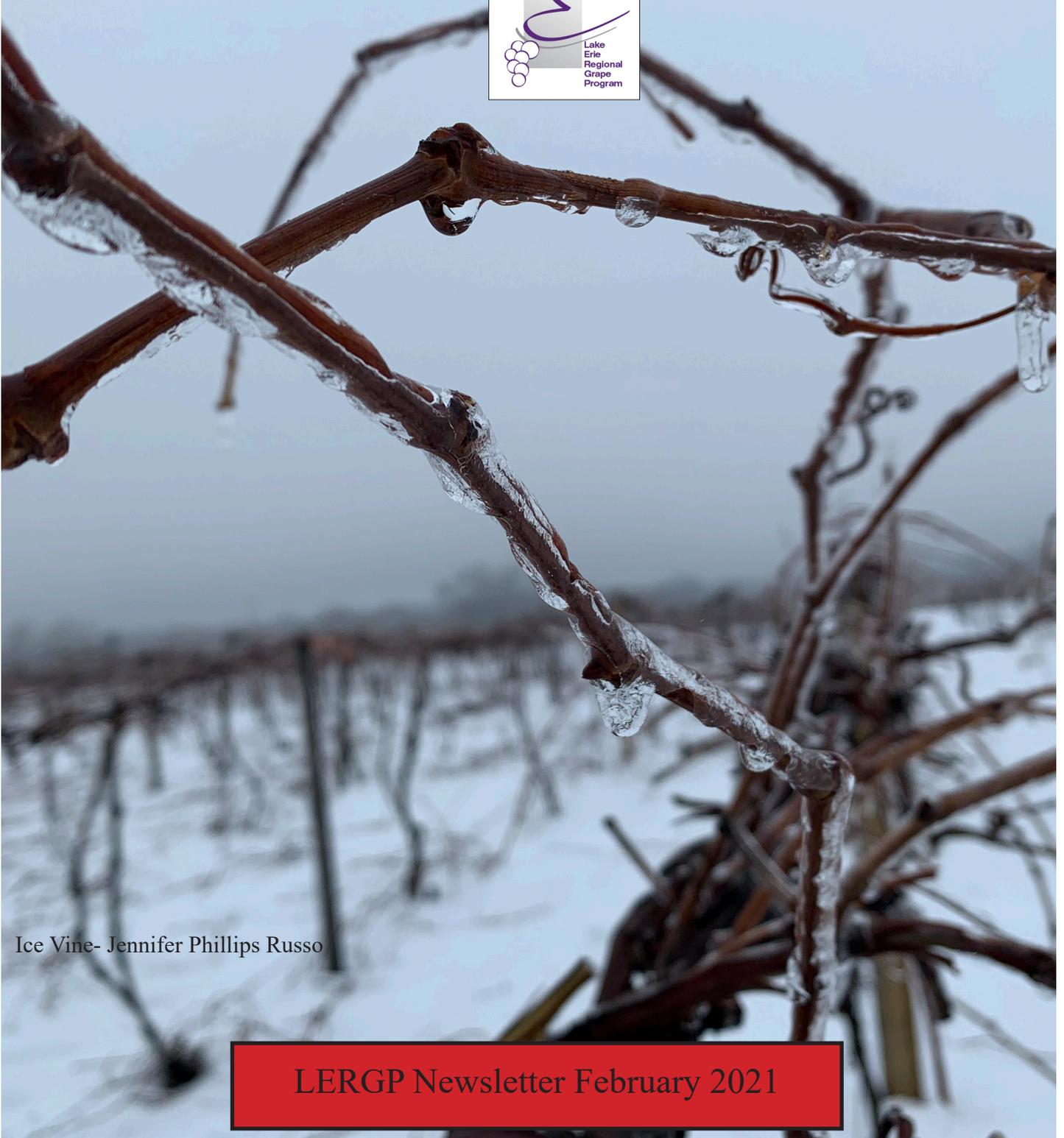


Cornell Cooperative Extension
Lake Erie Regional Grape Program

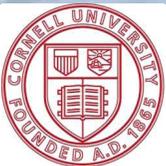


PennState Extension



Ice Vine- Jennifer Phillips Russo

LERGP Newsletter February 2021



Building Strong and Vibrant New York Communities

Diversity and Inclusion are a part of Cornell University's heritage. We are a recognized employer and educator valuing AA/EEO, Protected Veterans, and Individuals with Disabilities.

