

FINGER LAKES Vineyard Notes

Newsletter 1

January 19, 2006

In this Issue:

- *57th Annual Finger Lakes Grape Growers Convention and Trade Show*
- *Upcoming events*

TWO-DAY CONVENTION FOCUSES ON SOILS, WEEDS, NEW HYBRIDS, NEW GROWERS AND FARM FINANCIAL MANAGEMENT

Timothy E. Martinson

Last year's two-day convention was well attended on both days. Members of the Program's Grower Advisory Committee (a group of 13 growers representing all 5 counties and an at-large representative from Canandaigua Wine) decided that we should do it again. They provided a long list of topics that touch on current issues important to growers in this region, with enough topics to fill up 4 days of talks.

The result is the program described on the next seven pages. If the big theme for last year's meeting was how to cope with **winter injury**, a major theme for this convention might be how the **soil environment** and things we do to it affect vine management. The first session deals directly with soils, root growth, and nutrient cycling, while the following session takes a broader look at **weed control**, and some alternatives.

A second theme is **farm business planning**. A near-record Concord crop, along with an estimated nationwide excess Concord capacity of about 15% of current tonnage will put downward pressure on prices for the 25% of our acreage that is ConCORDS. How will this affect your business? Now is the time to use financial

planning to preserve assets and make informed decisions about your vineyard. Three sessions on Friday will address financial planning.

For those interested in planting vineyards, an all-day **New Grower Workshop** will cover all aspects of establishing new vineyards, including economics and markets, site selection, planting and early care, trellis and training systems, and selecting equipment for startup vineyards. A separate session will focus on **New Hybrid Releases**, to be named and released by Cornell's grape breeding program later this year. Commercial and research wines will be tasted, and growers, researchers and winemakers will discuss how these varieties grow and where they fit commercially.

Growers constantly come up with new techniques and equipment to carry out vineyard management tasks. The **grower innovation** session will highlight techniques and equipment for burying vines, retrofitting tiling in existing vineyards, replanting vines, and mechanizing vineyard tasks.

Two **TracGrape** training sessions will cover how to use this pesticide record-keeping tool to track applications and generate reports for processors and the DEC.

The annual **Wine and Cheese** reception will follow Friday's sessions.

Saturday will feature the annual **Trade Show**, with 42 vendors of equipment, vines, and supplies, and the **morning** and **afternoon** educational sessions, featuring talks on weed, insect and disease management, vine balance, the Wine and Grape Foundation, and the traditional **question box** session, where we address YOUR questions.

We hope these topics will provide you with timely information to help manage your vineyard business in 2006 and beyond. See you at the Convention!



57TH ANNUAL Finger Lakes Grape Growers Convention

*March 3 and 4
Waterloo Holiday Inn*

Convention Overview

Time	Friday				Saturday	
	Track A	Track B	Track C	Track D	Joint	Trade Show
7:30	Registration Opens					
8:00						Trade Show Open
8:30	Soil Health And Nutrition	New Grower 1		TracGrape Beginner	Morning 1	
9:00						
9:30						
10:00						
10:30	Morning Break				Break - Trade Show	
11:00	Weeds	New Grower 2	Financial Outlook		Morning 2	
11:30						
12:00						
12:30	Lunch				Lunch And Trade Show	
1:00						
1:30	Grower Innovation	New Grower 3	FarmNet Financial Planning 1		Afternoon 1	
2:00						
2:30						
3:00	Break					
3:15	New Hybrid Varieties	New Grower 4	Farm Net Financial Planning 2	TracGrape Advanced	Afternoon 2	
3:45						
4:15						
4:45						
5:00-6:30	Wine and Cheese Reception					

Friday's Convention is divided into two morning and two afternoon sessions, with up to four choices of sessions to attend:

Track A sessions focus on vineyard management topics.

Track B is a workshop for new (and existing) growers on vineyard establishment and early care.

Track C has three sessions on financial management and business planning

Track D has two training sessions on TracGrape pesticide record keeping software.

Attendees can move freely among sessions.

The annual Wine and Cheese Reception will follow Friday's program.

