Go to http://lergp.cce.cornell.edu/EventsCalendar.htm for a detailed calendar of events including maps via Google calendar! Scroll to the bottom of the page for Google calendar and click on the event. Please remember to RSVP for those events that require one! UPCOMING EVENTS are also listed toward the bottom of this Electronic Update.

Please remember to let us know if you have changed or are in the process of changing your email address so we can keep the Electronic Crop Update coming to your inbox!

Please email Edith at: emb35@cornell.edu.

The members of the Lake Erie Regional Grape Program at CLEREL would like to extend our warmest wishes to you and your family for safe travels and a joyous time with your family and friends during all your activities this 4th of July!

Just a reminder that the offices of the Lake Erie Regional Grape Program will be closed Wednesday, July 4, 2012 for the 4th of July Holiday. The office will reopen on Thursday July 5, 2012 with normal hours.

WEATHER FACTS: Edith Byrne

<table>
<thead>
<tr>
<th>DATE / YEAR</th>
<th>HIGH</th>
<th>LOW</th>
<th>DAILY PRECIP.</th>
<th>GDDS</th>
<th>TOTAL APRIL GDDS</th>
<th>TOTAL JANUARY GDDS</th>
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<tr>
<td>Week 6/6/12</td>
<td>68</td>
<td>46</td>
<td>0</td>
<td>7</td>
<td>498</td>
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<tr>
<td>Week 6/13/12</td>
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<td>50</td>
<td>0</td>
<td>7.5</td>
<td>620</td>
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<td>Last Week 6/19/12</td>
<td>85</td>
<td>71</td>
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<td>28</td>
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<td>June 27, 2012</td>
<td>73</td>
<td>59</td>
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<td>16</td>
<td>906.5</td>
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<tr>
<td>June 27, 2011</td>
<td>80</td>
<td>56</td>
<td>0</td>
<td>18</td>
<td>909.5</td>
<td>918</td>
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<td>June 27, 2010</td>
<td>83</td>
<td>69</td>
<td>0.54</td>
<td>26</td>
<td>1008.5</td>
<td>1012</td>
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<tr>
<td><strong>AVERAGE</strong></td>
<td><strong>79.7</strong></td>
<td><strong>61.8</strong></td>
<td><strong>0.08</strong></td>
<td><strong>20.74</strong></td>
<td><strong>805.74</strong></td>
<td><strong>830.65</strong></td>
</tr>
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</table>

**GDDs accumulated June 2012 = 456.5**  
**GDDs accumulated May 2012 = 393**

**AVERAGE High June**  
**74.52**  
**AVERAGE Low June**  
**59.30**

This year compared to AVERAGE:  
**JAN. GDD: Ahead 9.95**  
**APR. GDD: Ahead 4.86**

This year compared to 2011:  
**JAN. GDD: Ahead 5.74**  
**APR. GDD: Ahead 0.14**

**June 2012 Pcp = 2.50”**  
**2012 Total Precipitation through 6/27 = 15.89”**

**May 2012 Pcp = 1.95”**  
**2012 Total Precipitation through 5/30 = 13.39”**

**Rainfall accumulation week of 6/19 through 6/27 = 0.83”**
FROM NORTH EAST, PA.: Bryan Hed

Here is a brief update from North East PA.

**Weather:** We exceeded 1000 growing degree days on June 25; a benchmark we generally don’t reach until the second week of July. We have now accumulated 1048 growing degree days (gdds) since March 1. After another week, we have recorded an additional 0.18 inches of rainfall for a total of 1.96 inches for the month of June; rather dry. The short term Skybit forecast for North East PA (Thursday through Saturday) calls for highs in the low to mid 80s and dry conditions through Saturday, with the possible exception of some rain later tonight (June 28-29). The Accuweather forecast over the next week, predicts relatively dry, warm (above average temperatures), partly sunny conditions through Thursday (July 5) of next week.

