GRAPE PHENOLOGY: Kelly Link

The 2013 Growing Season is off and running! I am once again collecting phenology data from vines at both the CLEREL farm in Portland and the former Fredonia Vineyard Lab. In addition to reporting my observations on own-rooted concord vines, I will be collecting phenological data on Riparia and Silver Grape (“Wild Grape”) vines at both sites.

I am continuing to make observations on the Fredonia Historical Vines, which are pruned following Nelson Shaulis’ scale of Balanced 30+10. This year marks the 48th year of Bloom and Veraison data for these vines. As of my latest reading, conducted on April 9th, the buds are still in the Dormancy Stage (Phenology Field Score = 1.0), but many canes are “Bleeding” (drops of sap at the ends of canes that were pruned this year). This marks the transition from vine dormancy to active growth. (See photograph) “Wild Grape” (Riparia) at this site was also at the Dormancy Stage. The 43 year average for 10% Pink (Phenology Field Score = 3.0) at Fredonia is April 18th. The earliest recorded 10% Pink in the Fredonia Historical Vines was on March 22, 2012. The latest 10% Pink was on May 15, 1978.

At Portland, I have expanded the phenology block. In Crop Years 2009 to 2012, I conducting readings of three (3) pruning levels (180 nodes, Balanced 20+20 & 80 nodes) within one (1) row. Starting in Crop Year 2013, I am collecting data from six to seven (6-7) vines within a FULL ROW pruned at one of four (4) pruning levels: 90 nodes, minimal, Balanced 20+20 & 120 nodes. This will help to minimize the effect of any vine variation that may occur within a row. Buds in this block are in the Dormancy Stage, but I did not observe any cane Bleeding. “Wild Grape” (Riparia and Silver Grape) at Portland are also at the Dormancy Stage. The four (4) year average for 10% Pink at Portland is April 10th.
Early Season Insects

This past winter was unusual in that I had a number of calls, and visits, from growers who were finding insect larvae, grubs and adults active in canes and crawling across ground which still have snow cover. While this does not mean it will be a banner year for the unusual, it should serve as a “heads-up” that scouting should be conducted to give you the basic information you need to determine whether a pest problem exists.

While cold temperatures have come back to the area for a bit, I was struck at how quickly things have greened up after a few days of warmer temperatures and rainfall. It will not be too much longer when we will see the grapes start to push and the growing season will once again be upon us.

Bud swell is the time to start looking at vineyard areas with a history of steely beetle and/or climbing cutworm damage.

You should also pay close attention to areas that have had weed control last year, as this can dramatically improve the habitat for climbing cutworm. Climbing cutworm feeds at night and moves down into leaf litter or into areas of vegetation on the vineyard floor during the day. We have seen in the past that vineyards that have weed growth up to the base of the vine are much more prone to damage from climbing cutworm than are vineyards that have a weed free strip under the row. Climbing cutworm also prefer lighter, sandier soils. Scouting for climbing cutworm will involve looking for shoots that have been fed on and “cut” off (see photos in fact sheet). For balanced pruned vines a threshold of 2% bud damage has been used to trigger treatment against this pest. For those vineyards where more buds are available after pruning a higher threshold should be used.

Steely beetle is often found at the vineyard edges adjacent to brushy areas or woods. The steely beetle feeds directly on the bud, hollowing it out and destroying it. Scout the edges of vineyards where steely beetle has been a problem in the past and treat if damage reaches 2% bud damage or above for balanced pruned vines. As with climbing cutworm, the more buds that are left on the vines after pruning is completed the higher the damage threshold should be raised. While both steely beetle and climbing cutworm are secondary pests they should not be ignored as they have the ability to cause economic damage quickly.

NYS IPM Fact Sheets for Grapes (including climbing cutworm and Steely Beetle can be found at: http://nysipm.cornell.edu/factsheets/grapes/default.asp

The following message is from Ron Gardner, Senior Extension Associate, with information regarding online pesticide applicator recertification courses through PMEP:

The PMEP Distance Learning Center has helped many applicators in New York earn credits from home with “Online” courses developed by Cornell faculty and approved by the New York State Department of Environmental Conservation. Perhaps the center can help you or your applicators too. Access to the center’s course list and order system is at this url: http://coursem.cce.cornell.edu.
Our partnership with the NYS IPM Program has resulted in a diverse library of online courses that can help you achieve your Pesticide Applicator License Recertification while improving your knowledge of IPM and proper pesticide use. Our goal for the future is to continue to grow and offer a wider variety of courses to give applicators more opportunities to obtain their credits from their home; we already have several courses currently in production.

