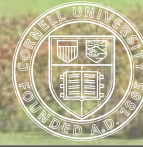


FINGER LAKES

Vineyard Notes



Cornell University
Cooperative Extension

Newsletter #1

January 19, 2011

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60th Annual Finger Lakes Grape Growers' Conference and Trade Show

*March 4-5, 2011
Holiday Inn – Waterloo, NY*

The Finger Lakes Grape Growers' Conference and Trade Show will take place on Friday, March 4 – Saturday, March 5, 2011 at the Holiday Inn in Waterloo, NY.

This year's program is once again filled with information that is intended to help growers improve productivity, quality and profitability in their vineyard operations, with topics covering everything from the latest viticulture research, to current market conditions and business issues, to pest management.

We are pleased that the new dean of the College of Ag & Life Sciences, Dr. Kathryn Boor, will be opening the program on Friday to discuss where the college stands and her vision for where it's headed. Another important focus for the program that day is the 'Varieties and Clones' session that begins after lunch. Presenters from Long Island and Northern New York will talk about their work with new varieties for those regions, along with updates on new varieties and clonal studies at Cornell. There will be a wine tasting associated with this session as well, for those who sign up ahead of time.

The program on Friday also features two sessions focusing on results from field trials by several different Cornell

researchers, including a presentation on consumers' willingness to pay a premium for viticultural practices that influence quality.

At the end of the day on Friday, we will once again be hosting a wine & cheese reception for everyone in attendance, along with the Women for New York Wine. It is a great opportunity to reconnect with colleagues, meet some new ones, and try a few wines that you haven't tried before. It is always an enjoyable way to end the first day of the conference, and we invite everyone to stay and join us.

Saturday's program will shift the conference's focus to some more business, marketing and pest management issues. Our featured speaker on Saturday will be Glenn Proctor with Ciatti Companies, which is a large international grape and wine broker. Glenn will offer some perspective on the global grape and wine market, and how large global trends can influence even a relatively small regional industry like ours. Jerry White will also present his latest outlook for the New York grape and wine market, along with the latest version of his bulletin on the costs of establishment and production for vinifera vineyards in the Finger Lakes.

We have applied for pesticide recertification credits to be available at the two pest management sessions that day. If you would like to receive them, please make sure to indicate this on your registration form and to include your certification number below your name. The Trade Show will also take place on Saturday, and we have made sure to leave ample time during the day to visit with the vendors who will be there.

The conference program and registration are included in this newsletter, and will also be available at the Grape Program's website, <http://fg.cce.cornell.edu>. Information on accommodations at the Holiday Inn are also available there.

We look forward to seeing you at the conference!

**60th Annual Finger Lakes Grape Growers Conference
and Trade Show**

*Friday, March 4 - Saturday, March 5, 2011
Holiday Inn - Waterloo, NY*



PROGRAM OVERVIEW

	Friday, March 4		Saturday, March 5			
7:30 AM	REGISTRATION		REGISTRATION		TRADE SHOW	7:30 AM
8:00 AM						8:00 AM
8:30 AM	The State of CALS & FLGP (8:45-10:00)		Grape and Wine Markets: Playing in a Big Sandbox			8:30 AM
9:00 AM						9:00 AM
9:30 AM						9:30 AM
10:00 AM	BREAK		BREAK			10:00 AM
10:30 AM	Viticulture Research		IPM Session #1			10:30 AM
11:00 AM						11:00 AM
11:30 AM						11:30 AM
12:00 PM	LUNCH (12:15-1:15 PM)		LUNCH/Trade Show			12:00 PM
12:30 PM						12:30 PM
1:00 PM	Varieties and Clones (1:15-3:15 PM)		IPM Session #2			1:00 PM
1:30 PM						1:30 PM
2:00 PM						2:00 PM
2:30 PM						2:30 PM
3:00 PM	BREAK (3:15-3:30 PM)		BREAK			3:00 PM
3:30 PM	Viticulture Research, Part II	Varieties & Clones Tasting	Bulk Varieties	Premium Varieties		3:30 PM
4:00 PM						4:00 PM
4:30 PM	Wine & Cheese Reception					4:30 PM
5:00 PM						5:00 PM
5:30 PM						5:30 PM
6:00 PM						6:00 PM
6:30 PM						6:30 PM
7:00 PM					7:00 PM	

60th Finger Lakes Grape Growers Conference
Program

Friday, March 4

Session 1: State of CALS & FLGP

As the former dean of the College of Agriculture and Life Sciences (CALS), Susan Henry expanded and strengthened CALS' commitment to the grape and wine industry in New York. Our new dean, Dr. Kathryn Boor, will be here to introduce herself to the Finger Lakes industry and discuss her vision for where the college is headed. There will also be an update from Hans Walter-Peterson on what the Finger Lakes Grape Program has been up to, and what the program will be working on in the coming year.

