



STATION NEWS

New York State Agricultural Experiment Station, Geneva, New York

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March 3 - 17, 2006

BRIEFS

Cornell Gets Grant to Develop Better Sprayers

The Fountainhead Group, in New York Mills, wants to make better sprayers for homeowners to apply pesticides and herbicides to their lawns. So it turned to Cornell for help. Cornell researcher, Dr. Andrew Landers, with the help of a \$22,617 grant from the Metropolitan Development Association of Syracuse and Central New York, will work with the manufacturer to develop sprayers that more precisely control lawn applications.

Fountainhead says better sprayers will generate more sales, helping to create within 18 months up to 63 jobs at the company, which currently employs 250 people. "Without this help, the development cycle would be prolonged," said Mark Cushman, engineering project manager for Fountainhead. "No one wants to defer jobs."

Fountainhead's project was one of seven university-industry collaborations that will receive state grants designed to create jobs and link universities with central upstate companies. Fountainhead will contribute \$22,617 toward the research, matching the state money.

Wine and Culinary Center Discussion

A number of Station staff attended a brown bag lunch get together on February 28 to hear Alexa Gifford, new Executive Director, at the New York Wine and Culinary Center in Canandaigua and Holly Howell, Director of Education at the Center, discuss plans, progress and prospects for the much anticipated facility.

After the two talked about the various exhibits, activities and classes that the Center will ultimately offer, Station personnel

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Industry Lends Support to Enology and Viticulture Curriculum

Ever since a concentration in Viticulture and Enology became an option for undergraduates at Cornell two years ago, the grape and wine industry has become increasingly active in taking a role in their education.

"I think the students really enjoy, and get a great deal of insight from interacting with growers and winemakers," said Bob Pool, Professor of Viticulture emeritus, who taught the study of grape production for more than 20 years at Cornell, and developed

the elective into a more comprehensive year-long Horticulture 443/444 course, as part of the University's expanded curricula.

Filling in for Pool this past semester, Alan Lakso, Professor of Grape Physiology, couldn't agree more, adding, "The industry people have been great about allowing us to visit even during their busiest weekends in the fall."

From field trips through vineyards in the Finger Lakes region to panel discussions with winery owners, students are not simply taught the theoretical aspects of grape growing and wine making, but also have the opportunity to observe the practical application of these principles.

Lakso took the students on field trips to the following locations: Creasy Vineyards, Hunt Country Vineyards, Chateau Frank / Dr. Frank Vinifera Wine Cellars, King Ferry Winery, Sheldrake Point Vineyards, Shalestone Vineyards, Wagner Vineyards and Silver Thread Vineyards. Students also had the opportunity to interact with Dave Peterson of Swedish Hill and Mark Wagner of Lamoreaux Landing in an open forum setting.

"The class may have affected the way I'm trying to direct the course of my education and life," said Craig Austin, a student working on his Ph.D. in Plant Pathology. Austin is studying with Wayne Wilcox.

"Cornell graduates trained in enology and viticulture will provide a well-educated labor pool to help move this industry forward, either directly through their employment within it or indirectly in other positions involving public policy and/or shaping of opinions," said Wilcox.

Austin came to Cornell with an interest in fungal pathogens but was ecstatic when given



Rob Thomas owner of Shalestone Vineyards and Winery on Seneca Lake discusses his philosophy of grape growing and small boutique winery operation to members of the Horticulture 443 Vineyard Management course.

(Continued on page 2)



(BRIEFS, continued)

suggested some of the ways that we might contribute to this enterprise, including showcasing varieties developed here at the Station in exhibits and having faculty and staff teach classes.

"It seems as though the opportunities to work with people here at the Experiment Station are endless," Gifford said. "And I would certainly like think about to incorporating some of this expertise at the Center."

The New York Wine & Culinary Center, a gateway to New York State food, wine, and agriculture, will open in Summer 2006 at 800 South Main Street in Canandaigua, N.Y. Constellation Brands, Inc., Wegmans, Rochester Institute of Technology, and the New York Wine & Grape Foundation partnered to establish the not-for-profit organization, which will be housed in a new 19,475 square-foot facility. The Center will provide a positive and measurable impact on the region, with additional job growth in hospitality, agriculture, tourism, wine, food, health and nutrition.