**Phenology and disease:** Here at the North East lab, Concord and Niagara grapes are about 3 weeks past bloom with berries in the 8-12 mm range. Rainfall last Monday (June 25) may have generated infection periods for all the major diseases, but most likely only in vineyards where conditions favor the maintenance of high relative humidity (rows near woods, low areas, vineyards with abundant weed growth and poor air drainage). Overall, the lack of rainfall during the most critical period for fruit infection has left most crops relatively disease free. Concord and Niagara berries are now no longer susceptible to powdery and probably downy mildew, although cluster stems of Niagara may still be susceptible to attack by downy mildew and Niagara growers should keep an eye out for further downy mildew infection periods; continue to scout your vineyards for this disease. Powdery mildew is being observed on a few wayward clusters and on shaded leaves. I am also observing its effects on some of the new shoot growth as it distorts the expansion of new leaves. But sporulation of powdery mildew on leaves has been scarce. Remember that powdery mildew development is no longer dependent on rainfall and is generating repeating secondary cycles of spores (conidia) that are spread by air currents to germinate and infect dry plant surfaces. However, the sunny conditions and relatively low humidity have adversely affected the development of these summer cycles of the disease. As for black rot, if you’re not seeing it on leaves, then the threat of economic damage at this point is negligible even though berries are still susceptible. Little else is being observed at our location except for the occasional Japanese beetle chewing on a leaf. Concord growers with small crops can probably consider terminating their fungicide applications after their first post bloom spray, if the pre and post bloom sprays have been diligently applied. The timing of the post bloom spray depended on the date of your immediate pre bloom spray; 10-14 days after the immediate pre bloom spray, no exceptions. Keeping this interval tight will keep all diseases in check through the most vulnerable period of fruit development and should leave the crop clean in a year like 2012; it is a good policy to follow in every year.

For tight clustered wine varieties, growers should gear up to apply the pre-closure spray for Botrytis. Vignoles clusters have just about closed up (just 10-12 days after bloom!), and other varieties like Pinot Noir and Gris are fast approaching that benchmark. Also, we are approaching that time when upward trained shoots may need their first summer clipping. We like to put this off as long as possible because of the lateral growth it will initiate, but left to grow too long, shoots will flop over impeding the penetration of air, sunlight and pesticides into the cluster zone.
INTEGRATED PEST MANAGEMENT: Tim Weigle

Grape Berry Moth Model on NEWA

Using a standard of May 24, 2012 as the date of wild grape bloom (biofix) the table below shows where we stand across the Lake Erie Region in terms of degree day accumulation and grape berry moth development.

<table>
<thead>
<tr>
<th>Location</th>
<th>Degree Days on June 28</th>
<th>June 29</th>
<th>June 30</th>
<th>July 1</th>
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<tr>
<td>North East Lab</td>
<td>786</td>
<td>817</td>
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<td>876</td>
</tr>
<tr>
<td>Harborcreek</td>
<td>780</td>
<td>811</td>
<td>841</td>
<td>870</td>
</tr>
<tr>
<td>North East Escarpment</td>
<td>NA</td>
<td>773</td>
<td>802</td>
<td>831</td>
</tr>
<tr>
<td>Ripley</td>
<td>789</td>
<td>820</td>
<td>851</td>
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<td>796</td>
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<tr>
<td>Appleton, North</td>
<td>727</td>
<td>757</td>
<td>788</td>
<td>814</td>
</tr>
</tbody>
</table>

As we get closer to the time where insecticides need to be applied (depending on risk classification of the block and results of scouting - threshold is 6% damaged clusters at this time) it will be important to use the wild grape bloom and station location that best correlates to your area.

As Andy points out in his article we are at the point (810 DD) where control measures for grape berry moth should be considered. According the text that goes along with the GBM model on NEWA (developed by Saunders, Loeb, Timer, Hestler, Muza and Weigle), for materials that must be ingested, e.g. Intrepid and Altacor, it is important to get materials on as close to 810 DD as possible. For materials that are contact insecticides, e.g. pyrethroids and carbamates, apply them between 811 and 900 DD to target the majority of the population. Keep accessing NEWA to get the latest model information.