8:45 AM – *The State of CALS*. Dr. Kathryn Boor, Ronald P. Lynch Dean of the College of Agriculture and Life Sciences, Cornell University.

9:30 AM – *Update from the FLGP*. Hans Walter-Peterson, Finger Lakes Grape Program, Cornell Cooperative Extension.

10:00 AM BREAK

Session 2: Viticulture Research

This session will highlight some of the research being done by members of our Cornell faculty, primarily focusing on vine canopies and tools to measure and manage them, along with some recent findings regarding one the most important questions about any of these practices – do they make any difference to the consumers?

10:30 AM – *Canopy Management Practices for Riesling, and Consumers' Willingness to Pay for Them*. Dr. Justine Vanden Heuvel, Dept. of Horticulture, and Dr. Todd Schmit, Charles H. Dyson School of Applied Economics and Management, Cornell University.

11:15 AM - *Vineyard sensor technology to measure canopy and crop size*. Dr. Terry Bates, Dept. of Horticulture, Cornell Lake Erie Research & Extension Laboratory, Portland NY.

11:45 AM - *Impacts of subsurface drainage and irrigation on Riesling*. Dr. Ian Merwin, Dept. of Horticulture, Cornell University.

12:15 PM LUNCH

Session #3: Varieties and Clones

There are over 70 different grape varieties grown in the Finger Lakes region, but not all of them are necessarily the best match for our climate and the pest pressures that we have. Identifying varieties and clones that achieve the goals of winemakers and grape growers, including sustainability, profitability and improved quality, is in everyone's interest. We will hear from four different speakers about some of their work with new and/or upcoming varieties and clones that may be showing up more in the region's vineyards in the future.

1:15 PM – *Grape Varieties and Clones for Long Island*. Alice Wise, Cornell Cooperative Extension – Suffolk County, Riverhead NY.

1:45 PM – *Growing Cold Hardy Varieties in Northern NY*. Richard Lamoy, Hid-In-Pines Vineyard, Morrisonville NY.

2:15 PM – *Update from the Cornell Grape Breeding Program*. Dr. Bruce Reisch, Dept. of Horticulture, Cornell

University.

2:45 PM – *Influence of Clone and Site in Finger Lakes Rieslings*. Dr. Anna Katharine Mansfield, Dept. of Food Science and Technology, Cornell University.

3:15 BREAK

Session 4a: Viticulture Research, Part II

More research, more results, more information to help growers get the best and most out of their vineyards. Libby Tarleton has worked with Alice Wise for several years out on Long Island, where they have tested a number of bird netting systems. Justine Vanden Heuvel will present information from her work on vineyard practices for two of the most recent varieties released from Cornell, Noiret and Corot noir.

3:45 PM – *Effectiveness of Bird Netting Systems on Long Island*. Libby Tarleton, Cornell Cooperative Extension – Suffolk County, Riverhead NY.

4:15 PM – *Canopy and cropload management for Noiret and Corot noir*. Dr. Justine Vanden Heuvel, Dept. of Horticulture, Cornell University.

Session 4b: Varieties and Clones Tasting

Speakers from the *Varieties and Clones* session will pour wines that illustrate aspects of their talks. Due to the size of the room where the tasting will be held, seating for this session is limited to the first 40 people to sign up.

4:45 – 6:30 Wine & Cheese Reception

Hosted by Women for New York Wine

Saturday, March 5

Session 1: Grape & Wine Markets: Playing in a Big Sandbox

In the grand scheme of things, the Finger Lakes represents a very small piece of the national and global grape and wine market, and it can seem that big issues like the grape supply in Australia or changing buying habits in California have little impact here. The first two speakers in this session will talk about trends in the market and how they impact growers and wineries in New York and the Finger Lakes. Our final speaker will discuss how contracts might play a role in growers and wineries responses to market conditions, and when it might make sense to use them.

