


FINGER LAKES VINEYARD NOTES

Newsletter 1

January 30, 2002

 **Cooperative Extension**
Finger Lakes Grape Program

IN THIS ISSUE . . .

- Plans Set for Two-Day Workshop, Convention and Trade Show
- 2000 Winery Survey Shows Growth in The Finger Lakes
- Pesticide Applicator Certification and Recertification Training Courses
- Upcoming Events

PLANS SET FOR TWO-DAY WORKSHOP, CONVENTION AND TRADE SHOW

Timothy E. Martinson

By now everyone who receives this newsletter should have received a program and registration form for the **Retooling your vineyard for the 21st Century** workshop on February 22 and the **53rd Annual Finger Lakes Grape Growers Convention and Trade Show** that follows on Saturday, February 23.

The February 22nd Workshop and Convention on the 23rd are separate programs, for which you may register separately. One-day registration for either day is \$30. Registration for both days is \$50 – a \$10 discount. The deadline for pre-registration is **February 8**, after which a \$10 late fee will be assessed. Same-day registration will be \$40 for each day.

Why are we putting on a two-day convention? We are doing so because the Finger Lakes Grape Program grower advisory committee suggested there was a need for both the annual updates on

production, pest management and varieties that are the traditional program *and* a special session to look at issues surrounding planting decisions, particularly on cooler sites in the Finger Lakes. Rather than try to shoehorn all these important topics into one day, we decided to devote an entire day's program to the retooling topic. For those of you who haven't read the program yet, here are some highlights:

Retooling Your Vineyard for the 21st Century.

This workshop will feature extensive industry participation, along with a few presentations by research and extension personnel. Focus will be on the questions you need to ask yourself when considering new plantings or adjustments in your varietal mix. It is built around the following questions:

- What are the markets?
- How does a new planting fit into my financial picture?
- What varieties can I grow at my site?
- What preplant preparations are important?
- What do I need to consider in managing grapes for the small winery market?

If you want to hear processor's views on what's ahead for the region's premium wine market, what varieties may be suitable for cooler sites, a description of Canandaigua's own vineyard renewal project, and what's different about growing for the premium small-winery market than for the bulk wine and juice markets, this workshop is for you. If you need more reasons to attend, please see the following article on the recently completed 2000 New York winery survey. It may surprise you!

53rd Annual Convention and Trade Show. This program will include talks on disease and insect management, vineyard mechanization, vineyard establishment costs, spray technology, and a

comparison of grape harvester performance. My Extension colleague, **Alice Wise**, will be our outside speaker and will update you on New York's other major wine producing area – Long Island. Finally, **Dick Cahoon**, from the Cornell Research Foundation, will provide details on the proposed release and royalty plans for new hybrid varieties (GR-7, two numbered red varieties, and a muscat variety) coming out of Geneva's grape breeding program. As always, we will have the **Question Box**, where we will address your questions. We have allowed plenty of time to visit the **Trade Show**, featuring 42 commercial exhibitors. The meeting will close with the **Wine and Cheese Reception**, with donated wines poured by the **New York State Women for Wine**. Pesticide recertification credits will be offered for this program.

A complete program is posted on our web site, www.cce.cornell.edu/programs/finger-lakes-grape, or call our office at 315-536-5134 for more information.

See you at the Convention!

2000 WINERY SURVEY SHOWS GROWTH IN THE FINGER LAKES

Timothy E. Martinson

Results of the 2000 New York Winery Survey show substantial growth in wine production, winery visitors, and the average amount spent by winery visitors from 1997 to 2000. These results underscore the fact that agritourism is increasingly driving growth in the Finger Lakes grape industry.

The survey is the third in a series commissioned by the New York Wine and Grape Foundation and the New York Agricultural Statistics Service. Its purpose is to document the overall economic impact of the wine industry in New York. In this article, I will highlight some of the results I feel may be most interesting to grape growers.