If you have any questions on how NEWA can be used in your vineyard IPM strategy, do not hesitate to get in touch with me at (716) 792-2800 x203 or by email at thw4@cornell.edu.
**IN THE VINEYARD... with Andy Muza**

**Grape Berry Moth (GBM) – ALERT!**

GBM eggs were found in border rows at 2 of the 6 High – Severe Risk Concord sites examined in Erie County, PA. The percentage of clusters with GBM eggs at these 2 sites were 16% (4/25 clusters examined) and 25% (5/25).

A total of 25 clusters were also examined for GBM feeding injury at each site. A cluster was recorded as injured if any berries showed signs of GBM feeding. The percent of clusters with injury in border areas at these sites were: 0%, 12%, 16%, 16%, 32%, and 32%.

According to information from the [Grape Berry Moth Degree Day Model](http://newa.cornell.edu/index.php?page=berry-moth), “Control measures should be timed to coincide with 810 degree days (DD) in high risk vineyards”. The Model indicates that if Wild Grape bloom occurred from 5/22 – 24 at your site then 810 DD will be reached as soon as **today through Saturday** depending on the weather station site which is used. Check the GBM Degree Day Model at [http://newa.cornell.edu/index.php?page=berry-moth](http://newa.cornell.edu/index.php?page=berry-moth) TODAY to determine specific GBM spray timings for your vineyard sites and for pest management information concerning high, intermediate and low sites. *(Note: For the most accurate determination of GBM DD calculations for your blocks choose the weather station closest to your vineyard and input the Wild Grape bloom date that you recorded for that site.)*

This season has the potential to be a high pressure year for GBM. Keep checking the GBM Model throughout the season on NEWA for timing of sprays and management options.

Contact [Tim Weigle](mailto:thw4@cornell.edu) (716-792-2800) or [Andy Muza](mailto:ajm4@psu.edu) (814-825-0900) for questions concerning the use of the GBM Model.

**Crop Report Reminder**

According to Nancy Lewis (FSA office in Waterford, PA), “Growers are required to file annual crop reports. **Annual crop reports are required to qualify for the various subsidy programs. July 16th is the deadline to file their acreage reports, even on perennial crops. Late file fees are $46 per farm.** Since this office has no way of knowing what is planted on the producer’s acreage, it’s necessary for the producers to come to the office to file their acreage report. Another option is that aerial photos of the producers’ farms can be emailed to them for completion”.

To avoid a late fee growers should contact their local FSA office to inquire about filing a Crop Report.

**FOR PA GROWERS:**

**U.S. Department of Agriculture/Farm Service Agency Seeking Nominations**

The U.S. Department of Agriculture/Farm Service Agency is accepting nominations for a County Committee member to serve agricultural producers residing in North East, Harborcreek, Millcreek, Fairview, Girard and Springfield Townships. The Farm Service Agency County Committee makes important decisions about disaster and conservation programs, commodity price support loans and other agricultural issues affecting local agricultural producers.
Nomination forms are available online at [www.fsa.usda.gov/elections](http://www.fsa.usda.gov/elections) or may be obtained from the local FSA Office located at 12723 Rte 19, Waterford, PA 16441. Deadline to submit nomination forms to the Erie County FSA office is August 1, 2012. 

*Flyer is included at the bottom of this update!*

**BUSINESS MANAGEMENT: Kevin Martin**

At a recent Coffee Pot Meeting, the Farm Bill was brought up. No surprise there, as Paul Bencel, full time advocate for the grape industry, was in attendance. My thought is, these bills change so frequently and quickly it is a struggle to glean any useful information from them. However, in reading the current updates this morning; I think it is worth mentioning. The Senate bill is a really solid bill for specialty crops. Given the climate in Washington, I would not have expected anything this supportive of the industry. While it is not perfect, specialty crops are not an afterthought and crop insurance remains close to its current state.

In the Senate bill the two major changes in crop insurance are:

- **Payment Cap**
  - Farmers reporting 750,000 in annual adjusted gross income would be limited in their ability to receive crop insurance payments. This is problematic for grape growers because it is (1) based on gross income and (2) not adjusted for inflation. Otherwise, given our average farm size a workable limit on actual income would not be an issue for the industry as a whole

- **Soil and Water**
  - The Senate bill also requires soil and water conservation participation for crop insurance coverage. The details of this would be left to regulators after the bill actually passed but grape growers tend to have minimal impact. Some minor changes in practices might be required in spray tank filling or tilling.

