



The Lake Erie Regional Grape Program



Crop Update for February 20, 2014



Upcoming Event Dates to put on your calendar:

Please note the deadline for each event.

February 26, 2014- Project Reporting Session via Polycom at CLEREL
Deadline for RSVP- February 24, 2014

March 11, 2014- Core Pesticide Training and Testing at CLEREL**
Deadline for pre-registration- February 24, 2014

March 20, 2014- Winter Grape Growers Conference at SUNY Fredonia**
Deadline for registration- March 6, 2014

April 8, 2014- NEWA Training at CLEREL 10:00am-Noon**
NEWA Training at North East PA Lab 2:00pm-4:00pm
Class agendas are identical, 2 location offerings
Deadline for pre-registration- April 1, 2014

May 7, 2014- COFFEE POT MEETINGS** begin- a schedule for these is in progress. Check the web-site for updates as they become available. I will also post dates in the Crop Update.

Information and registration forms for all of the listed events are available in this update.



****DEC
Credits Have been
applied for!**

****I would like to take this opportunity to reach out to our members and ask that if you have not yet enrolled in the program, to please send in your enrollment form ASAP. There is an enrollment form in this update. If you are wondering if you have already done so or if you have questions about enrollment, please feel free to call or stop in anytime. I would be happy to hear from you.*****

Turning the Concord Market Upside Down

Kevin Martin

The purpose of a crop update seems clear at times like this. By the time a newsletter article is written, published and distributed sometimes the world has moved on. Given the sheer size of the 2013 crop, processors were going to be challenged to market that crop and empty tanks by 2015 in preparation for the next large crop. Prices for the 2014 crop were forecasted to fall, perhaps precipitously on the cash market. While the grape juice industry has not grown in decades, the burgeoning wine industry has helped release the pressure.

Or so I thought.

First Carriage House announced a cancellation of all contracts. The quantity of the contracts cancelled was manageable. The amount of warning that was given helped many growers diversify and prepare. There was also the possibility that the demand for that product would still exist, processed by someone else and sold to Carriage House.

The more recent cancellations by Cott were much more surprising. As recently as 18 months ago Cott was taking on new acreage. While 2013 did exceed their production goals; it was the first time in half a decade. However, it became clear that Cott Corp could not handle the expense and risk of such a large inventory. They have, for better or worse, significantly adjusted their strategy. The quantity of the reductions has not yet been announced, but we know they are significant. In particular, the number of growers impacted will make it a challenge to react in time for the 2014 crop. Overnight, for the first time in a decade, Welch contracts became valuable. (Not that many are in a position to be sold)

The most recent newsletter article is a perfectly adequate explanation of succession planning and the importance business growth can play in succession planning. The over-night changes in market surplus and contract shortages undermine succession plans even for growers not caught up in cancellations. Obviously it is a huge setback for growers that are involved. For growers that relied entirely on these markets that did cut back, it is increasingly likely that for 2014 there will be not be much of a market.

Most of the typical suggestions for opening new markets are quite transformative. Many of the affected growers are not in a great position to transform their business strategy. Many, due to their small size, demographics and expertise are not in a great position to successfully expand their operation in this direction. I am confident one or two growers could have success in direct sales, it just is not for everybody.

As an industry less than 12 months ago there was a Concord planting program and most processors were looking to add modestly to their contracts. Given how quickly things have changed, communication with processors is increasingly important. It would be very hard for me to guess the market for 2015. Even the lowly rejected Catawba surplus has been mostly absorbed.

Luke Haggerty is in the news because he is in the know....

Due to all of the time and effort Luke has put into this year's bud mortality assessment, local news crews have sought him out for interviews to provide more in depth information as to how this will affect the crops going forward.

The recent below zero temperatures we have had across the Lake Erie grape belt have brought a renewed interest to grape production in the area, especially the impact on the cold sensitive wine varieties. Use the station links below to see the LERGP's Luke Haggerty discussing the cold temperature's effects on bud mortality across the region with reporters from Channel 4 and Channel 7 in Buffalo, NY.

Here are the links to the interviews if you are interested.

Channel 4

<http://wivb.com/2014/02/14/wine-prices-may-increase-over-grape-crop-damage/>

Channel 7

<http://www.wkbw.com/news/Vineyards-Being-Hurt-By-Winter-Weather-245604641.html>

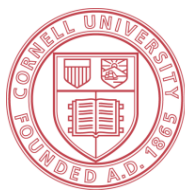
Project Reporting Session to be held at CLEREL



A project reporting session is scheduled for **Wednesday, February 26, 2014** at the Cornell Lake Erie Research and Extension Laboratory located at 6592 West Main Rd. Portland, NY. This location will serve as the satellite location via polycom. The physical presenters will be in Geneva. The meeting will begin at 9:45am and run until approximately 2:00pm. Updates on projects funded by the Lake Erie Regional Grape Program Research and Extension Program, Inc. (the group charged with dispersing the 75 cents per ton voluntary assessment for Concords produced in the Lake Erie Region), New York Wine and Grape Foundation, New York Wine Grape Growers Association and Viticulture Consortium – East, will be presented, as well as, short presentations on proposed new projects.