The flyer below contains more information about the Distance Learning Center. Please open it to learn more about our educational offerings.

Also note that in addition to New York, these courses are approved for pesticide applicator recertification in Maryland and Vermont.

BUSINESS MANAGEMENT: Kevin Martin

Collaborative Marketing

At first blush this article shows collaborative marketing in its relative infancy. The Concord industry relies on the Cooperatives; one might say the pinnacle of collaborative marketing. Wine trails have less formal ways of dealing with issues that arise from these types of collaboration, but again remain well out in front of ad hoc agreements.

Many of our growers continue to sell produce through farm stands. Improving their collaborative marketing efforts could very well improve bottom lines. Growers specialize in vineyards and then take up hobbies in large garden production. Specializing the hobby and narrowing the commodity to one or two items would improve efficiency and productivity. In fact, a number of growers are already doing that. Specialized growers raise much of the sweet corn. Sweet corn remains a crucial product to connect early season fruits with grapes in August and September. Improving those marketing agreements could lead to a more reliable supply for local farm stands.

Collaboration does not need to end with marketing. It can also include production. Custom harvest work is an obvious example. Medium sized farms (40 – 75 acres) would do well to innovate well beyond custom harvest agreements. Complex shared equipment agreements with a larger grower make a lot of sense. Getting beyond a total hire everything custom that cannot be done with the 50hp deere and actually trading skills back and forth make a lot of sense. A medium sized grower has equipment that is useful to the large grower. Small blocks differentially managed may be better served by a single row fungicide sprayer, small fertilizer spreader, or other equipment that a large grower may have no reason to purchase.

Benchmarking seems to indicate that operations using 3-4 tractors for harvest optimize efficiency. Large growers tend to use 4-5. In a situation where 5 tractors are used a medium sized grower should have an opportunity to arrange a shared-services agreement with that grower. In that situation a large grower may be carrying extra tractors in their fleet simply to have “enough” at harvest. A medium-sized grower with a newer tractor is simply not getting enough hours for efficient depreciation. This agreement, if structured correctly saves both farmers.

Looking from vine to consumer, equipment and marketing represent the largest expenses growers have.
Collaboration may only marginally reduce those expenses. When expenses represent such a large share of the total even marginal reductions are worth chasing.

TIME TO RENEW YOUR MEMBERSHIP

MEMBERSHIP/ENROLLMENT MESSAGE FROM KATE ROBINSON:

If you haven’t renewed your membership yet please read the message below and consider renewing today...

It’s that time of year again... TIME TO RENEW YOUR MEMBERSHIP.

You should have received an enrollment card in the mail from the CCE office nearest you. The Chautauqua County enrollment card has proven to be a bit confusing so, if you need some help with filling it out, just give us a call or you can use the enrollment form we are providing below at the end of this Update. Please note that the CCE card needs to be mailed to your local CCE office, while this enrollment form can be sent directly to CLEREL in Portland. The address is noted on the form.

You will notice that there is a $25.00 fee being charged for the receipt of Hard Copy Vineyard Notes Newsletters. This was something that much consideration was given. The other fruit and vegetable programs had already begun charging this amount for hard copies a few years back, but we wanted to hold off until more of our members were comfortable using the internet and e-mail. Penn State programs are actually moving towards a mail free environment, using only e-mail, texting and other electronic measures for information dissemination. We are following the lead of our local grape processors, Penn State, and the majority of other regional fruit and vegetable programs in going paperless. All correspondence from LERGP will be in electronic form. If you feel you must have a hard copy of newsletters, that option is available for a $25.00 fee.