Saturday's Program has a single session focused on research updates, information for all growers and pest management topics, with ample breaks and time before the session to visit the **Trade Show**. The convention concludes at 4:45 on Saturday.

Agenda and Session Descriptions

Friday, September 3

Track A: Vineyard Management Topics

Session 1A: Towards Sustainable Viticulture: Soil Health, Roots and Nutrient Cycling. Healthy soils are the foundation of viticulture. Sustainable vine growth and cropping depends on soil chemistry, physical structure, and soil microbes. Growers and scientists have focused on modifying soil chemistry through addition of fertilizers. Physical and biological soil health has been emphasized less. Soil scientist Harold Van Es, leader of the ‘Soil Health’ working group at Cornell, will talk about how these soil characteristics are measured and why they are important to growers. Dave Eissenstat and Alan Lakso have been looking at how and when Concord roots develop over the past six years. They will talk about how and when grapevine roots grow in our climate, and how management and environment (think droughts) affect this process. Nutrition scientist Lailiang Cheng will present information about how and where nitrogen and starch are stored and mobilized to support vine growth over the annual growth cycle.

8:15	<i>Soil Health: What is it, why is it important, how do we measure it?</i> Harold Van Es , Dept. Soil and Crop Sciences, Cornell University
9:00	<i>How grapevine roots grow and function.</i> David Eissenstat , Dept. Horticulture, Penn State University
9:30	<i>How growing practices and environment affect grapevine root growth in our NY Climates.</i> Alan Lakso , Dept. Horticultural Sciences, Geneva
10:00	<i>Lessons from the ‘Big Dig’: Where nitrogen and starch are stored, how they move during the annual growth cycle, and how much vine N comes from the soil.</i> Lailiang Cheng and Terry Bates, Dept. Horticulture, Ithaca and Dept. Horticultural Sciences, Vineyard Lab Fredonia
10:30	End - Coffee Break

Session 2A. Towards Sustainable Viticulture: A Broader View of Weed Management in Vineyards. Weed control was challenging in 2005, with drought-related problems with pre-emergence herbicides and many growers managing vineyards with skips or young vines mixed in with mature vines. In addition, there is growing interest in alternative methods of weed control. This session takes a broader look at weed management, from weed ID to alternative practices. Bring your questions about what went right and what went wrong this year.

10:50	<i>Good weeds or bad weeds? When is a plant a weed and tips for Identification.</i> Tim Weigle , NYS Statewide Grape IPM Specialist, Fredonia NY.
11:20	<i>Effective weed management programs for wine grapes.</i> Rick Dunst , Vineyard Laboratory, Fredonia, NY
11:50	<i>Alternative methods of weed control.</i> Andy Senesac , Weed Extension Specialist, Long Island Horticultural Research and Extension Center, Riverhead, NY
12:20	End - Lunch

Session 3A. Grower Innovation Session. This session will draw upon the skills and talents of Finger Lakes (and Ontario) grape growers to talk about and show innovations in equipment, practices and tips for doing various vineyard tasks. If time permits, we will also have an opportunity for the audience to share tips from their vineyard at the end of the session. Bring your ideas!

1:30	<ul style="list-style-type: none"> • <i>One grower’s experience with on-farm composting.</i> John Santos, Hazlitt 1852 Vineyards, Hector. • <i>Adding tile lines to existing vineyards.</i> Rick Waite, Swedish Hill Vineyards, Romulus • <i>Replanting vines using the Saber-Tooth vine replanter.</i> John Wagner, Wagner Vineyards, Lodi • <i>Burying canes.</i> Peter Martini - Anthony Road Vineyards, Penn Yan • <i>Why and how I buried entire Pinot Gris vines.</i> Harry Humphreys, Overlook Vineyards, Dundee • <i>Mechanizing vinifera production - from a grower with 300 acres of them.</i> Bill Falk, Niagara-on-the-Lake, Ontario
3:05	Break

Session 4A: The New Hybrid Releases: Vineyard and Winemaking Characteristics

Two red hybrid varieties (NY70.0809.10 and NY73.0136.17) and a Muscat-type variety (NY62.0122.01) with superior wine quality will be named and released this year by Cornell’s grape breeding program. Bruce Reisch, Thomas Henick-Kling and growers and wineries that have experience with these varieties will discuss how they are grown and vinified. Experimental samples with different winemaking practices and commercial products made from these varieties will be tasted, and wineries will describe where the varieties ‘fit’ in their product mix.