Overall production. Statewide, 48 thousand tons of grapes, or a third of the 144,000-ton crop, were processed into wine in 2000. Wine production totaled 40.8 million gallons, a 29% increase from 1997. Of this total, wineries with commercial licenses produced 39.2 million gallons (96%) and wineries with a farm winery license produced 1.6 million gallons (4%) of the total. Of the 48,000 tons of grapes used in wine production, 39,259 tons were

purchased from 518 growers (some might be listed by more than one winery), while the remaining 9,000 tons were produced at winery-owned vineyards. Wineries own 3,312 acres of vineyard in NY, or 11% of total vineyard acreage.

Finger Lakes. Wineries purchased 31,600 tons of grapes from 362 growers (again, a number were counted at least twice) in the Finger Lakes in 2000. Finger Lakes wineries (including Canandaigua) own 2300 acres of grapes, about 22% of the total Finger Lakes acreage. Figures are not broken down into tons purchased by large wineries vs. small wineries, but as we shall see below, an estimated 5,700 tons were utilized by wineries associated with the Cayuga, Seneca, and Keuka wine trails.

Production by wine trail. Production at the three Finger Lakes wine trails combined rose from 645,000 gallons in 1995 to 713,000 gallons in 1997, and reached 978,000 gallons by 2000. **Figure 1** shows individual trends by wine trail, with the Long Island wine trail also included for comparison purposes. Wine volume in all trails has gone up by roughly 50% between 1995 and 2000. Long Island leads in volume, followed closely by Seneca Lake. Volume on the Cayuga trail is roughly half of that produced on Seneca Lake, while Keuka lake volume is about 2/3 of that produced on the Cayuga trail. Percentage wise, production (**Figure 2**) grew by 5-15% from 1995 to 1997 at the four trails, and 25% to 44% between 1997 and 2000! Keuka Lake wineries showed the largest percentage gain between 1997 and 2000.

Wine production by Wine Trail

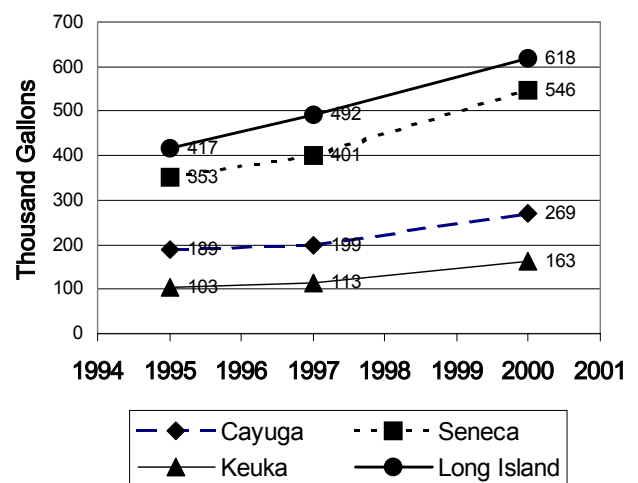


Figure 1. Trends in wine production from 1995 to 200 by Wine Trail

% Increase in Wine Volume

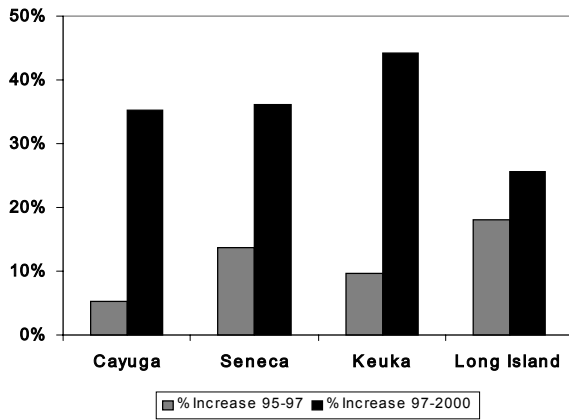


Figure 2. Percentage increase in wine volume by wine trail from 1995 to 2000.