There is a benefit to opting for e-mail delivery of the Vineyard Notes. You will see it in color making the charts, maps and photos that are included in articles much easier to understand and pull details from. Also, if you are not using e-mail, you may be missing out on our Electronic Crop Update, which is timely information sent out to your e-mail on a weekly basis during the growing season. You can also access the Pesticide Guidelines for free on the internet. If you are not comfortable using computers or the internet, please just let us know. We would be more than happy to help you learn how to use these resources. If you have any questions or suggestions, please feel free to give Kate a call at 716-792-2800 ext. 201 or stop by in person!
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!*

**WINEMAKER'S ROUNDTABLE**  
**TOPIC:** Labrusca and Labrusca Blends  
**DATE:** Mon, April 15  
**TIME:** 4:00pm – 6:00pm  
**LOCATION:** CLEREL Meeting Room, 6592 West Main Road, Portland, NY 14769

**Friday April 19 - Registration Deadline:**  *RETAIL FARM MARKET SCHOOL* (announcement below)

**RETAIL FARM MARKET SCHOOL**  
**DATE:** Tuesday April 23, 2013  
**TIME:** Registration – 8:30 A.M.  |  Program – 9:00 A.M. – 4:00 P.M.  
**LOCATION:** Park United Methodist Church, 30 North Lake Street (Route 89), North East, PA 16428  
MORE INFORMATION IN REGISTRATION FORM AND FLYER BELOW

**THE GROWING SEASON HAS BEGUN!**

**COFFEE POT MEETINGS:** All Coffee Pot Meetings are held on Wednesdays  
1 DEC credit available

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<td>10460 Brant Angola Rd Brant, NY 14027</td>
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<td>May 1, 2013</td>
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<td>Harry Raby Farm/Vineyard</td>
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<td>May 8, 2013</td>
<td>10:00 am to 12:00 pm</td>
<td>Bob &amp; Dawn Betts Farm/Vineyard</td>
<td>7365 E Rte 20, Westfield, NY 14787</td>
</tr>
<tr>
<td>May 8, 2013</td>
<td>2:00 pm to 4:00 pm</td>
<td>Beckman Farms</td>
<td>2386 Avis Dr., Harborcreek, PA 16421</td>
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*This meeting has been sponsored by the Product BioWash, The Ultimate Green Solution. In attendance will be: Gary Reid Owner Green Safe Solution, LLC Naples Florida; Eric & Tanya Reid Dealer in Youngstown New York (flyer below)*

**COFFEE POT MEETINGS will begin WEDNESDAY MAY 1, 2013!**

Coffee Pot Meetings are free. Come find out what is happening in our local vineyards and talk with the Team.

Start looking for more notice in these Updates, Upcoming Events Notices, and on the Website *and* mark your calendars! We have included the FULL LIST of dates and locations at the bottom of this Update. Print the page, post it on your refrigerator, and mark your calendars... We look forward to seeing you at several of our Wednesday meetings this year!
**PLEASE NOTE:** Next Electronic Crop Update will be Thursday, April 18, 2013

*Lake Erie Regional Grape Program Crop Update* is an e-mail 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](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.

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**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
- **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](http://grapesandwine.cals.cornell.edu/cals/grapesandwine/appellation-cornell/index.cfm)

Appellation Cornell Newsletter Index: [http://grapesandwine.cals.cornell.edu/cals/grapesandwine/appellation-cornell/](http://grapesandwine.cals.cornell.edu/cals/grapesandwine/appellation-cornell/)

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

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
A partnership between the Pesticide Management Education Program at Cornell University and the NYS IPM program has created many online courses that can help you achieve your Pesticide Applicator License Recertification. The creation of our Distance Learning website was made possible through grants from the US-EPA Pesticide Stewardship program and the USDA Smith Lever funds.

There are a variety of courses offered and we are continuously expanding our list ever year. We offer both Core and Category courses.

These courses adhere to New York State regulations (6 NYCRR 325.18) and have been approved by the Department of Environmental Conservation. Therefore, when you take an on-line recertification course, you must follow the same rules (described on our Distance Learning website) as you would when you attend live recertification training.

Please visit our website for more information on the online course process and to purchase these courses.

http://coursem.cce.cornell.edu/
Core Courses

Core courses are based on the core applicator curriculum found in the Core manual. Credits from these can be used by all certified applicators for their recertification.