The meeting format is designed to encourage discussion between those who are conducting or proposing projects, the funders, and the grower community by limiting presentations to 5 minutes and eliminating the use of visual aids.

Lunch is provided for attendees but you must register to reserve a lunch. Please respond to Kate by **Wednesday, February 24**, 2014 at 716-792-2800 x201 or kjr45@cornell.edu.



Cornell University
Cooperative Extension

**Cornell and Penn State Cooperative
Extension**

Lake Erie Regional Grape Program

6592 West Main Rd, Portland, NY 14769 716-792-2800
662 N. Cemetery Road, North East, PA 16428-2902 814-725-4601
850 East Gore Road, Erie, PA 16509-3798 814-825-0900

“CORE” Pesticide Training and Pesticide Applicators License Exam
March 11, 2014
Cornell Lake Erie Research and Extension Laboratory (CLEREL)
6592 West Main Road
Portland, NY 14769

Space is limited ---Pre-registration is required for both sessions

CORE TRAINING

WHEN: 9 AM to 12:15 PM
WHERE: CLEREL Meeting room
COST: \$15

3.0 Pesticide recertification credits in the CORE category have been applied for.

The CORE training session is also designed as a review prior to taking the Commercial or Private Pesticide Applicator exam but is not required prior to taking the exam.

Preregistration for the training using the enclosed course registration form is required by **March 4, 2014**

Questions on the training session should be directed to Kate at (716) 792-2800 ext 201

PRIVATE AND COMMERCIAL NYS PESTICIDE EXAMINATIONS

WHEN: 1 PM
WHERE: CLEREL Meeting room
COST: \$100

REGISTRATION: NYS Department of Environmental Conservation (DEC) requires you to register for entrance to the exam session with the Buffalo DEC office at (716) 851-7220.

DEADLINE for registration to take the test is February 24, 2014. To register, call the DEC at (716) 851-7220. You will then be sent an exam application form and test instructions by the DEC.

Any questions about your eligibility to take an exam or the status of your current certification should be directed to the Buffalo DEC office at (716) 851-7220.

Commercial Applicators: You will need the “Core Manual” and the category manual for the area(s) in which you will be certifying.

Private Applicators: You will need to get the “Core Manual” plus the private category manual for the area in which you will be certifying.

CORE and category training manuals are available through the Cornell Store by using the attached order form or by calling at (800) 624-4080

Questions on Pesticide Examinations should be directed to the NYS DEC at (716) 851-7220.

2014 LERGP WINTER GROWERS CONFERENCE

MARCH 20, 2014

AT SUNY FREDONIA, WILLIAMS CENTER

Full Day Conference, 8:00am-4:15pm, with
morning and afternoon talks, Buffet Lunch and
Trade-Show!

- Management Strategies for High Yield
- GIS and Sensor Technology
- GPS Sprayer Technology
- GBM
- Cover Cropping
- Grape Rootworm/Japanese Beetle

Including Discussion panels with input
from local growers who have experience in
each related area

THE ENTIRE EVENT WILL BE HELD IN THE WILLIAMS
CENTER-
NO TRAVELLING FROM ONE BUILDING TO THE NEXT ON
THE ICE IN THE COLD!

2014

Lake Erie Regional Grape Program Growers' Conference

March 20, 2014
Williams Center
SUNY at Fredonia Campus

Agenda

- | | |
|------------------|--|
| 6:30 AM | Tradeshow set up begins |
| 7:30 AM | Registration and Tradeshow open |
| 8:20 AM | Welcome |
| 8:30 - 9:30 AM | Implementing Vineyard GIS and Sensor Technology
Terry Bates and local growers |
| 9:30 – 10:00 AM | Generation Next: Succession Planning
Ken Fischer and Kevin Martin |
| 10:00 – 10:30 AM | Break |
| 10:30 – Noon | Management Strategies for High Yields
Terry Bates and local growers |
| Noon- 1:30 PM | Lunch and Visit Tradeshow |
| 1:30 – 2:00 PM | Using GPS Sprayer Technology
Andrew Landers |
| 2:00 – 2:30 PM | Grape Rootworm/Japanese Beetle Project
Greg Loeb |
| 2:30 – 3:00 PM | Implementing NEWA in a Vineyard IPM Strategy
Tim Weigle and local growers |
| 3:00 – 3:30 PM | Implementing NEWA in a Vineyard IPM Strategy
Tim Weigle and local growers |
| 3:30 – 4:00 PM | Grape Berry Moth Management
Andy Muza and local growers |
| 4:00 PM | Adjourn |

LAKE ERIE REGIONAL GRAPE PROGRAM
2014 GRAPE GROWERS' CONFERENCE REGISTRATION FORM

to be held at SUNY Fredonia Williams Center

on March 20, 2014

Deadline for registration is March 6, 2014.