Tonnage utilized by wine trail wineries. Total grape tonnage utilized by wine trail wineries was not reported, but I have estimated it in Table 1 by using the conversion factor of 170 gallons of wine per ton of grape. Estimated in this way, grape tonnage utilized by small wineries in the Finger Lakes grew from 3,700 tons in 1995 to roughly 5,700 tons in 2000.

Table 1. Tons of grapes used by small wineries in the Finger Lakes

Year	Cayuga	Seneca	Keuka	Total
1995	1112	2076	606	3794
1997	1171	2359	665	4194
2000	1582	3212	959	5753

Note: Calculated from wine volume assumes 170 gallons per ton.

Winery visits by wine trail. The number of winery visits (Table 2) jumped by 27% overall between 1995 and 1997, and by 29% between 1997 and 2000. The Finger Lakes wine trails attracted **1.3 million** winery visits in 2000, almost half of the 2.7 million visits statewide. Wineries not associated with the 3 wine trails attracted another 600,000 visitors, which probably includes Canandaigua lake wineries such as Widmers’ and Arbor Hill, among others.

Table 1. Tons of grapes used by small wineries in the Finger Lakes

Year	Thousands of Visitors				
	Cayuga	Seneca	Keuka	Fl Total	Long Island
1995	245	515	41	801	192
1997	284	658	79	1,021	466
2000	358	849	110	1,317	535
% Increase 95-97	16%	28%	93%	27%	143%
% Increase 97-2000	26%	29%	39%	29%	15%

Average sales per customer at tasting rooms. Statewide, average sales per customer were \$13.75 in 2000, up from \$11.95 in 1995. In 2000, Cayuga Lake wineries had the highest average sales per customer at \$20.30, followed by \$17.00 on Keuka lake and \$12.30 on the Seneca wine trail. Multiply those average sales by 1.3 million visits and you get total direct sales of \$18,000,000 by wine trail members in 2000. Overall, wineries sell about 70-80% of their production through direct sales, and 20-30% through distributors.

Its clear from these numbers that small winery production is playing a more significant role in grape markets in the Finger Lakes. Extrapolating just a bit, the total Finger Lakes grape crop is generally around 45,000 tons. The 5,700 tons utilized by the wine-trail wineries represent about 12% of the FL tonnage.

PESTICIDE APPLICATOR CERTIFICATION AND RECERTIFICATION TRAINING COURSES

Pesticide Applicator Training courses will be offered at several locations in the Finger Lakes. Each course entails four 2-hour sessions, followed by a 4-hour exam. Registration is \$75, including certification exam

Penn Yan February 21, 28, March 7, 14. 1:00 – 3:00 PM, Exam March 21, 1:00-5:00 PM. Presbyterian Church, 211 Main St, Penn Yan. Instructor Judson Reid, CCE Yates County For registration call 315-536-5123.

Romulus, February 1, 8, 15, and 22, 1-3:30 PM, Exam March 1, 1:00-5:00 PM. Romulus Fire Hall. Instructor Russ Welser, CCE Ontario Co. For registration call 716-394-3977, extension 31.

Canandaigua, March 18, 22, April 1, 5, 7:00 – 9:30 PM (Evening), Exam April 15, 7:00 – 11:00 PM. Romulus Fire Hall. Instructor Russ Welser, CCE Ontario Co. For registration call 716-394-3977, extension 31.

UPCOMING EVENTS

February 6, 2002. Tools to enhance agriculture in Schuyler County. Red Newt Cellars, Hector, NY. 9:30 AM – 3:30 PM. This meeting, sponsored by Cornell Cooperative Extension of Schuyler County, will feature presentations on cheese and dairy value-

added facilities, the Schuyler Co. comprehensive plan, property taxes, farm tax programs in NY, and the Farmland Protection Program in Schuyler Co. Register by calling 607-535-7161 or by email: schuyler@cornell.edu.

