

# Lake Erie Regional Grape Program

A cooperative program between Cornell and Penn State Universities, Cornell Cooperative Extension Associations in Chautauqua, Cattaraugus, Erie and Niagara Counties, Penn State Cooperative Extension – Erie County, NYS IPM Program, National Grape Cooperative, Constellation Brands, Walker's Fruit Basket and growers of the Lake Erie Grape Industry



LERGP Home Page: <http://lergp.cce.cornell.edu>

Phone: 716.792.2800

## October - December 2017

### Efficient Vineyard - Podcasts and Closed Captioning

We have had a productive quarter continuing to deliver relevant content to our growers in the form of videos pushed out through social media channels like YouTube and Facebook. We are always interested in new ways to get our message out and shared by others in the industry. Therefore we try to keep our videos under 5 minutes to maximize interest and sharing. We are proud to say our videos offer closed-captioning and have been working on making sure all the closed-captioned text on our videos has been interpreted correctly by YouTube's software. With the technical terms displayed correctly, those with disabilities won't face any barriers or confusion when learning about our projects.

Facebook remains the best way to reach our audience with our posts reaching almost 500 people in the last 30 days. Kevin Martin's post about Management Strategies reached 600 people, and was shared 8 times.



### Efficient Vineyard SCRI Project

On October 31 and November 1, a team meeting for the Efficient Vineyard SCRI project was held at CLEREL in Portland, NY. Members of the team came from New York, Pennsylvania, California and England to reflect on the project as it has been progressing, and to collaborate and set common goals as we proceed into the second half of the project.

In addition to all of the research and technology being developed as a result of this project, the LERGP extension team plays a big role in the success of the project through leadership for the outreach and adoption team. During this quarter a reporting schedule has been created to ensure that there is a continued stream of reporting to funders, scientists, engineers, growers, and interested parties in 2018. This schedule rotates around the 5 project themes and also includes input from industry scientists and participating growers. The information presented from each theme is then placed on the website and also shared via social media (Facebook). During the past quarter there have been 5 blogs posted on <https://www.efficientvineyard.com/news/> and 4 relevant podcasts posted at <http://lergp.com/podcasts/>



## Jackie Dresser Hired as Extension Viticulturalist

The protracted search for an extension support specialist to fill the viticulture position with the Lake Erie Regional Grape Program extension team has drawn to a successful close with Jackie Dresser coming on board starting January 1, 2018. Jackie is currently a research support specialist with the research side of LERGP working with Dr Terry Bates on the SCRI project Efficient Vineyard. Jackie brings a unique skill set of experience and education to the team and we look forward to introducing her to the Lake Erie grape industry in the upcoming year.



## NEWA - Network for Environment and Weather Applications

On December 18th another Rainwise MKLRIII weather station was installed at a local farm in Lake City, Pennsylvania and added to the NEWA network <http://newa.cornell.edu>. This brings the number of stations the program maintains in the Lake Erie region up to eleven. We plan on installing three more new stations in different locations. The addition of this station allows growers to access accurate and precise weather and pest model data over a larger portion of the Lake Erie grape belt. Plans are to continue to work with National Grape Cooperative, Constellation Brands and Walker's Fruit Basket to purchase more weather instruments in the coming year to expand NEWA in the Lake Erie region and increase the reliability of the information it provides.

## Succession Planning for Grape Growers

Recent developments in marketing agreements have introduced new challenges to succession planning for vineyard growers. LERGP has been providing information and business planning services to grape growers to assist in vineyard transitions. Some growers have an opportunity to make long-term investments and replant vineyards to new varieties. Other growers have valuable marketing contracts and are looking to leverage those contracts to help finance retirement.

LERGP has worked with individual growers to provide information on the potential profitability of new varieties. CLEREL research plots now include some of these varieties that are not widely planted. As those plantings enter production in the next two years, we will continue to improve the information we have available to growers.



## Grant Projects in Which LERGP Extension Staff are Principle Investigators or Significant Cooperators

5 projects funded at \$6,252,355. LERGP Extension team share equal to \$632,052

### In 2017

**Meetings** - 28 meetings providing 716 growers with current research-based information

**Applied Research Projects** - 15 growers participating in three applied research projects

**Publications** - Lake Erie Vineyard Notes Newsletter (8) and LERGP Crop Update (29)

**Podcasts** - 48 weekly podcasts produced to date. <http://lergp.com/podcasts/>

**Web resources** - <http://lergp.cce.cornell.edu>, <http://lergp.com> and <https://www.efficientvineyard.com>

**Like us on Facebook** - Cornell-Lake-Erie-Research-and-Extension-Laboratory and EfficientVineyard