Limited to 50 participants, Pre-registration required.

3:15	<p><i>Three new hybrid wine varieties to be named in 2006.</i> Bruce Reisch , Dept. Horticultural Sci. Geneva, Thomas Henick-Kling, Food Science and Technology, Geneva, David Peterson, Swedish Hill Vineyards, and Steve DiFrancesco, Glenora Wine Cellars</p> <ul style="list-style-type: none"> • Vineyard characteristics (winter hardiness, disease resistance, cultural practices) • Wine quality and winemaking practices <p><i>Both commercial and experimental wines will be tasted in this session.</i></p>
5:00	End

Track B: Vineyard Establishment Workshop for New Growers.

This all-day series of four sessions is aimed at new growers who are planning a new vineyard business or existing growers that want to review vineyard establishment. It will cover all phases of planning, planting, and care of young vineyards. The modular format will allow growers to attend all, or just particular sessions, as desired. Mark Chien, Penn State University, has presented new grower workshops throughout the mid-Atlantic region. Gerald White has provided economic analysis of vineyard establishment and growing costs to the NY industry since the late 70s. Andrew Landers is spray technologist with Cornell University. Tim Martinson and Hans Walter Peterson are grape extension specialists in Lake Erie and the Finger Lakes regions of NY.

Session 1B: Overview, Planning Your Business

Session 2B: Equipment, Site Preparation and Pre-plant Tasks

Session 3B: Planting and Early Care of Vineyards

Session 4B: Pest Management, Training and Canopy Management

Session 1B: New Growers: Overview, Planning Your Business

8:15	<i>Introduction, overview of local and Eastern wine industry.</i> Hans Walter-Peterson , Lake Erie Regional Grape Program
8:45	<i>Vineyard and winery economics.</i> Jerry White , Cornell University, Ithaca
9:30	<i>Site selection.</i> Tim Martinson , Finger Lakes Grape Program
10:00	<i>Grape varieties.</i> Hans Walter-Peterson
10:30	Break

Session 2B: New Growers: Equipment, Site Preparation and Pre-plant Tasks

10:50	<i>Equipment and supplies.</i> Mark Chien , Statewide Wine Grape Specialist, Penn State University, Lancaster, PA
11:20	<i>Spray equipment for startup vineyards.</i> Andrew Landers , Cornell University, Geneva.
11:50	<i>Site preparation and vineyard design.</i> Mark Chien
12:20	Lunch

Pesticide recertification credits will be offered for this session

Session 3B: New Growers: Planting and Early Care of Vineyards

1:30	<i>Vineyard establishment.</i> Mark Chien
2:00	<i>Planting and trellis construction.</i> Mark Chien
2:30	<i>Vine nutrition.</i> Hans Walter-Peterson
3:00	Break

Session 4B: Training and Canopy Management

3:15	<i>Disease, insect, and weed management during establishment.</i> Hans Walter-Peterson
3:45	<i>Vine training and canopy management.</i> Tim Martinson
4:30	<i>Wrap-up and questions.</i> <i>All</i>
4:45	End

Pesticide recertification credits will be offered for this session

Track C: Financial Management Sessions

The Concord juice grape market nationwide has a structural surplus of about 15% of the nationwide tonnage. Growers are facing prices projected to be below the cost of production for the next few years, while fuel and fertilizer prices have increased by 20-30%. Concord accounts for 1/4 of the grape acreage in the Finger Lakes. Catawba and Niagara are another 1/4. Growers dependent upon those varieties will face financial challenges in the near term. Its time to examine your vineyard business and look at options for the future. The three sessions today are designed to provide some guidance in thinking about your farm and the future.