In this Issue:

- *Winter Conference Information- We will be joining with B.E.V. this year. Please consider attending this information filled event*
- *Program to B.E.V.*



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How to join a Zoom meeting video (1 minute):

https://www.youtube.com/embed/vFhAEoCF7jg?rel=0&autoplay=1&cc_load_policy=1

Joining and Configuring Audio & Video (1 minute):

https://www.youtube.com/embed/HqncX7RE0wM?rel=0&autoplay=1&cc_load_policy=1

Watch Our Podcasts!

<https://lergp.com/podcasts>

The Lake Erie Regional Grape Program is a partnership between Cornell University, Penn State University and the Cornell Cooperative Extension Associations in Chautauqua, Erie and Niagara County NY and Penn State Extension in Erie County PA.



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The LERGP team is still here and available to contact- If you have any questions for us, please use the contact info on the previous page to reach out to us.

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B.E.V. NY Virtual Conference!
B.E.V. NY - <http://www.bevny.org/>
Join us virtually on:
March 3 - 5, 2021



Due to COVID In-Person Meeting Restrictions

We will be combining efforts with Cornell's Extension Enology Lab, the Finger Lakes Grape Program, and NY Wine & Grape Foundation for the B.E.V. NY Virtual Conference.

The Business, Enology and Viticulture programs have agenda items all three days!

Visit our website often as updates are made regularly.

Drink Local. Learn Local.

B.E.V. NY is New York's annual conference for the grape and wine industry, combining the resources of Cornell's Extension Enology Lab, the Finger Lakes Grape Program, and the Charles H. Dyson School of Applied Economics and Management.

Thanks for the ongoing support and collaboration with B.E.V. NY

Registration Cost:

\$75 per person

\$100 per person, includes recordings of program

Cornell Faculty, Staff, and Students - click [here](#) to register

After you register, you will receive an email a few days before the event with a link to join the event.

Free registration for New York Wine & Grape Foundation Members. NYWGF is offering one (1) FREE ticket to B.E.V. NY for ANY New York winery or grower that joins or renews early and pays in advance for their new membership year starting April 1st. To take advantage of this special offer, simply renew or join online today at www.newyorkwines.org/membership.

After joining, you will receive an email with a link to register your one (1) free B.E.V. NY attendee through NYWGF.

To Register Additional Attendees: Please register and pay for additional attendees [here](#).

Need DEC credit? Attend the Viticulture Session on Thursday, March 4th. You are required to email a copy of your DEC ID to bg393@cornell.edu after you register, but prior to the day of the event.

Need PDA credit? Pennsylvania attendees looking for pesticide recertification credits attend the Viticulture Session on Thursday, March 4th. You are required to email your **Name, Birth date, Telephone number and PA Certification Number** to Andy Muza at ajm4@psu.edu after you register, but prior to the day of the event. You will NOT receive credits without the emailed information to Andy Muza.

Please note that all seminar topics and speakers are subject to change.
Please visit this website for updates as speakers are added.

Wednesday - March 3, 2021

9 – 11:00 AM

Business

**Timely and practical issues related to policy, taxes, compliance,
and business trends in the industry.**

Plenary Panel:

- Wine Industry Business & Policy Update

Session Topics:

- How to Leverage Technology to Accelerate Sales
- Business Model Adaptation in a COVID-19-Impacted Environment

Featured Speakers Include:

- Pat Hooker, Deputy Director for Food and Agriculture, Office of Governor Andrew M. Cuomo
- Steve J. Gross, Vice President of State Relations at the California Wine Institute
- Jim Trezise, President of Wine America
- Gregg McConnell, Farm Business Consultant at Farm Credit East, ACA
- Trent Davis, Cornell University
- Ben Salisbury, Salisbury Creative
- Julie C. Suarez, Associate Dean for Land-Grant Affairs, Cornell College of Agriculture and Life Sciences

Enology

11:30 AM - 1:30 PM

Grape Growing for Winemakers

When should we pick the grapes? It seems like an easy enough question, but growers and winemakers have lots of factors to consider that have nothing to do with rain forecasts and full tanks. This panel hopes to provide some tools for each party to better communicate their goals and fears for the grapes and subsequent wine so harvest can be as productive and stress-free as possible.