Here is a list of the current online CORE courses being offered and their credits:

**CORE COURSES**

Core Level Module 20 Weatherwise Application (0.5 credits)
Core Level Module 21 Proper Pesticide Disposal (0.5 credits)
Core Level Module 22 Pesticide Storage (0.75 credits)
Core Level Module 4 Toxicity of Pesticides (1 credit)
Core Level Module 6 Ecology & Environmental Considerations (1 credit)
Core Level Module 7 Safety Precautions with Pesticides (1 credit)
Core Level Module 8 Personal Protection for the Applicator and Worker (1.25 credits)
Protecting Water from Pesticide Pollution (1.5 credits)

Category Courses

Category courses contain information for specific certification categories such as Private vegetable farmers or Commercial Ag and Plant applicators. Before purchasing a course please be sure your certification category is included in the list of approved categories.

Here is a list of the current online CATEGORY courses being offered and their credits:

**CATEGORY COURSES**

Beating Phytophthora Blight (1 credit)
Detection & Management of Brown Marmorated Stink Bug (1 credit)
Detection & Management of the Emerald Ash Borer (1 credit)
Insect Biocontrol (1 credit)
Introduction to Developing IPM Strategies Components and Resources (1 credit)
Introduction to NEWA its use in IPM Strategies (1 credit)
Mechanical Weed Management (1.25 credits)
Nozzle Selection & Calibration for Orchard Canopy Sprayers (1 credit)
Nozzle Selection & Calibration for Vineyard Sprayers (1 credit)
Scouting Basics-The Hows & Whys (1 credit)
Swede midge identification, biology, and management (1 credit)
Sweet Corn IPM (1 credit)
The Ecology of Weed Management (1 credit)
Weed Suppressive Groundcovers (0.75 credits)
Bed Bugs Module - Introduction to Bed Bugs and Their Behavior (0.75 credits)

If you have any additional questions please feel free to contact:

Amber VanNostrand
Cornell University
Pesticide Management Education Program
5142 Comstock Hall
Ithaca, NY 14853
Phone: 1-607-255-1866
asr243@cornell.edu
November 2012

Making the Most of Collaborative Marketing for Your Farm

Jim Ochterski, Cornell Cooperative Extension-Ontario County

It seemed like such a simple idea: several small farm owners in the community realized they would rather work together than against each other when it comes to sales. One of the farmers suggested a group effort to merge their marketing efforts into one common identity. Within a few months, they had a group name, a logo, and they generally agreed who was going to grow what. As harvest season approached, there was trouble. The buyer complained that the products from each farm were inconsistent and they did not know who they were supposed to be talking to. Deliveries were delayed when one of the farms got tied up serving another market. Worse, another farm had been lagging in their food safety certification and the whole group was nervous this problem could cost a lot of money. Collaboration seemed like a good idea at the time, but became a major source of stress and financial pressure.

Collaboration is on the minds of many farmers in the Northeast US. As local food evolves beyond farm markets to serve larger clients like schools, restaurants, and distributors, it becomes very challenging for a single individual farm to keep up. Collective projects like food hubs, aggregation centers, or farm product pools show a lot of promise, but there is more to these than meets the eye.

The 2012 New York Small Farm Summit mobilized the voices of many farmers, and determined that enhancing food distribution strategies to serve local and regional markets is the top priority for small farms. In response, Cornell Cooperative Extension hosted a one-day collaborative marketing seminar and subsequently produced a new bulletin, Collaborative Marketing for Small Farms: Selling and Working Together for Profitability, which is available as a free download at the Cornell Small Farms website.

There are a lot of good reasons to market collaboratively with other farms. The group effort can reduce individual farm marketing expenses, increase the capacity to serve a new buyer
and reduce their risk, maintain product availability by dividing production across several farms, or to maximize a marketing advantage that several farms share.

One of the first things many producers presume about market collaboration is that they automatically need to organize a cooperative; this is not true. There are several collaboration approaches available to farms. Collaborative marketing agreements range from very simple contracts to the formation of new corporations. Something as modest as a consignment agreement allows one farm to sell through another’s market channels. More complicated options take longer to form and involve many legal, business, liability, and taxation considerations. Many small farms will benefit from starting with basic agreements (such as a joint venture or consignment), maintaining independence as an individual farm, before committing to a more lasting business structure.