"This is the kind of exciting initiative that makes the Finger Lakes a wonderful place to live and work," said Marc Smith. "The innovative work we do at the Station on food and wine matches the Wine and Culinary Center's goals perfectly. Aside from that, it'll just be great fun learning how to do this with them."

Learn How You Can Tap Cornell Students for Summer Internships

On Wednesday, March 8th from noon to 1:00pm, the next "Technology Farm Forum" will discuss Cornell University's Entrepreneurship and Personal Enterprise Program (EPE.) This program conducts an active summer internship program that provides businesses access to select juniors and first-year MBA students for internships.

Participating students come from any of the colleges at Cornell and therefore offer a broad range of valuable skills. Areas of expertise include marketing, economics, life sciences, hotel management and more. Each year, these paid internships provide students practical experience that helps prepare them as the next generation of Cornell business leaders, innovators, creators and entrepreneurs.

The EPE Program receives funding from the NYSTAR Center for Life Science Enterprise to help support internships in New York State. (Continued on page 3)

(VITICULTURE, continued)

the opportunity to make his own wine from differently aged Vignoles vines for the term paper portion of Horticulture 443/444. His favorite memory of the course was when he and his classmates visited the private tasting room at Dr. Frank Vinifera Wine Cellars, where they listened to Willy Frank share some of his experiences in the business.

"Our door is open at any time, and to anyone from the Geneva Experiment Station, and especially to a group of students preparing themselves for a career in our industry," said Frank. "Only when we work together towards a mutual goal of supporting the wine and grape industry of New York State will we succeed."

In addition to the participation with in-the-vineyard laboratories, the local grape and wine industry is offering to host students as summer interns to provide them with even more hands-on experience.

"Given that there is a shortage of trained personnel for vineyards and wineries in this region, the industry needs to play a role in helping to insure that we are going to have a future source of these individuals," said Dave Peterson.

T. Krakowiak

Arnot Forest Joins NY State Maple Weekend March 18 & 19, 2006

Saturday and Sunday 10 AM - 4 PM

- Old Fashion Pancake Breakfast, 8 -11 AM
- Learn How Maple Syrup Is Made
- Taste Real Maple Syrup in the Sugarhouse
- Take a Guided Tour from Sap Collection to Finished Product
- Pass Through Our Gift Shop & Purchase Pure NYS Maple Syrup

Cornell's Arnot Forest
611 County Road 13,
Van Etten, NY
Phone: 607-589-6076
arnot@cornell.edu



Reflections- Gardenscape 2006 March 16-19

March 16 & 18, 10 AM to 9 PM March 19, 10 AM -5 PM
Monroe County Fair & Expo Center, Henrietta, NY

Tickets: Advanced Sale - \$10 · At the Door: \$12 · Children 15 and Under FREE with parents

Seniors \$10 on Senior Day, Thursday, March 16

For further information on this event, please go to:

www.rochesterflowershow.com

Tickets are available by contacting Amy Andersen, Room A104, Department of Plant Pathology, Barton Lab. (ada10@cornell.edu or Ext. 2331) Please have exact amount or make your check payable to "Station Club" Advanced Sale Tickets are available now through March 14 ONLY.



NYAIC Is Phenomenal Networking Source, Says Onion Jelly Maker

When the demand for a food gift created in her Franjo Farms kitchen in Potter, NY, grew way beyond family and friends, Allison Sacheli needed help adapting her onion jelly recipe for commercial production. That help came from the NY Ag Innovation Center (NYAIC), an initiative of the farmer-driven New York Farm Viability Institute, Inc. designed to help New York's agricultural and green industry producers realize farm-level success. NYFVI projects help farms through projects to increase sales, improve business planning and production efficiencies, and increase consumer demand for NY farm products in local, national and global markets.

Dr. Olga Padilla-Zakour, a NY Ag Innovation Center food-processing specialist, offered a commercial canning course that was perfectly scheduled for Allison. "The timing of the course was serendipitous," she says. "I could not have done without it or the Ag Innovation Center consultants. There would not have been another, or a less expensive, way for me to set up the required processing protocol and to navigate the necessary licensing paperwork so easily."