February 14-16, 2002. *VVA Annual Technical Conference.* The annual VVA technical conference will be held 14-16 February 2002 at the Omni Hotel in Charlottesville Virginia. The technical sessions will be conducted on 15 and 16 February. Speakers will include faculty from Virginia Tech, Penn State University, Cornell University, and Brock University in Ontario, as well as grape producers from Virginia and New York. Two principal topics are grapevine nutrition and canopy management with additional discussions on grape berry moth, Apogee growth regulator research, pathogen resistance to fungicides, and soil tiling for water drainage. Program details and a .pdf downloadable registration form are available at: www.ext.vt.edu/news/periodicals/viticulture/01noveemberdecember/01novemberdecember.html or contact Dr. Tony Wolf (vitis@vt.edu).

February 17-19, 2002. *Ohio Grape/Wine Short Course.* Wyndham Dublin Hotel, Dublin Ohio. For more information: 440-466-4417 or www.ohiowines.org

February 20-21, 2002. *Niagara Peninsula Fruit And Vegetable Association Conference and Trade Show.* Brock University, St. Catharines, ONT. Largest conference and trade show in the Northeast devoted to the business and production issues surrounding tender fruit, wine grape and juice grape production. Brock University, 500 Glenridge Ave., St. Catharines, Ontario L2S 3A1. Contact: Tom Greensides (905) 687-2033

February 22, 2002. *Retooling your Vineyard for the 21st Century.* 8:30- 4:15 PM.

February 23, 2002. *53rd Annual Finger Lakes Grape Growers Convention and Trade Show.* 8:00 AM to 5:00 PM. Both meetings to be held at the Waterloo Holiday Inn, Rte 5&20 and Rte 414, Waterloo, NY. Sponsored by the Finger Lakes Grape Program, Cornell Cooperative Extension. Deadline for Pre-registration is February 8. Call 315-536-5134 or visit www.cce.cornell.edu/programs/finger-lakes-grape for registration forms and program. See article in this newsletter for more information.

March 6, 2002. *Matching Leadership Styles With Employee and Job Needs: A workshop for farmers and their employees.* Participants attend one day only: Tuesday, March 5 or Wednesday, March 6, 2002 at the Extension Center in Canandaigua, NY. Program runs from 9:30 am to 3:30 pm. \$60 includes lunch. Contact: Julie Kikkert at 585-394-3977 ext. 34, jrk2@cornell.edu or Roberta Crill 315-539-9252, rlc32@cornell.edu. Pre-registration required by February 15th.

March 10-12, 2002. *2002 Wineries Unlimited.* Lancaster, PA. This will be the 26th annual trade show and seminar, organized by Vineyard and Winery Management. Call 800-535-5670 for more information or visit www.vwm-online.com

March 26, 2002. *Lake Erie Regional Grape Growers Convention.* Fredonia, NY Annual winter meeting of the Lake Erie Regional Grape Program. Note the change in date and location. Call 716-672-2191 for more information or visit <http://lenewa.netsync.net/public/lergphom.htm>

March 28, 2002. *Improving Communication in the Farm Business: A workshop for farmers and their employees.* Thursday, March 28, 2002 from 9:30 am until 3:30 pm at the Extension Center in Canandaigua, NY. \$40 includes lunch. Contact: Julie Kikkert at 585-394-3977 ext. 34, jrk2@cornell.edu or Roberta Crill 315-539-9252, rlc32@cornell.edu. Pre-registration required by March 18th.

April 3-5, 2002. *New York Wine Industry Workshop.* For more information, please contact the Enology Program at 315-787-2277 or th12@cornell.edu

April 12, 2002. *Winter Greenhouse Raspberry Production Demonstration Day.* 10:00 - 2:00 pm, Cornell researchers will be available to show interested persons their greenhouse raspberry production houses and answer questions about this new off-season opportunity. The raspberries are in the Kenneth Post Lab along Tower Road on the main campus. The event is free and open to all. Please call or email Max (607-255-5439, mw45@cornell.edu) if you have questions or need directions.



CORNELL Cooperative Extension

Finger Lakes Grape Program

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Newsletter No. 1 ✂ January 30, 2002

FINGER LAKES VINEYARD NOTES

is published monthly by
Cornell Cooperative Extension
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