

FINGER LAKES

Vineyard Notes

Newsletter #1

January 23, 2007

Cornell Cooperative Extension Finger Lakes Grape Program

In This Issue...

- Martinson on the Move
- Upcoming Events
- 2006 NY Grape Production Value

Dear Growers:

Late last year I was offered a new position at the college as Senior Extension Associate in Viticulture. My job is to serve as statewide viticulture extension coordinator and to develop an applied research program supporting 'profitability and sustainability' of the grape and wine industry in New York (see press release below). I have already started that job, and will be moving my office to Hedrick Hall in the Dept. of Horticultural Sciences at Geneva shortly.

The college and county extension directors (Ontario, Schuyler, Seneca, Steuben and Yates Cos.) will be recruiting a new person to fill my current position as Area Extension Educator for the Finger Lakes Grape Program. They expect to list the position soon and hope to have someone on board by mid-year (June or July).

During the transition, Bill Wilsey, Jamie Hawk, and Linda Baube will be keeping the program moving. Bill will put out the weekly e-mail update (with input from others), Jamie will assemble the Vineyard Notes newsletter, and Linda will be the contact for maintaining enrollment records and contacts. Please continue to call the office at 315-536-5134 for any inquiry, field visit request, or other items. If they can't find the answer,

they will follow up with others or me as appropriate. I'll be available at my e-mail (tem2@cornell.edu), cell phone 607-592-2616, and new office number 315-787-2448. Please feel free to call me as well.

I want to thank all the growers, winery owners, processor reps, and other industry people that have made my last 9 years with the Finger Lakes Grape Program very rewarding to me. I feel there is no better extension job in New York, and no better group of growers or industry people to work with. I truly appreciate all of those who have helped me over the years – literally too many to mention here. I believe that your curiosity, innovations, and willingness to work together with your neighbors are exceptional and a key to the enormous changes and improvements we have seen in the Finger Lakes.

Even though I am changing positions, I'll still be working in the area in a different capacity. I'll be working with individual growers and wineries on research projects, and will work closely with the industry – in the Finger Lakes as well as the other regions of New York. In addition, you will have more support available when my current position is refilled. I look forward to continuing to work and interact with you for the foreseeable future.

With Regards,

-TEM



TIM MARTINSON ASSUMES STATEWIDE LEADERSHIP FOR VITICULTURE AT CORNELL

*Tim Krakowiak
Communications Services
NYS Agricultural Experiment Station*

Timothy E. Martinson, who has directed the Finger Lakes Grape Program in Penn Yan for nearly a decade, will assume statewide responsibilities for coordination of viticulture extension programs in his new position as senior extension associate with Cornell Cooperative Extension (CCE).

“Dr. Martinson brings a wealth of viticulture knowledge and creativity in applied research and extension to the job,” said CCE director Helene Dillard. “I am confident the statewide viticulture extension program will flourish under Tim’s leadership, and provide countless benefits to the New York State grape industry.”

In his dual appointment with the horticulture departments on the Geneva and Ithaca campuses in Cornell’s College of Agriculture and Life Sciences (CALS), Martinson will further develop Cornell’s nationally prominent applied research programs in grape and wine production to support and improve the viability and competitiveness of those industries in New York.

“I want to focus on a few areas that have strong economic and environmental impacts for growers and wineries in New York,” said Martinson. “Growers spend an enormous amount of money and time protecting vines from winter injury. There is a need to improve practices and reduce costs in this area. We already have a statewide ‘Sustainable Viticulture’ project, and I think there is a great opportunity to take a closer look at practices for improving soil characteristics to produce better grapes with fewer fertilizer inputs.”

In his new position, Martinson also expects to develop a new statewide newsletter featuring researcher profiles, project descriptions, and innovative grower practices.

Martinson received his M.S. and his Ph.D. in entomology, from Cornell, in 1988 and 1990, respectively. He then worked as a research support specialist until 1996 in the grape entomology program at Cornell.



Martinson’s introduction to viticulture came during a five-year experiment at the Vineyard Research Lab in Fredonia when he was measuring the effects of grape leafhopper feeding on the yield of Concord grapes. “I came to realize how the effects of what happened one year carried over into the next, and that got me hooked on viticulture,” said Martinson. After analyzing yield, cluster and pruning weights, his resulting publication appeared in the American Journal of Enology and Viticulture, and was ultimately awarded “Viticulture Paper of the Year”

in 1997 by the American Society for Enology and Viticulture.

The wine and grape industries now have a \$3.3 billion impact on the New York State economy and there is a greater demand for coordination of statewide extension efforts. Cornell has expanded grape and wine outreach on Long Island and in the Hudson and Champlain valleys, created new enology and viticulture curricula for undergraduates, and plans to build a new research and extension laboratory facility in the Lake Erie region. Three new enology and viticulture faculty members have been hired, and a search is underway to fill the position recently vacated by Thomas Henick-Kling, who directed wine research and extension at Cornell since 1987. Following Martinson’s promotion, the Finger Lakes Grape Program will also seek a

new director.