"Dr. Padilla-Zakour and her team are the best clearinghouse for any information you may possibly need. The networking they facilitate is phenomenal. They can quickly tell you who to call to arrange the required commercial kitchen inspection and FDA (federal Food & Drug Administration) and New York State Ag and Markets licensing. The NY Ag Innovation Center consultants are always my first call," she says.

Allison began making onion jelly in 2000 using some of the 9.5 million pounds of onions the family grows at Franjo Farms as a Father's Day gift for her father-in-law Tony Sacheli. In light of the popularity of pepper jellies, Tony had been teasing Allison about making onion jelly. Allison packaged the gift using a label featuring family patriarch Luciano Sacheli who had started onion farming in Elba, NY, in the 1950s. The jelly soon found favor with family and friends who shared it with others, sparking local demand for the product.

Allison began selling Luciano Sacheli's Onion Jelly at the Canandaigua Farmers Market. Regional retailers asked to carry the product; customers asked for other flavors. Finger Lakes vacationers returned home and soon 35 of their hometown specialty shops across the U.S. called Allison for samples and shipments of her eight different products.

In addition to helping Allison develop an approved process for commercial food handling and packaging, the NYAIC consultants also helped her find a source for jars and labels that Allison designed with Sacheli family members' names and faces.

In the last year the Internet has drawn worldwide demand such that Allison, the mother of three young children, anticipates asking the NYAIC consultants for assistance in locating a co-packer, who will process and package under Alison's private label. NYAIC consultants are ready with a list of possibilities and tips on developing a co-packing relationship.

"Through the Ag Innovation Center, entrepreneurs like Allison have access to a variety of resources to assist them in the development of value-added farm products," says Dr. Padilla-Zakour. "We can provide assistance with regulatory compliance, evaluation of safety and quality issues, scaling up from kitchen to commercial production, process development, equipment, packaging and ingredients recommendations, and specialized training."

The value-added production assistance from NYAIC has helped Franjo Farms extend



A. Sacheli

(ONION JELLY, continued)

its selling season beyond the September to April timetable. Allison says, "Selling onion jellies year-round is an enterprise that allows the farm to produce a value-added income during the months we are not selling fresh or storage onions."

Kara Dunn

(BRIEFS, continued)

Companies with fewer than 100 employees that have been established for less than 10 years may be eligible for matching funding for a summer intern. If you would like to attend, please email Connie Rodriguez connier@thetechnologyfarm or call her at 781-0700. Bring along a lunch or snack, beverages are provided.

Bowling Results

The team with the highest score was The Sweepers - 2266.

Len Graves
Pat Graves
Jacob Potter
Bob Barkley

The female with the highest score was Pat Marsella Herrick - 247, second highest was Kristen Ondik - 214.

The male with the highest score was Matt Brooks - 266, second highest was Bob Barkley - 265.

Station Vehicles for Sale

K46063 - 1985 Dodge D150 Pick up, exterior color Green, mileage 85,035, Fair condition \$540.00

K46037 - 1987 GMC wide side pick up, exterior color Blue, mileage 92,047, Fair condition, \$525.00

K46054 - 1992 Plymouth Acclaim Sedan, exterior color Maroon, mileage 107,522, Fair condition, \$650.00

K46056 - 1993 Plymouth Acclaim Sedan, exterior color Blue, mileage 120,450, Fair condition, \$650.00

K47033 - 1967 Ford Chassis Cab, exterior color Blue, mileage 27,281, Fair condition, \$750.00

K47023 - 1977 Ford Chassis Cab, exterior color Green, mileage 81,315, Fair condition \$1,800.00

K49602 - 1999 Plymouth Breeze, exterior color Red, mileage 54,718, Excellent condition, \$3,200.00

Contact Al Fairbrother at x2304 or arf2 with questions

(Continued in next column)



CALENDAR of EVENTS
MARCH 3-17, 2006

MEETINGS

CHAIRS MEETING

Date: Tuesday, March 7 2006
Time: 9 AM
Place: Director's office

SEMINARS

ENTOMOLOGY

Date: Tuesday, March 7, 2006
Time: 10:30 AM, Coffee at 10:15 AM
Place: 310 Barton Lab
Speaker: Jennifer Thaler, Ithaca
Subject: Multitropic Interactions Mediated by Induced Plant Resistance