- **Insurance Provider Payment Reductions**
  - The providers of crop insurance receive payments for their services and also share some of the underwriting risk. Reductions in these payments are proposed. These payments were already reduced a few years ago but the Senate bill has changed the language to try to make insurance firms less profitable rather than realizing some of the changes through program savings. I assume farmers do not really care if insurers make money so long as they make enough to still be accessible, and local with adequate customer service.

The Senate bill is an interesting one, eliminating direct payments, reducing the cost of the SNAP program, and expanding crop insurance. The cuts are not as dramatic as the House bill. Much work has to be done and most experts were really not predicting even this much progress. While it is entirely possible that this bill will change it is generally a positive shift for specialty crops. It also raises a few minor issues that could be a concern to the grape industry. The payment cap, for example, may be a very effective PR tool to gain public support of the farm bill. In its existing form however, it could affect non-profitable family farms.
GRAPE CULTURAL PRACTICES: Jodi Creasap-Gee, Ph.D.
I will be out of the office on maternity leave until the first week of August. In the meantime, growers can contact one of the other LERGP team members.

Below is an announcement from Andrew Landers! Please read and RSVP if you are able to attend!

**2ND NORTH EAST VINEYARD EQUIPMENT SHOW AND DEMONSTRATION**
Anthony Road Vineyards, Penn Yan, NY 14526.
25th and 26th July 2012
9.00 am until 4.30pm

Andrew Landers of Cornell University is hosting a vineyard equipment show and demonstration in the heart of the Finger Lakes grape growing region on July 25th and 26th 2012, at Anthony Road Vineyards, 1020 Anthony Road, Penn Yan, NY 14526 on Route 14, between Geneva and Penn Yan (by kind permission of John and Peter Martini).

Come and meet equipment manufacturers and dealers and see their machines working in a vineyard. Equipment to be shown includes canopy and weedsprayers, electronics for spraying, canopy hedgers and trimmers, tractors, mechanical weeders, leaf pullers/removers, hilling machines and trellis supplies.

A special theme for 2012 is the "Use of engineering methods to improve pesticide application" to match the SWCD grants in Seneca, Schuyler and Yates Counties.

Pre-registration is required: contact Gemma Osborn at NYSAES, Cornell University, 630 West North St., Geneva, NY 14456.

Email: gro2@cornell.edu  Tel: 315 787 2248 stating which day you will be attending. Lunch will be available and 4 pesticide credits will be awarded by NY DEC.

Go to [http://lergp.cce.cornell.edu/EventsCalendar.htm](http://lergp.cce.cornell.edu/EventsCalendar.htm) for a detailed calendar of events including maps via Google calendar. Scroll to the bottom of the page for Google calendar and click on the event. Please remember to RSVP for those events that require one!

**NO COFFEE POT MEETING – 4th of July Holiday**
Just a reminder that the offices of the Lake Erie Regional Grape Program will be closed Wednesday, July 4, 2012 for the 4th of July Holiday. The office will reopen on Thursday July 5, 2012 with normal hours.

**WEDNESDAY JULY 11, 2012: REGISTRATION DEADLINE - 2012 LERGP Summer Growers’ Conference**

**COFFEE POT MEETING**
**DATE:** Wednesday, July 11, 2012
**TIME:** 10am – 12Noon
**LOCATION:** Leo Hans vineyard, 10929 W. Perrysburg Rd., Perrysburg, NY

Coffee Pot Meetings are free and no RSVP is required. Come join us and your colleagues for timely discussions about what is happening in our local vineyards!
COFFEE POT MEETING
DATE: Wednesday, July 18, 2012
TIME: 10am – 12Noon
LOCATION: Paul Bencal vineyard, 2645 Albright Rd. Ransomville NY 14131

2012 LERGP SUMMER GROWERS’ CONFERENCE
DATE: Wednesday, July 25, 2012
LOCATION: North East Lab, 662 N. Cemetery Road, North East, Pa 16428
Registration form link below and at bottom of this Update:
http://lergp.cce.cornell.edu/Reg%20form_SummerGrowersConference_2012
REGISTRATION DEADLINE: July 11, 2012 / $25.00 fee for Late Registration
Lunch is included with registration.