“The transition of Tim Martinson to statewide responsibility represents a very positive step in Cornell’s commitment to the New York State wine industry,” said Chris Watkins, associate director of extension. “This is especially important at a time when additional resources at Cornell are being focused toward the industry, and faculty efforts are expanding in Geneva and Ithaca. The expertise and skills available at Cornell to help the industry continue to grow are world class, and I am certain that Tim will continue to enhance these efforts.”

UPCOMING EVENTS

February 7-9, 2007. Viticulture 2007 and the 36th Annual New York Wine Industry Workshop. Riverside Convention Center and Clarion Hotel. It’s not too late to register! There are already 450 registered for the three-day conference and Trade Show. Full registration includes meals, the Unity Banquet, receptions and trade show. Special student rates and one-day registration rates are also available. Complete program information and on-line registration (with credit card payment option) are available at www.viticulture2007.org. For questions or more information, contact the NY Wine and Grape Foundation at 585-394-3620.

February 12&13, 2007. 2007 Ohio Grape and Wine Conference. Shisler Conference Center, Ohio Agricultural Research and Development Center, Wooster, Ohio. Early registrations postmarked by February 2 for the discounted rates. Full or partial registration is available. For information or registration contact Hannah Roscoe-Metzger at 330-287-1424, roscoe-metzger.1@osu.edu or 330-287-7557 (fax). Website: <http://www.oardc.ohio-state.edu/grapeweb/events/ogwc.htm> The Conference will feature 4 general and 6 concurrent sessions covering a wide range of topics for grape growers, vintners, and wine makers. Along with technical sessions, a two-day Trade Show with both vineyard and winery equipment and services will be featured. Featured speakers will share their knowledge and experience in current topics in vi-

ticulture, enology, and marketing. Several panels of producers will share their experiences and ‘do’s and ‘don’t’s for a successful business.

February 21&22, 2007. Ontario Fruit and Vegetable Convention. Brock University, St. Catharines, Ontario. This is Canada’s premier horticultural event featuring 7 concurrent sessions, close to 150 exhibitors, 125 speakers from all over the world and over 1200 registrants. Our convention depends upon our sponsors, trade show and most importantly the speakers program. Our convention’s programs (Apples, Global Foods, Energy, Direct Farm Sales, Farmers Markets Ontario, Vegetables, Berries, Water, and Organics) are detailed on our website (www.ofvc.ca). Early registration (before February 14, 2007) includes two days of educational sessions, two all-you-can-eat lunches, a chance to win an evening for two in Toronto, and the evening reception – all for the price of \$95 (Canadian). Yes, this is not a misprint, \$95 (taxes included). For information contact Ken Slingerland, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), Box 8000, 4890 Victoria Ave. North, Vineland Station, Ontario, L0R 2E0, 905-562-1639, ken.slingerland@ontario.ca, or 905-562-5933 (fax).

VALUE OF NY FRUIT PRODUCTION INCREASES

Amanda Dawson

National Agricultural Statistics Service

The value of New York’s 2006 tree fruit and grape production totaled \$329 million, up 47 percent from the 2005 value, according to Stephen Ropel, Director of USDA’s National Agricultural Statistics Service, New York office. Grape production in New York decreased 13 percent from 2005 to 155,000 tons. Fresh grapes totaled 3,000 tons while 150,000 tons were crushed by wineries and processors. Grapes utilized for juice accounted for 68 percent of the total grapes processed with the remaining 32 percent going for wine. The value of the 2006 grape crop is estimated at \$37 million, 8 percent above the 2005 crop value. New York ranked third in grape production behind California and Washington. (Go to www.nass.usda.gov/ny for details.)



Cornell University
Cooperative Extension

The information, including any advice or recommendations, contained herein is based upon the research and experience of Cornell Cooperative Extension personnel. While this information constitutes the best judgement/opinion of such personnel at the time issued, neither Cornell Cooperative Extension nor any representative thereof makes any representation or warranty, express or implied, of any particular result or application of such information, or regarding any product. Users of any product are encouraged to read and follow product-labeling instructions and check with the manufacturer or supplier for updated information. Nothing contained in this information should be interpreted as an endorsement expressed or implied of any particular product.

Newsletter No.1
January 23, 2007

FINGER LAKES VINEYARD NOTES

is published monthly 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

Jamie Hawk

Sustainable Viticulture Educator
Finger Lakes Grape Program
315-536-5134
jdh73@cornell.edu

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

Helping You Put Knowledge to Work

Cornell Cooperative Extension provides equal program and employment opportunities. NYS College of Agriculture and Life Sciences, NYS College of Human Ecology, and NYS College of Veterinary Medicine at Cornell University, Cooperative Extension associations, county governing bodies, and U.S. Department of Agriculture, cooperating.