PLANT PATH

Date: Tuesday, March 7, 2006
Time: 3:30 PM, Coffee at 3 PM
Place: A-134 Barton Lab
Speaker: Rebecca Nelson, Ithaca
Subject: Quantitative Disease Resistance in Cereals

Date: Tuesday, March 14, 2006
Time: 3:30 PM, Coffee at 3 PM
Place: A-134 Barton Lab
Speaker: Alex Weir, SUNY ESF, Syracuse
Subject: Mycoparasite of the Invasive Asian Lady Beetle

FOOD SCIENCE

Date: Wednesday, March 8, 2006
Time: 11 AM
Place: FST Conference Room 251
Speaker: Lorenza Conterno, Geneva
Subject: Hygiene in the Winery: A Matter of Quality

LTC

Subject: PhotoShop Series, Part 4
Date: Tuesday, March 7, 2006
Time: 9 - 10 AM
Place: Jordan Hall Staff Room
Instructor: Jane Irwin

Subject: Open Lab
Date: Thursday, March 16, 2006
Time: 7:30 - 11:30 AM
Place: LTC
Facilitator: Jane Irwin

TAEKARDIO

Mon/Wed
12:00 - 1:00 PM
Jordan Hall Lounge
6wks/ \$25
Bring towel or exercise mat & wwater to drink
BEGINNERS WELCOME!

CLASSIFIEDS

FOR RENT: Mobil home lot. Quiet country park located on Rte. 336, MacDougall area on the way to Ithaca. References required. No pets. If interested in renting this lot please call x2255 or 315-789-0174 and leave a message

FOR SALE: 1994 S10 Blazer Tahoe LT, 4D, 4X4, two tone Blue /Gray, gray interior, 100,300 miles in excellent condition, one owner. 4 Door, auto transm, A/C, PS, PW, power seat, power mirrors, radio/cassette, alloys, wide tires, towing package, must see to appreciate. Asking \$4,975. Call 787-2285 if interested

FOR SALE: Aquarium 15 gal high, walnut trim, hood/light, heat pad, water dish, etc. \$50; Two End tables, cherry, solid wood w/ drawers, exceptional condition \$50; Sun-beam Toaster Oven and matching toaster (white color) \$20 set. Email hak3 or phone 539-8761

APT FOR RENT: Two-bedroom, furnished, ground-floor apartment on North Main Street is available for rent from February 3rd. Quiet surroundings. No pets and indoor smoking. No lease required. Call 789-7239 or e-mail kw22@cornell.edu

WANTED: A couple of old but usable office chairs (1 or 2) and a couple of lab stools for my woodshop. I'll be happy to pick them up. Please call Donna Boyce at x2492 or e-mail at dmb62

VACANCY ANNOUNCEMENT

Cornell Cooperative Extension

Agricultural Team Coordinator, Cornell Cooperative Extension of Oswego County (Mexico, NY) is looking for a full-time professional to provide leadership, supervisory skills, and vegetable educational programming for the organization's agriculture program. Masters degree plus two years related experience required. The successful candidate must have strong interpersonal skills. Competitive salary/benefits package and an opportunity to work with a dynamic, team-oriented organization. Additional information at <http://hosts.cce.cornell.edu/admin/careerops/pa383.htm>. Send letter of intent, resume, & transcript to Search Committee, Cornell Cooperative Extension of Oswego County, 3288 Main Street, Mexico, NY 13114 by March 31.

For questions, please contact Connie Kan at 607-255-0789 or ck236@cornell.edu.

SAVE THE DATE
Employee Meeting
April 11, 2006

SAVE THE DATE

BRING A CHILD TO WORK DAY
(Ages 8 to 16)
Thursday, April 27
- More details to come -

Join The Station WalkAmerica Team!

Begun in 1970, WalkAmerica is the first and best-loved walking event in the nation. WalkAmerica supports research and programs to help babies in your community and across the country get a healthy start.

Premature birth is the leading cause of newborn death and many lifelong disabilities.

Walk in honor of your own baby, a relative's or a friend's. Every year, half a million babies are born too soon. Some die; others face serious health problems like cerebral palsy, blindness and mental retardation. Walk for these babies and for the babies you love.

Please contact Kathy DeRosa if you would like to join the Station WalkAmerica Team. The walk will be held on Sunday, May 7, at the State Park. Call x2236, or e-mail, kad2, if you are interested or would like more information