AGENDA

9:00 AM REGISTRATION AND TRADESHOW

10:00 AM – 12:00 PM GENERAL SESSION
10:00 – 10:30 Management of Grape Berry Moth Using the New Degree Day Model - Andy Muza, Lake Erie Regional Grape Program, Penn State
10:30 – 11:00 Using Sensor Technology to Identify Vineyard Vine Variability - James Taylor, Lake Erie Regional Grape Program, Cornell
11:00 – 11:30 Invasive Insects: Who are they? Where are they? Do we have them? Can we kill them? - Jody Timer, Dept. of Entomology, Penn State
11:30 – 12:00 Clonal Selection for Fruit Quality Improvement in Vignoles - Peter Cousins, USDA, Geneva Experiment Station

12:00-2:00 PM LUNCH, VISIT VENDORS

2:00-4:30 GENERAL SESSION
2:00 – 2:30 Variability of site and weather parameters on vine growth and yield (nine site study). Terry Bates, Director, CLEREL
2:30 – 3:00 Impacts of Phomopsis Control Strategies on Yield in Concord and High Brix Niagara Grapes, Bryan Hed, Department of Plant Pathology, Penn State
3:00 – 3:30 Vine Size Variability: Economic Value of Lost Crop Potential, Kevin Martin, Lake Erie Regional Grape Program, Penn State
3:30 – 4:00 Using NEWA Resources in Your Vineyard IPM Strategy, Tim Weigle, NYS IPM Program
4:00 – 4:30 NE-1020 Variety Trial Project and Farm Tour, Bryan Hed, Jody Timer, Andy Muza

4:30 PM ADJOURN

REGISTRATION FORM:
NY AND PA CREDITS HAVE BEEN APPLIED FOR
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Pre-registration is required: contact Gemma Osborn at NYSAES, Cornell University, 630 West North St., Geneva, NY 14456. Email: gro2@cornell.edu Tel: 315 787 2248, stating which day you will be attending.

Lunch will be available and 4 pesticide credits will be awarded by NY DEC.

TWO WORKSHOPS AVAILABLE: LAKE ERIE WINE TOURISM STUDY RESULTS TO BE RELEASED

DATE: Wednesday, July 25, 2012
TIME: 6:30pm
LOCATION: South Shore Wine Company, 1120 Freeport Rd., North East, PA. 16428

DATE: Monday, July 30, 2012
TIME: 6:30pm
LOCATION: CLEREL conference room, 6592 W Main Rd. Portland NY

Donna Quadri-Felitti will present two workshops on the results and how they can be leveraged by local businesses to enhance the tourist’s experience. The first is on Wednesday, July 25 at 6.30 p.m., at the South Shore Winery in North East, Penn. The second workshop is Monday, July 30 at 6.30 p.m. at the Lake Erie Regional Grape Research and Laboratory in Portland, NY.

Both workshops are open to local businesses who participated in the study as members of the Chautauqua County Visitors Bureau, North East Chamber of Commerce, VisitERIE, Lake Erie Concord Grape Belt Heritage Association, and Lake Erie Wine Country.

Pre-registration is required. To register, email quadri@nyu.edu.

PLEASE NOTE: Next Electronic Crop Update will be Thursday, July 5, 2012

Lake Erie Regional Grape Program Crop Update is an email newsletter produced by the Lake Erie Regional Grape Program and sent out by subscription only.

For subscription information, please call us at 716.792.2800 ext 201, or look for subscription forms at http://lergp.cce.cornell.edu/Join_Lergp.htm.

