true" equipment and practices are always valuable, growers need to keep up on new technological innovations that can help to improve the quality of their crop and improve the bottom line. These two sessions will give growers a chance to hear about practices and technologies that can be used in the vineyard now or that are coming down the road in the future.

Requirements and basic design of an irrigation/fertigation system

- Larry Goehring, Dept. of Applied and Biological Engineering, Cornell University, Geneva, NY

International advances in pesticide application technology

- Andrew Landers, Application Technology Specialist, NYS Agricultural Experiment Station Cornell University, Geneva, NY

Results of Bird Netting Trials in 2006 on Long Island

- Alice Wise, CCE Suffolk County, Long Island Horticultural. Research Center, Riverhead, NY

Breakout 3

Regional Identity and Signature Varieties

What are the regional characteristics that make our wines special and marketable? What are the flavors that contribute to their marketability? In these sessions industry participants will taste and discuss what regional flavors make these varieties special, and how to capitalize on the strengths they exhibit to expand markets for regional wines.

Tasting and Panel Discussion: Cayuga White, Vignoles, Noiret (NY73.0136.17), Corot noir (NY70.0809.10)

Cayuga White

- Jim Zimar, Winemaker/Vineyard Manager, Prejean Winery
- Morton Hallgren, Winemaker/Owner, Ravines Wine Cellars
- Brent Eva, Winemaker, Hosmer Winery

Vignoles

- Vinnie Aliperti, Winemaker, Atwater Estates Vineyards
- Bob Green, Winemaker, Arrowhead Vineyards, North East, PA
- Johannes Reinhardt, Winemaker, Anthony Road Wine Company

Noiret/Corot Noir

- Derek Wilber, Winemaker, White Springs Winery
- Sayre Fulkerson, Winemaker/Owner, Fulkerson Winery
- Chris Kane, Winemaker, Presque Isle Wine Cellars, North East, PA

Breakout 4

Alternative Uses and Products for Concord and Niagara Grapes

New uses, processes, and products for Niagara and Concord may provide alternate markets for these traditional Labrusca varieties. This session features a look at several possibilities for new and alternate uses of these important varieties.

Arbor Hill Grapery products

- John Brahm, Arbor Hill Grapery Products, Naples, NY

Malolactic fermentation of concord wine decreases hybrid needs

- Jeff Murphy, Johnson Estate Winery/Willow Creek Winery, Westfield, NY

Alternate grape juice formulations

- Dr. Olga Padilla-Zakour, Associate Professor of Food Processing, Director of the New York State Food Entrepreneurship, Dept Food Science and Technology, NYS Agricultural Experiment Station, Geneva, NY

(End of Program)



Viticulture 2007

and 36th Annual New York Wine Industry Workshop

Current Trade Show Exhibitor List - December 15, 2006

Vineyard and Winery Equipment, Supplies and Services

For updates please visit website:

www.viticulture2007.org

ADI Systems, Inc.
www.adisystems.com

AFTEK, Inc.
www.aftekfilters.com

BASF
www.basf.com/usa

Bayer CropScience
www.bayercropscience.com

BDI Machinery Sales Co.

Bedford Industries
www.bedfordind.com

Belle Terre Irrigation
www.dripsupply.com

Cerexagri-Nisso
www.cerexagri.com

Concord Nurseries Inc., / Foster Grapevines
www.concordnurseries.com
www.fostergrapevines.com

CorkTec
www.corktec.com

Diamonds Limousine
www.diamondslimo.com

Double A. Vineyards Inc.
www.doubleavineyards.com

ErtelAlsop
www.ertelalsop.com

Farm & Country Insurance

Farm Credit
www.farmcreditwny.com

www.AgChoice.com

www.FirstPioneer.com

FOSS North America
www.foss.dk

Green Hoe Co., Inc.
www.greenhoecompany.com

Growers Mineral Solutions

Gusmer Enterprises
www.gusmerenterprises.com

H & W Equipment
www.vineyardmachines.com

Hauser Packaging, Inc.
www.hauserpack.com

Immunization Program, NYS Dept. of Health
www.nyhealth.gov/prevention/immunization

Imprints 4 All
www.imprints4all.com

John Deere Co.
www.johndeere.com

Kepner Equipment

Label Gallery
www.labelgallery.net

Lakeview Harvester, Inc.
www.gregoireharvesters.com

Larry Romance & Son, Inc.
www.newholland.com/dealers/larryromanceandson/

Nachurs Alpine Solutions
www.nachurs-alpine.com

Orchard Valley Supply, Inc.
www.orchardvalleysupply.com

Oxbo International Corp
www.korvan.com

www.oxbocorp.com

Paige Equipment Sales & Service
www.paigeequipment.com

Panhandle Forest Products
www.panhandle.com

Plummer Supply, Inc.
www.accn.org/~plummer

Promens
www.bonarplastics.com

Raynox 2000, Inc.
www.raynox.com

Sabertooth - J. Wagner Construction

Saxco Canada Co.
www.saxcointl.com

Scholle Packaging
www.scholle.com

Shur Farms Frost Protection
www.shurfarms.com

The Southcott Agency, Inc.