Session 2C: Grower Income and Grape Markets. Nova McCune, a summer intern and Cornell student majoring in Viticulture/Enology, will start the session with a look at trends and lessons learned from a detailed survey of 25 Canandaigua growers, most with diversified variety mixes here and markets in the Finger Lakes. We will then hear remarks from a panel comprised of representatives of Canandaigua and National Grape Cooperative (also a grower), and two Finger Lakes growers. Emphasis will be on financial status and future opportunity for grape growers.

10:50	<p><i>Results of Canandaigua Grower Financial Survey.</i> Nova McCune Cadamatre, Tim Moore, and Gerald White</p> <p><i>Nova McCune was a student intern with Canandaigua and Enology/Viticulture major at Cornell University</i></p>
11:20	<p><i>Processor and Grower Roundtable: Future trends, opportunities and challenges for Grape Producers.</i></p> <ul style="list-style-type: none"> • <i>What we learned from the financial survey.</i> Tim Moore • <i>Challenges and opportunities in the Juice Grape market.</i> Randy Graham, grower, North East, Pennsylvania, President of National Grape Cooperative, and Chairman of the Board of Welch's, Inc. • <i>How the current situation is changing my business plans.</i> Jim Bedient, Grower, Branchport TBA, Grower
12:20	Lunch

Sessions 3C and 4C. Financial Planning for Your Business. With the changing Concord market, it's important to assess where your business is at and where it's going. Depending on age, interest, resources or your variety mix, it's important to understand what your assets are, and how to use them to exploit opportunities, plan retirement, or to consider whether or not to transfer the business or wind it down. This series of two sessions by NY Farm Net Director Steve Richards, attorney Jeff Fetter, and Professor Emeritus George Conneman will help you understand and ask the right questions about your business and its future.

**Session 3C: Financial Planning for Your Business I:
Using your current business assets to plan for the future.**

1:30	<i>Why do you need a retirement or exit plan?</i> George Conneman , Professor Emeritus, Cornell University <i>Retirement or exit planning - Using farm assets:</i> Steve Richards , NY FarmNet/FarmLink <i>Planning for your business's life cycle.</i> Steve Richards , NY Farm Net/FarmLink, and Jeff Fetter , Attorney
3:00	Break

**Session 4C: Financial Planning for Your Business II:
Issues to consider in planning for the next generation.**

3:15	<i>Business succession and estate planning.</i> Steve Richards , NY Farm Net, and Jeff Fetter , Attorney
5:00	End

Track D: TracGrape Record Keeping Software Training.

TracGrape record-keeping software is designed to make recording pesticide application information and generating reports for different processors and the EPA Central Posting easy. Juliet Carroll will offer two training sessions, basic and advanced, for growers. The basic session will cover how Trac works, data entry and spray records. The advanced session will cover spray data sorting, filtering and reporting. *Pesticide recertification credits will be offered for these sessions.*

Session 1D: TracGrape Pesticide Record Keeping Software: Basic Session

9:00	<i>Getting started with TracGrape pesticide record keeping software.</i> Juliet Carroll , Fruit IPM Coordinator, NYS IPM Program, Geneva, NY
10:30	End

Pesticide recertification credits will be offered for this program.

Session 4D: TracGrape Pesticide Record Keeping Software: Advanced Session

3:15	<i>Sorting and reporting with your TracGrape spray records.</i> Juliet Carroll , Fruit Coordinator, NYS IPM Program, Geneva, NY.
5:00	End

Pesticide recertification credits will be offered for this program.

Wine and Cheese Reception

5:00-6:30 PM	<i>Wine and Cheese Reception.</i> Featuring donated wines from 30 Finger Lakes wineries, poured by NY State Women for Wine
--------------	---

Saturday, March 4: Program and Trade Show

Saturday sessions will focus on research updates and current topics, with an emphasis on pest management and current topics important to all growers and industry members. **Jim Trezise** will offer a review and overview of the New York Wine and Grape Foundation's role in promoting and supporting the industry. **Bob Pool**, recently retired, will offer a perspective on the important topic of *Vine Balance*, which draws upon his 30 years of viticultural research. The **Question Box** session, a traditional feature of this convention, will draw upon industry and researcher expertise to answer questions YOU have about your vineyards. The annual **Trade Show**, featuring 42 exhibitors, opens at 8 and closes around 2:00. Even if you attend all sessions, there are about 2.5 hours left to visit with vendors there.