Panel:

- *Tina Hazlitt, Sawmill Creek Vineyards*
- *Peter Martini, Martini Vineyards*
- *Mario Mazza, Mazza Vineyards*
- *Rich Olsen-Harbich, Bedell Cellars*

Viticulture

2 - 4:00 PM

What Climate Change Might Mean to Our Vines & Lakes

In New York, there has always been a strong relationship between water and grapevines, in particular the lakes and rivers (or ocean) that our vineyards are located close to, which help to moderate the climate and make it possible to grow many of the varieties that we grow. Our speakers will bring both international and local perspectives to this session, with information coming from both academic and production experience.

Topics/Speakers:

- *How Climate Change is Impacting Germany's Vineyards*
 - o *Dr. Hans Schultz, President – Hochschule Geisenheim University, Geisenheim Germany*
 - o *Dominik Sona, General Manager/Winemaker – Weingut Koehler-Ruprecht, Kallstadt Germany*
- *Lake Health and Water Quality in a Changing Climate*
 - o *Dr. Lisa Cleckner, Director – Finger Lakes Institute, Geneva NY*

Please note that all seminar topics and speakers are subject to change.
Please visit this website for updates as speakers are added.

Thursday - March 4, 2021

9 – 11:00 AM

Business

Challenges of Building an Outstanding Wine Brand

What brands have broken through the noise and elevated themselves to new ground - and how?
What can we do, individually and collectively, to tell the story of New York wines in a way that builds recognition and sales?

Keynote:

- Tools and Tips for Building a Successful Wine Brand

Session Topics:

- Telling Your Grower & Winery Story to Media or Buyers
- Virtual Events: Public Speaking and Engagement Tools for Digital Presentations

Featured Speakers Include:

- Juliana Colangelo, Vice President, West Coast Director, Colangelo & Partners
- Dr. Stephanie Bolton, Lodi Winegrape Commission
- Lesley Berglund, Founder & CEO, WISE Academy

Enology

11:30 AM - 1:30 PM

New Thoughts on Cold Stabilization in Wine

When is a wine cold stable? How do we define it? How do we measure it? What do we need to understand about reactions and conditions to better predict how the wine will behave in the tank and in the bottle? Listen in as three of the country's foremost wine scientists discuss what they know and what they're learning about cold stability.

Speakers:

- *Patricia Howe, Postdoctoral Scientist, University of California, Davis*
- *Gavin Sacks, Professor, Cornell University*
- *Andrew Waterhouse, Professor, University of California, Davis*

Viticulture

2 - 4:30 PM

Integrated Pest Management Topics for Eastern Vineyards

This session has been approved for 2.0 pesticide recertification credits by New York State.

The variable climate from year to year, month to month, or day to day in the East, makes pest management a constant focus of most grape growing operations, regardless of what kinds of grapes are planted. Our speakers will bring valuable information to growers about managing pests in the vineyard, including best practices right now and new options coming down the road.

Topics/Speakers:

- *Spotted Lanternfly in New York*
 - *Brian Eshenaur, Senior Extension Associate – NYS IPM Program*
- *Downy Mildew: Past, Present and Future*
 - *Dr. Katie Gold, Assistant Professor (Grape Pathology) – Cornell AgriTech*
- *Weed Management and Herbicide Resistance*
 - *Dr. Lynn Sosnoskie, Assistant Professor (Weed Science) – Cornell AgriTech*
- *Strategies to Manage Field and Hedge Bindweed to Reduce Glyphosate Use*
 - *Dr. Bryan Brown, Weed Management Specialist – NYS IPM Program*
- *A New Sustainable Viticulture Program for NY*
 - *Sam Filler, Executive Director – NY Wine & Grape Foundation*
- *IPM Question & Answer Session*
 - *All sessions speakers*



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Please note that all seminar topics and speakers are subject to change.
Please visit this website for updates as speakers are added.

Friday – March 5, 2021

9 – 11:00 AM

Business

The Next Frontier - The New York Wine Brand in the Context of the Global Market

Listen in on this conversation as we discuss the production, promotion, and market challenges & opportunities for New York as a premier wine region deserving of premium trade and consumer attention worldwide.

Keynote:

- New York Wines & Place on the World Stage

Session Topics:

- Marketing Misunderstood Wines
- The Importance of Wine Label Design in Branding and Sales

Keynote Speaker:

- Jancis Robinson, OBE, ComMA, MW
- Evan Dawson, Host of Connections WXXI; Author of *Summer in a Glass: The Coming Age of Winemaking in the Finger Lakes*

Enology

11:30 AM - 1:30 PM

MOSS (Materials Other than Stainless Steel) and New Red Options from Europe

While stainless steel has plenty of features to recommend it for wine storage, it's not the only option. Before ordering concrete, clay or something else entirely, it's best to hear from those who have gone before. What are the strengths? What are the drawbacks? Is it worth it? Find out why some winemakers choose to forego the status quo and choose different materials.