8:30 AM - *The Global Grape and Wine Market, and Why You Should Care*. Glenn Proctor, Ciatti Company, San Rafael, CA

9:15 AM - *Economic Outlook for New York Grapes and Wine*. Dr. Jerry White, Charles H. Dyson School of Applied Economics and Management, Cornell University.

9:30 AM - *The Ups, Downs, Ins, Outs and In-Betweens of Agricultural Contracts*. Jeff Fetter, Scolaro, Shulman, Cohen, Fetter & Burstein, P.C., Syracuse NY

10:00 – 10:30AM BREAK

Session 2: IPM Session #1

Three familiar faces will provide the latest information on insect and disease management in the vineyard. Andrew Landers will discuss his latest work on improving airflow and deposition with spayers, while Wayne

Wilcox and Greg Loeb will talk about results from field trials and updates on materials. NY pesticide recertification credits have been requested for this session.

10:30 AM - *The Answer is Blowing in the Wind: Airflow and traceability for precision spraying.* Dr. Andrew Landers, Dept. of Entomology, Cornell University

11:00 AM - *Insect Management Update for 2011.* Dr. Greg Loeb, Dept. of Entomology, Cornell University

11:30 AM - *Disease Management Update for 2011.* Dr. Wayne Wilcox, Dept. of Plant Pathology, Cornell University

12:00 – 1:30 PM LUNCH AND TRADE SHOW

Session 3: IPM Session #2

The second IPM session will include information about recent updates to a couple of tools developed by the IPM program, and even more importantly, what the future looks like for the IPM program after its state funding is eliminated at the end of March. We then turn our attention to grapevine leafroll virus, including a very important study on the economic impact of virus infection in vineyards, including recommendations for when to consider replanting vines or the entire vineyard. NY pesticide recertification credits have been requested for this session.

1:30 PM - *Updates to NEWA and TracGrape.* Dr. Juliet Carroll, NYS IPM Program

2:00 PM - *Economic Analysis of the Financial Impacts of Grape Leafroll Virus in the Finger Lakes.* Dr. Miguel Gomez, Charles H. Dyson School of Applied Economics and Management, Cornell University

2:30 PM - *Combating Grapevine Leafroll Virus in the Finger Lakes, and the Role of Virus-Free Nursery Stock.* Dr. Marc Fuchs, Dept. of Plant Pathology, Cornell University

3:00 PM BREAK

Session 4A: Bulk Varieties

3:30 PM - *Ten Commandments of Growing Bulk Grape Varieties.* Hans Walter-Peterson, Finger Lakes Grape Program, Cornell University

4:00 PM – *Financial Tools for Growers of Bulk Grape Varieties.* Kevin Martin, Lake Erie Regional Grape Program, Cornell Lake Erie Research and Extension Laboratory, Portland NY

Session 4B: Premium Varieties

3:30 PM - *Updated Bulletin on Establishment Costs of a Vinifera Vineyard in the Finger Lakes.* Dr. Jerry White, Charles H. Dyson School of Applied Management and Economics, Cornell University.

4:00 PM. *Can We Predict Yeast-Available Nitrogen Levels Before Harvest?* Dr. Tim Martinson, Dept. of Horticulture, Cornell University.

4:30 PM END

60th Annual Finger Lakes Grape Growers' Conference - March 4-5, 2011

Registration Form

Name/Organization/Farm/Affiliation: _____

Address _____

City _____ State _____ Zip _____

Phone: _____ Fax: _____ Email: _____

Have you subscribed to the Finger Lakes Grape Program for 2011? YES NO

Registration Fees

Finger Lakes Grape Program Subscribers

	Both Days	One Day
First Person	\$110	\$70
Each Additional Person	\$80	\$55

Non-Subscribers

	Both Days	One Day
First Person	\$150	\$100
Each Additional Person	\$150	\$100

Please check "yes" in the wine tasting column if you wish to register for the 'Clones & Varieties Tasting' session on Friday, March 4. This session is limited to the first 40 people to sign up.