Morning Program:

8:00	Trade Show Opens
8:55	Welcome - Tim Martinson
9:00	<i>Update on Grape Cane Borer management.</i> Greg English-Loeb , Dept. of Entomology, NYS Agricultural Experiment Station
9:30	<i>New York Wine & Grape Foundation: Progress, challenges and opportunities - A 20-year perspective.</i> Jim Trezise , President, New York Wine and Grape Foundation
10:00	<i>Risks to NY and Eastern vineyards from viral diseases: What's there to worry about, and what are the research plans?</i> Marc Fuchs , Dept. Plant Pathology, NYSAES, Geneva
10:30	Break and visit Trade Show
11:00	<i>Vine balance - What is it? Can it be achieved?</i> Bob Pool , Professor Emeritus, Dept. Horticultural Sciences, NYSAES Geneva <i>A look at lessons learned from 30 years of research</i>
11:40	<i>Update on herbicide registrations and changes.</i> Rick Dunst , Vineyard Laboratory, Fredonia
12:00	Lunch and Visit Trade Show

Afternoon Program:

1:30	<i>Question box.</i> Martin Goffinet , Dept. Horticultural Sciences, NYSAES, Geneva. <i>We respond to your pest management and vine management questions.</i>
1:50	<i>Sustainable viticulture program: A new statewide initiative by industry and extension.</i> Tim Martinson , Cornell Cooperative Extension
2:00	<i>Vineyard Spray Technology: An international perspective.</i> Andrew Landers , Extension Spray Technology, Cornell University, and Emilio Gil , visiting Scientist, Universitat Politecnica de Catalunya, Barcelona, Spain
2:45	<i>Lessons learned from progressive growers over 28 years with the NY grape industry.</i> Gerald White , Dept. Applied Economics and Management, Cornell University.
3:15	Juice and Soda Break
3:30	<i>Update on disease management in 2005.</i> Wayne Wilcox , Dept. Plant Pathology, Geneva
4:00	<i>Foliar-applied nitrogen provides benefits in fruit quality during drought years.</i> Lailiang Cheng , Dept. Horticulture, Cornell University
4:30	End

UPCOMING EVENTS

Friday, February 24, 2006, Grape Expo and Job Fair, Cornell University. Wineries and vineyard owners are invited to this new event, in which you will have a chance to meet students and discuss their needs for summer and/or full-time employment. For more information, contact the Finger Lakes Grape Program or Amy Benedict-Augustine, CALS Career Development Office, Cornell University, at alb44@cornell.edu or 607/255-2215.

March 12-15, 2006 30th Anniversary Wineries Unlimited, Lancaster Host Resort, Lancaster, PA. Trade show dates: March 13-14. The largest trade show and seminar program in the East. Information and online registration at: www.vwm-online.com/wu.

March 30. Lake Erie Grape Growers Convention. Fredonia State University, Fredonia, NY. Breakout sessions with information on process and wine grapes with a trade show. For information call Linda Aures at 715-672-5296 or visit <http://lenewa.netsync.net/public/lergphom.htm>

April 5-7. 35th Annual New York Wine Industry Workshop. NYSAES, Geneva, NY. The program includes seminars on wine marketing hosted by NY Wine and Grape Foundation and the annual Unity Dinner. Also included is a trade show and technical seminar focus on wine bottling. Information and registration at <http://www.nysaes.cornell.edu/fst/faculty/henick/events.html>

Cornell Cooperative Extension

Finger Lakes Grape Program

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 judgment/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.2
March 30, 2005

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



Timothy E. Martinson
Area Extension Educator
Finger Lakes Grape Program
315-536-5134
tem2@cornell.edu
<http://flg.cce.cornell.edu/>

Cornell Cooperative Extension

Finger Lakes Grape Program

417 Liberty Street
Penn Yan, NY 14527

Helping You Put Knowledge to Work