Speakers:

- *Nova Cadamatre, Constellation Brands*
- *Ian Barry, Barry Family Wines*

Viticulture

2 - 4:00 PM

New Practices and Technologies to Improve Vineyard Management

With increasing pressure on land, water, and labor resources, it is imperative for the U.S. viticulture industry to develop and adopt new management strategies for sustainability and to improve overall production efficiency. Our speakers will deliver innovative, science-driven, and approachable management tools and strategies to meet the needs of the present and help sustain our industry for future generations.

Topics/Speakers:

The New MyEV Digital Vineyard Mapping Tool

Dr. Terry Bates, Senior Research Associate – Cornell Lake Erie Research & Extension Laboratory, Portland NY

- **Bio** - Terry Bates is a Senior Research Associate in the Cornell School of Integrative Plant Science and Director of the Cornell Lake Erie Research and Extension Laboratory. His program focuses on viticulture with an integrated systems approach to vine productivity, fruit quality, and farm profitability. Research interests and contributions include vine mineral nutrition and root biology to control vegetative growth, mechanized vineyard management for fruit quality and labor reduction, and Precision Viticulture to increase production efficiency.
- **Abstract** - The USDA-SCRI Efficient Vineyard project researched tools and techniques in precision viticulture to improve productivity and profitability. Proximal vineyard sensors were used to collect spatial soil, canopy, and crop information. Spatial data were transformed into usable information through in-field sampling techniques. Validated information was then used to make spatial management maps for variable-rate applications. A central key to unlocking the potential of precision viticulture is in being able to work with spatial data. As part of the Efficient Vineyard project, a web-based software platform, called the MyEV tool, was developed for grape producers to easily interact with spatial data and get started with precision viticulture. Dr. Bates will discuss the MyEV tool and how it can be used in NY vineyards.

Cover Crop Species and Their Intended Services

Joseph Amsili, Extension Associate - Cornell University - Extension Associate, Department of Soil and Crop Sciences

- **Title: Digging deeper to uncover hidden relationships between cover crop roots and soil health**

Bio: Joseph Amsili is a soil health program coordinator with the Cornell Soil Health Team and New York Soil Health Initiative where he coordinates extension and research activities. Joseph completed

his Masters at Penn State where he was a part of a research group studying the multiple benefits of cover crop monocultures and mixtures for farmers. His M.S. research focused on comparing cover crop root traits and on tracing cover crop rhizodeposition (the organic carbon released from living plant roots) into stable fractions of the soil. He recently led the New York Soil Health effort to characterize soil health across New York State by soil type and cropping system. Joseph's excitement for cover crops and reduced tillage is rooted in their great potential to improve soil health.

- Abstract: Joseph will discuss the many cover crop benefits through the hidden lens of their root systems. The presentation will focus on what cover crop species or plant families are best for the following benefits: increasing soil organic matter, mycorrhizal colonization, nitrogen supply, nitrogen scavenging, promoting aggregate stability, and breaking up soil compaction.

Updates and Improvements to NEWA Website and Other Tools

Dan Olmstead, NEWA Coordinator - NYS IPM Program, Geneva NY

- Bio: Dan is an Extension Associate with the New York State Integrated Pest Management Program, which is part of Cornell Cooperative Extension. He has served as NEWA Coordinator since 2017, providing digital IPM decision-making resources to growers throughout New York and the eastern United States using a network of more than 750 physical weather stations maintained by private farmers, universities, and publicly funded agencies such as NOAA and the National Weather Service.

- Abstract: NEWA has been an important source of grape insect and disease management information for nearly 20 years. In 2021, <http://newa.cornell.edu> will transition to the next phase with a rollout of an overhauled website, complete with updated user interfaces, useful new functions, and a user profile system for saved settings. Basic questions, such as "When will this change happen?", "Do I have to use the updated website this year?", and "How are grape berry moth and grape diseases going to be different or similar?", will be answered. If you rely on NEWA, be sure to watch this seminar for peace of mind heading into the 2021 growing season. If you are new to NEWA, tune in to see how this online decision support system can provide economic benefits and promote sound IPM best practices for your vineyards.



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This publication may contain pesticide recommendations.

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pesticide usage. No endorsements of products are made or implied.

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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.

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