For any questions or comments on the format of this update please contact Tim Weigle at: thw4@cornell.edu.
Lake Erie Regional Grape Program Team Members:

Andy Muza, Extension Educator, Erie County, PA Cooperative Extension, 814.825.0900
Tim Weigle, Grape IPM Extension Associate, NYSIPM, 716.792.2800 ext. 203
Jodi Creasap Gee, Viticulture Extension Associate, CCE, 716. 792.2800 ext. 204
Kevin Martin, Business Management Educator, 716. 792.2800 ext. 205

Subscribe to Appellation Cornell Newsletter:
http://grapesandwine.cals.cornell.edu/cals/grapesandwine/appellation-cornell/index.cfm

2011 Appellation Cornell Newsletter Index:

Veraison to Harvest newsletters: http://grapesandwine.cals.cornell.edu/cals/grapesandwine/veraison-to-harvest/index.cfm

NY Grape & Wine Classifieds – New Address! - http://flgclassifieds.cce.cornell.edu/

This publication may contain pesticide recommendations. Changes in pesticide regulations occur constantly, and human errors are still possible. Some materials mentioned may not be registered in all states, may no longer be available, and some uses may no longer be legal. Questions concerning the legality and/or registration status for pesticide use should be directed to the appropriate extension agent or state regulatory agency. Read the label before applying any pesticide. Cornell and Penn State Cooperative Extensions, and their employees, assume no liability for the effectiveness or results of any chemicals for pesticide usage.

No endorsements of products are made or implied.

Cornell University Cooperative Extension provides equal program and employment opportunities.
Contact the Lake Erie Regional Grape Program if you have any special needs such as visual, hearing or mobility impairments.
CCE does not endorse or recommend any specific product or service.

The Lake Erie Regional Grape Program at CLEREL
6592 West Main Road
Portland, NY 14769
716-792-2800
### 2012 Lake Erie Regional Grape Growers’ Summer Conference

**July 25, 2012**
North East Lab, North East, PA
662 N. Cemetery Rd. 16428

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>9:00 AM</td>
<td><strong>Registration and Tradeshow</strong></td>
</tr>
<tr>
<td>10:00 AM – 12:00 PM</td>
<td><strong>General Session</strong></td>
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| 10:00 – 10:30 | Management of Grape Berry Moth Using the New Degree Day Model  
|               | Andy Muza, Lake Erie Regional Grape Program, Penn State            |
| 10:30 – 11:00 | Using Sensor Technology to Identify Vineyard Vine Variability  
|               | James Taylor, Lake Erie Regional Grape Program, Cornell             |
| 11:00 – 11:30 | Invasive Insects: Who are they? Where are they? Do we have them? Can  
|               | we kill them?  
|               | Jody Timer, Dept. of Entomology, Penn State                        |
| 11:30 – 12:00 | Clonal Selection for Fruit Quality Improvement in Vignoles  
|               | Peter Cousins, USDA, Geneva Experiment Station                     |
| 12:00-2:00 PM | **Lunch, Visit Vendors**                                           |
| 2:00-4:30 PM  | **General Session**                                                |
| 2:00 – 2:30  | Variability of site and weather parameters on vine growth and yield (nine site study).  
|               | Terry Bates, Director, CLEREL                                      |
| 2:30 – 3:00  | Impacts of Phomopsis Control Strategies on Yield in Concord and High Brix Niagara Grapes,  
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| 4:00 – 4:30  | NE-1020 Variety Trial Project and Farm Tour, Bryan Hed, Jody Timer, Andy Muza |
| 4:30 PM      | **Adjourn**                                                        |

NY AND PA CREDITS HAVE BEEN APPLIED FOR
LERGP 2012 Summer Growers Conference

Wednesday, July 25, 2012
662 N. Cemetery Rd. North East PA 16428
Registration Deadline- July 11, 2012

**Lunch is included with registration**

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</tbody>
</table>

Name:
Street Address:
City: State: Zip:
Phone Number:
E-mail address:

**Note: You will be charged a $25.00 fee for late registration**

Please send form and check to:
LERGP
c/o Kate Robinson
6592 W Main Rd.
Portland NY 14769

Questions:
Katie-716-792-2800 ext 201 kjr45@cornell.edu
Kevin-716-792-2800 ext 205 kmm52@psu.edu

Names of additional attendees:
1
2
3
4
5
It’s all about the vista, baby!