Spec Trellising
www.spectrellising.com

Spider Graphics Corp.
www.spidergraphics.com

Stanpac Inc.
www.stanpacnet.com

Stavin Inc.
www.stavin.com

Thompson Ag
www.thompsonag.com

UAP Distribution
www.uap.com

USDA - NY Ag Statistics

Vacuum Barrier
www.vacuumbARRIER.com

Valent USA
www.valent.com

Vineyard & Winery Management
www.vwm-online.com

Vintage Nurseries
www.vintagenurseries.com

Waterloo Container Co.
www.waterloocontainer.com

Westfalia Separator, Inc.
www.wsus.com

Wine Packaging by Naylor
www.naylorwine.com

Registrant's Name (s)		Full Registration		One Day Registrant			Total per Person
First	Last	3 days all meals		Wednesday	Thursday	Friday	
		Early	Standard	Early / Std	Early / Std	Early / Std	
		\$ 220.00	\$ 260.00				
		\$ 195.00	\$ 235.00	\$ 100 / \$135	\$120 / \$150	\$50 / \$80	
		\$ 195.00	\$ 235.00	\$ 100 / \$135	\$120 / \$150	\$50 / \$80	
		\$ 195.00	\$ 235.00	\$ 100 / \$135	\$120 / \$150	\$50 / \$80	
<p style="text-align: right;">Total for Registrants A</p>							

Special Registrants – Trade Show Exhibitors and Guests who only wish to participate in the Trade Show, Spouse Program, and meals that they sign up for should register here. For lunch, please indicate the day(s) (W – Wed., T – Thursday, F – Friday) for which a meal is being ordered and enter the total for that meal under Sub-Total, then indicate the total for each person under the Total column on the far right.

First	Last	Wed Breakfast	Sub-Total	Lunch			Sub-Total	Events		Total per Person
				Wednesday	Thursday	Friday		Wednesday Reception	Thursday Unity Banquet	
		\$20		\$35	\$30	\$30		\$25	\$60	
		\$20		\$35	\$30	\$30		\$25	\$60	
		\$20		\$35	\$30	\$30		\$25	\$60	
		\$20		\$35	\$30	\$30		\$25	\$60	
Total Special Registrants B										

Student Registrants – Full Student Registration includes breakfast on Wednesday and lunch for three days, plus the Wednesday night “Streets of New York” reception and the Thursday night Unity Banquet (both of which will include wine and juice)

One Day Student Registration includes breakfast (Wed. only), lunches and the appropriate evening meal, if applicable.

Registrant's Name (s)		Full Student Registration		Student Registration		One Day Student Registration			One Day Student Registration Lunch Only (No evening meals/activities)			Total per Person
School attended	Current Level	See note above		Breakfast and Lunch only		See note above						
First	Last	Early	Std	Early	Std	Wednesday	Thursday	Friday	Wednesday	Thursday	Friday	
		\$ 95.00	\$ 125.00	\$ 55.00	\$ 85.00	\$ 30.00	\$ 45.00	\$ 20.00	\$ 10.00	\$ 10.00	\$ 10.00	
		\$ 95.00	\$ 125.00	\$ 55.00	\$ 85.00	\$ 30.00	\$ 45.00	\$ 20.00	\$ 10.00	\$ 10.00	\$ 10.00	
		\$ 95.00	\$ 125.00	\$ 55.00	\$ 85.00	\$ 30.00	\$ 45.00	\$ 20.00	\$ 10.00	\$ 10.00	\$ 10.00	
		\$ 95.00	\$ 125.00	\$ 55.00	\$ 85.00	\$ 30.00	\$ 45.00	\$ 20.00	\$ 10.00	\$ 10.00	\$ 10.00	
Total all students C												

Mail registration forms to New York Wine & Grape Foundation, 800 South Main Street, Canandaigua, NY 14424

Make checks payable to New York Wine & Grape Foundation for total registration amount _____ (A+B+C)

Forms postmarked after January 12, 2007, will not qualify for the Early Registration Discount.

Credit Card Authorization: I do hereby authorize the New York Wine & Grape Foundation to charge my credit card for _____(A+B+C) for meals and registration for Viticulture 2007.

Credit Card Type ___VISA ___Master Card Card No: _____Expiration date _____

Name on Card (please print) _____ Signature _____



Cornell University Cooperative Extension

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Newsletter No.12, December 15, 2006

FINGER LAKES VINEYARD NOTES

is published monthly by
Cornell Cooperative Extension
Finger Lakes Grape Program
Ontario, Schuyler, Seneca, Steuben, and Yates
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