



January 19, 2003

## **Eastern Wine and Grape Industry to be Showcased in Buffalo at Viticulture 2003**

by Terry Bates

**Contact: Terry Bates, [trb7@cornell.edu](mailto:trb7@cornell.edu), 716-672-2175**

BUFFALO, NY: A premier educational program on grape production, a world class trade show, an international perspective on market trends impacting eastern grape producers, the release of a new wine grape from Cornell University's grape breeding and enology program, and social events featuring New York cuisine and wine are just some of the highlights of Viticulture 2003, the must-see event for those involved or interested in the juice and wine grape industries.

The New York Wine and Grape Foundation, in cooperation with the Cornell and Penn State grape extension programs, is pleased to present Viticulture 2003 at the Buffalo Convention Center and Hyatt Hotel, February 20-22.

The three-day educational program focuses on production viticulture and includes in-depth sessions on vineyard, pest, and agri-business management. In memory of Dr. Nelson Shaulis of Cornell University, the centerpiece symposium features viticulturists from Michigan, California, and Australia speaking on "Optimizing Vine Function from Roots to Canopy."

Interested in the latest tools for the vineyard or winery? Viticulture 2003's trade show has it all. Attendees will have ample time to visit nurseries to select the varieties they want to plant next, put their arms around the new grape harvester they've been dreaming about, or check out equipment to improve winery production. Additionally, one lucky registrant will go home with a new John Deere Gator™™!

The number of farm wineries in the East has exploded in recent years and the interest in new wineries continues to climb. Double A Vineyards is sponsoring a daylong New Growers Workshop for those interested in entering the industry in the next few years. In addition, a Wine Marketing Workshop will be offered to help new and established winery owners develop business plans and improve the marketing and sales of their wines. Be on hand to hear the formal naming of Cornell's new grape-what the breeder likes to call "a working

man's red," for use in red wine blends- on Thursday, Feb. 20, at 1:30 pm, in the Convention Center's press room.

The conference also offers several social events. On Thursday, the Verizon Wireless Streets of New York reception features New York grape juice, wines, and cuisine followed by a Casino Night. Friday evening, the New York Wine and Grape Foundation's Annual Unity Banquet sponsored by Canandaigua Wine Company will be preceded by a wine and grape juice reception sponsored by Farm Credit.

Those who don't want to attend all the technical sessions can take advantage of the special spouse program. From grape antiques appraisal, a magician, casino night, how to taste wine, and cooking with wine and grape juice to a trip to the Albright-Knox Art Gallery, something is available for everyone. Wrap up the event with a Mary Kay Spa Treatment on Saturday morning.

Attend Viticulture 2003 and experience the warm hospitality of Buffalo in February! For conference and registration information, visit [www.viticulture2003.org](http://www.viticulture2003.org) or call the New York Wine and Grape Foundation at 315-536-7442.

###

[NYSAES](#) | [Publications](#) | [Latest](#)  
Contact Webmaster: [webmaster@nysaes.cornell.edu](mailto:webmaster@nysaes.cornell.edu)