Name (1st attendee) _____ \$ _____

Farm Name _____

Address, City, State, Zip Code _____

Phone _____ E-mail _____

Are you enrolled in Lake Erie Regional Grape Program (LERGP)? Yes _____ No _____

REGISTRATION FEES	
LERGP Member 1 st attendee	\$ 40.00
Additional attendee on same farm	\$ 35.00
Non- member	\$100.00

Additional Attendees:

	\$
	\$
	\$
	\$
	\$

*Please add a **\$25.00 late fee** for each reservation received after March 6, 2014

TOTAL \$ _____

Please make check payable to **LERGP (Lake Erie Regional Grape Program)** and mail to: Kate Robinson
LERGP
6592 W Main Rd
Portland NY 14769

Name _____ NY DEC/PA PDA NUMBER _____

Name _____ NY DEC/PA PDA NUMBER _____

Name _____ NY DEC/PA PDA NUMBER _____

<u>Date Ck. Rec'd</u>	<u>Amount</u>

Call Kate at 716-792-2800 ext 201 with any questions.

2014 Lake Erie Regional Grape Program Enrollment

****This form is for NY Growers ONLY- PA Growers call 814-825-0900 to register**

Fees:

\$70.00 \$_____ **GRAPE Program** -Chautauqua county landowner
(*\$45.00 program fee, \$25.00 Chautauqua County Base Fee*)

\$65.00 \$_____ **GRAPE Program**- Cattaraugus, Erie, NY or Niagara
(*\$45.00 program fee, \$20.00 County base fee*)

\$100.00 \$_____ **GRAPE Program** -Out of Program Region Resident

\$25.00 \$_____ 2014 Cornell Guidelines for Grapes

\$25.00 \$_____ Hardcopy mailing of Newsletters***

Total \$_____ (Please make check payable to LERGP)

Program fees do
not include 2014
Cornell Guidelines for
Grapes

I am interested in the educational work of Cornell Cooperative Extension in Niagara, Chautauqua and Cattaraugus County. Any current re-
corded enrollee 18 years of age and older shall have voting and nominating privileges to hold office in the Association of their local county.

☐ I am 18 years of age or older and signed_____

☐ New ☐ Renewal

Farm Name:_____

Name:_____ Spouse's Name: _____

Address:_____ City:_____

State:_____ Zip Code_____

Home phone:_____ Cell Phone :_____

***Due to budget constraints, all correspondence will be conducted through e-mail. Please provide your
e-mail address below. If you would like to receive hardcopies, mark the \$25.00 additional fee line above
and include with payment.***

EMAIL ADDRESS_____

Please return form and payment to:

Feel free to call w/ questions:

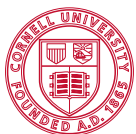
LERGP

716-792-2800 Ext 201

6592 West Main Rd.

Portland NY 14769

Attn: Katie



Cornell University

PENNSTATE



College of
Agricultural
Sciences



Cornell University
Cooperative Extension

LERGP Website Links of Interest:

Table for: Insecticides for use in NY and PA:

<http://lergp.cce.cornell.edu/submission.php?id=69&crumb=ipm|ipm>

Crop Estimation and Thinning Table:

http://nygpadmin.cce.cornell.edu/pdf/submission/pdf65_pdf.pdf

Appellation Cornell Newsletter Index:

<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>

Go to <http://lergp.cce.cornell.edu/> for a detailed calendar of events.

Please remember to RSVP for those events that require one!



Next Crop Update: March 6, 2014

Lake Erie Regional Grape Program Team Members:

Andy Muza, (ajm4@psu.edu) Extension Educator, Erie County, PA Cooperative Extension, 814.825.0900

Tim Weigle, (thw4@cornell.edu) Grape IPM Extension Associate, NYSIPM, 716.792.2800 ext. 203

Kevin Martin, (kmm52@psu.edu) Business Management Educator, 716. 792.2800 ext. 205

Luke Haggerty, (llh85@cornell.edu) Grape Cultural Practices, 716.792.2800 ext. 204

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.

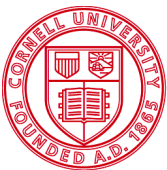
CCE does not endorse or recommend any specific product or service.

THE LAKE ERIE REGIONAL GRAPE PROGRAM at CLEREL

6592 West Main Road

Portland, NY 14769

716-792-2800



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