Name and Pesticide Certification # <small>Credits only on Saturday</small>	March 4 Attendance	March 5 Attendance	Wine Tasting	Registration Fee Total
Name _____ Cert. # _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Name _____ Cert. # _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Name _____ Cert. # _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Name _____ Cert. # _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Name _____ Cert. # _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes \$ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____

All cancellations must be made prior to February 18th
to receive a refund. 315-536-5134

Please mail check and completed form to: Finger Lakes Grape Program,
417 Liberty St., Penn Yan, NY 14527

SUBTOTAL	\$ _____
LATE FEE please add \$25 after Feb. 18	\$ _____
TOTAL	\$ _____

The Finger Lakes Vineyard Mapping Project

*Michael Colizzi
Finger Lakes Grape Program*

Have you ever wondered how many growers in the Finger Lakes grow Noiret and how many acres it encompasses? Well thanks to the Finger Lakes vineyard-mapping project, we can give you a fairly accurate answer and provide you with a map of each location. Thanks to geographic information system technology, (or more simply GIS) we can pinpoint every location in the Finger Lakes where specific varieties are grown. GIS uses satellite-generated images and exact coordinates as the base for map building. It then allows the user to overlay or create any set of parameters they wish that correspond with the base map. Some of the major parameters we use for vineyard mapping include roads, bodies of water, zoning, tax parcels, and topographic contours. This program is quickly becoming the way of the future with the maps it is capable of generating.

As the Yates County Soil and Water Conservation District developed their farm conservation plans, they would outline large chunks of land depending on what agriculture commodity was grown. As computers advanced, however, it made more sense to map out individual vineyard blocks and record which variety the blocks are planted to. Roughly four years ago, Tim Martinson realized this would be a great way to start recording all of the vineyards in the Finger Lakes. Since these sites are a limited resource and differ from ideal row crop sites, he felt the best way to protect them was to first understand exactly what varieties are out there. Some of the motivation for this project also came out of pure curiosity to verify the NASS acreage

surveys, which turned out to be pretty accurate.

Since the start of the project we have found many uses for this database. We can use it in conjunction with the price survey and postings on the N.Y. Grape and Wine Classifieds to better understand trends in the Finger Lakes grape market. We can also quickly compare one sites soil properties and or microclimate to another's. This helps us to be more successful and efficient when developing our research projects or answering questions for growers. These maps can potentially be integrated with historical weather data to help predict frost or freeze pockets prior to planting, saving grower's time and money down the line. As we have seen in the past couple of years, these maps have proven to be very valuable and we are always looking for new uses for them. Having every vineyard in the Finger Lakes mapped is the goal of this project and the first step to making more exact statements and conclusions about the current state as well as the future of the industry.

Today, roughly 8,400 acres of vineyards have been mapped and there are still more to go. Keeping the maps up to date is not an easy task, so we need your help. If you have planted a new vineyard, taken out an old one, or just think we haven't mapped your vineyard yet please let us know. A great opportunity to do so would be at the Finger Lakes Grape Growers Conference and Trade Show in Waterloo. We will have printed maps of all of the vineyards in the Finger Lakes, so please stop by and help us keep on top of this ever-changing project. The more vineyards we have mapped, the more accurate we can be with the information we disseminate to growers and other researchers.



An example of a map generated by GIS software. With this software we can quickly pull up any vineyard block that matches the set of criteria we are looking for.

UPCOMING EVENTS

Pesticide Training and Recertification Classes

February 7, 14, 21, 28, 2011 7:00 - 9:30 PM
Cornell Cooperative Extension – Ontario County
480 North Main Street, Canandaigua, NY 14424

To receive registration material or for additional information, contact CCE of Ontario County at (585) 394-3977 ext. 436 or 427 or email nea8@cornell.edu or rw43@cornell.edu. The registration form is available online at www.cceontario.org

Lake Erie Regional Program Grape Growers' Conference

March 17, 2011
SUNY-Fredonia Campus, Fredonia NY

Visit <http://lergp.cce.cornell.edu> for more information.

40th NY Wine Industry Workshop

April 13-15, 2011
Geneva, NY

For further information, contact Chris Gerling at 315-787-2277 or cjg9@cornell.edu.



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Newsletter No. 1
January 19, 2011

FINGER LAKES VINEYARD NOTES

is published by
Cornell Cooperative Extension
Finger Lakes Grape Program
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