Lake Erie wine tourism study results to be released

For release: June 14, 2012

AMES, Iowa — An Iowa State University alumnus will present results of the recent Lake Erie Wine Tourism research study later this summer. Donna Quadri-Felitti, a clinical associate professor at New York University Tisch Center for Hospitality, Tourism, and Sports Management who recently earned a Ph.D. in hospitality management from Iowa State, will conduct workshops on how to enhance wine tourism based on the study’s findings. One finding shows it is the region’s vista and scenic beauty that is most prized by visitors.

A native of Erie, Penn., Quadri-Felitti’s research examined the “experience economy” in the Lake Erie wine destination. Made popular by business consultants Joseph Pine and James Gilmore’s best-selling book, “The Experience Economy: Work is Theatre & Every Business a Stage,” the authors’ explain that businesses that create memorable experiences for consumers maintain a competitive advantage.

The study’s results prove that, the “4Es” of the experience economy—education, esthetics, entertainment, and escapist—were found to significantly influence visitors’ future intentions to return to and to recommend the destination. The data revealed visitors value the destination’s esthetics more than any of the other elements.

“Wine country esthetics was measured by the landscape particular to the grape-growing economy, called a winescape—the natural, social and cultural aspects of the setting—experienced during a tourist’s visit,” Quadri-Felitti said. “The region’s esthetic dimension is the one area tourism operators and visitors agreed added the most experiential value to the destination.”

Over 970 visitors to and 180 business operators working in the bi-state wine trail responded to the survey. The study was conducted over the past year as part of a Sustainable Community Grant from the North East Sustainable Agriculture Research and Education (NE SARE) unit, a USDA-funded program. The researchers determined the typical Lake Erie wine tourist is over 55 years of age — female, college-educated, and relatively affluent — a profile consistent with studies of wine tourists throughout the world.

Ann Marie Fiore, professor and director of graduate education in Iowa State’s Department of Apparel, Events, and Hospitality Management and an expert in experiential marketing design’s effect on consumer behavior, is working with Quadri-Felitti on the study. “Successful, sustainable rural tourism, depends on a shared understanding of what consumers value,” Fiore said.

Quadri-Felitti will present two workshops on the results and how they can be leveraged by local businesses to enhance the tourist’s experience. The first is on Wednesday, July 25 at 6.30 p.m., at the South Shore Winery in North East, Penn. The second workshop is Monday, July 30 at 6.30 p.m. at the Lake Erie Regional Grape Research and Laboratory in Portland, NY. Both workshops are open to local businesses who participated in the study as members of the Chautauqua County Visitors Bureau, North East Chamber of Commerce, VisitERIE, Lake Erie Concord Grape Belt Heritage Association, and Lake Erie Wine Country. Pre-registration is required. To register, email quadri@nyu.edu.

For more information on this grant and other NE SARE programs, visit www.nesare.org.

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Please publish/ announce the following press release. Should you have any questions, I may be reached at 814-796-6760 Ext 107 or at nancy.lewis@pa.usda.gov.

/s/ Nancy L Lewis, County Executive Director

U.S. Department of Agriculture/ Farm Service Agency Seeking Nominees

The U.S. Department of Agriculture/ Farm Service Agency is accepting nominations for a County Committee member to serve agricultural producers residing in North East, Harborcreek, Millcreek, Fairview, Girard and Springfield Townships.

The Farm Service Agency County Committee makes important decisions about disaster and conservation programs, commodity price support loans and other agricultural issues affecting local agricultural producers.

Nominees are to be currently engaged in the operation of a farm and be well qualified for committee work. A producer is eligible to be a County FSA Committee member if the producer lives in the local administrative area up for election and is an eligible voter. FSA Committee members may not hold positions in certain farm and commodity organizations if these positions pose a conflict of interest with FSA duties.

Nomination forms are available online at www.fsa.usda.gov/elections or may be obtained from the local FSA Office located at 12723 Rte 19, Waterford, PA 16441.

The deadline to submit nomination forms to the Erie County FSA office is August 1, 2012.