The group effort, described at the beginning of this article, experienced trouble because they were relying on a general sentiment to work as one, rather than a written agreement. Informal agreements, especially oral agreements, carry a lot more risk than meets the eye. What each person recalls from an oral agreement may be different because there is no record of what exactly was agreed to. An oral agreement is also risky for your farm because the oral agreement could become legally binding when you would rather it didn’t. If two or more farms collaborate without a written agreement, the law can imply that a general partnership is formed. This can unintentionally create legal problems and even liability for each other's debts.

Each farm involved in a marketing collaborative is still obliged to look out for its own interests. A written agreement is the best way to make sure good intentions turn into good business.

Attorneys are usually necessary to develop collaborative marketing agreements. Even though one of the key elements of collaborative marketing among small farms is simplicity, if an agreement is too simple, the participating farms can face big disagreements and supply problems that can make everyone look bad. There are tough and unfamiliar issues that need to be addressed by a qualified attorney in most farm collaborative arrangements:

- Determining the legal identity and product liability of the collaborative in case of problems
- How and when to allow other farms to enter into the collaboration
- Which participants are authorized to sign contracts on behalf of the whole group
- How to enforce oral agreements if there is a dispute about who said what

Fortunately, a small group of farms can combine their marketing efforts and experience the best aspects of what collaboration can bring with communication, enhanced market opportunities, an improved bottom line, and achieving a shared goal with fellow farmers.
For more details, download and read Cornell Cooperative Extension new bulletin, Collaborative Marketing for Small Farms: Selling and Working Together for Profitability. The publication is available online at www.smallfarms.cornell.edu/marketing.

Jim Ochterski is an Agriculture Economic Development Specialist at Cornell Cooperative Extension of Ontario County. He can be contacted by e-mail jao14@cornell.edu or 595-394-3977 x402.

“Smart Marketing” is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. Please cite or acknowledge when using this material. Past articles are available at http://marketingpwt.aem.cornell.edu/publications.html.
Farm professionals who handle, process or merchandise fresh market produce for sale via CSA, Farmers Markets, Farm Markets and Farm Stands will want to participate in Penn State Extension’s Retail Farm Market School.

This six-hour workshop provides employees with knowledge and skills for responding to preserving product quality and serving customer needs. **Participants will earn a Penn State Extension “Produce Professional” certificate and receive a produce knife, digital produce thermometer, signage samples and lunch.**

**Topics include:**
- Produce Handling and Quality
- Produce Merchandising
- Customer Service
- Sanitation
- Fresh Cut Produce

The material is appropriate for new employee training and as a refresher for existing employees.

This program provides a basic understanding of produce science, which will help employees understand and be responsive to consumer needs. Additionally, program participants will be able to provide the highest level of friendly, helpful and skilled service. The course is valuable for anyone who handles, processes or merchandises fresh market produce. This day-long session includes several educational delivery methods including professionally produced video segments, take-home text, post-harvest handling references, group discussions, hands-on activities and a certification quiz.

**Advance registration is required. Please mail a check in the amount of $45.00 by Friday, April 19, using the reservation slip below.**

Sincerely,

Andy Muza
Extension Educator
Horticulture Team
Penn State Extension
Erie County Office
850 East Gore Road
Erie, PA  16509-3798

Phone: 814-825-0900
Email: ajm4@psu.edu
Web: extension.psu.edu/erie

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact Andy Muza at 814-825-0900 in advance of your participation or visit.

Where trade names are used, no discrimination is intended and no endorsement by the Cooperative Extension Service is implied.

**4/23/13 RETAIL FARM MARKET SCHOOL**

**DEADLINE: Friday, April 19, 2013**

Name(s) ___________________________ Daytime Phone ___________________________

Complete Address ___________________________ ___________________________

Number of Reservations at $45/ea; only pre-paid reservations will be accepted.

Make checks payable to PSCE-Erie County

Return to: Penn State Extension Erie County
850 East Gore Road, Erie, PA  16509-3798
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<td>7365 E Rte 20. Westfield, NY 14787</td>
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