



# The Lake Erie Regional Grape Program



Crop Update for April 10, 2014



## Upcoming Event Dates to put on your calendar:

Please note the deadline for each event.



### **April 17, 2014- Training Your Customers: Effective Tasting Room Techniques**

CLEREL

Deadline for pre-registration-Monday, April 14, 2014

**May 7, 2014- COFFEE POT MEETINGS\*\*** begin- a schedule for these is included in this Crop Update and will be posted on the web-site next week.

### **June 21, 2014- Hops Production in the Lake Erie Region**

Full day conference focusing on the process of commercial Hops production. The morning program will consist of oral presentations presented at the Brocton Ctral School and then after lunch the group will move outside to the hopyard at CLEREL.

Deadline for pre-registration: Friday June 13, 2014

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

Registration is also available on-line for most programs at our web-site:

**[lergp.cce.cornell.edu](http://lergp.cce.cornell.edu)**

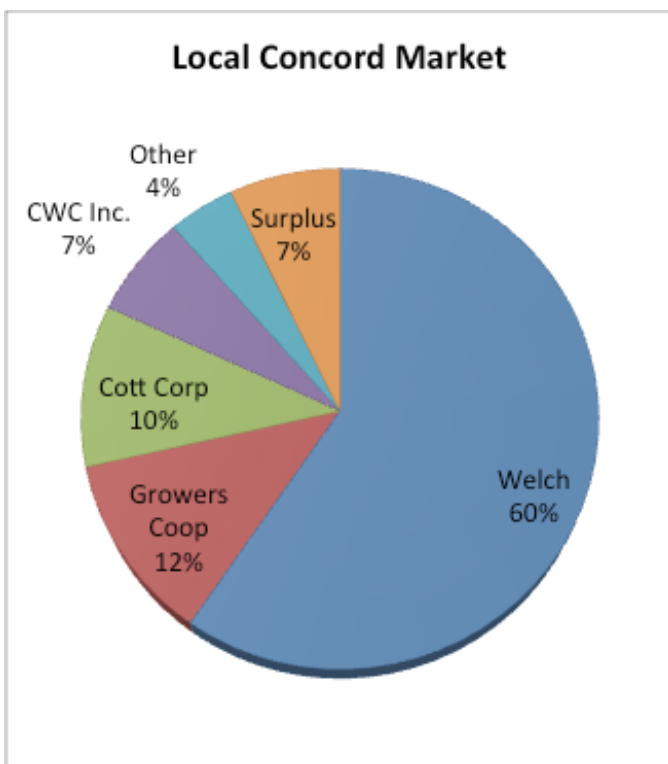


The password for the LERGP web-site will be changed next week. An e-mail will be sent to everyone who has renewed their membership for the 2014 year with the new password. If you believe your name has been omitted in error, please give me a call at the office 716-792-2800 ext 201 or stop in and we can review.

Thank you!  
Katie

## Concord Grape Market & Management Strategies for Growers

Kevin Martin



If you missed Extension meetings and presentations, most growers without contracts plan on speculating this year. Many plan on continuing into next year, even if the 2014 crop remains unsold.

For growers that attended the annual conference, we gathered information with the audience response system clickers. Growers with contracts are very nervous about future declines in price and demand. There is a consensus that a reduction in acreage would strengthen the market.

Economies of scale and regional strength are far more important than the so-called "local" competition for existing grape sales. Shrinking acreage over the long-term will erode the business strength of processors, their ability to efficiently distribute product and maintain

baseline retail sales. In other words, it is cheaper to do business where there is a concentration of a commodity. As acreage declines, processing and marketing costs rise.

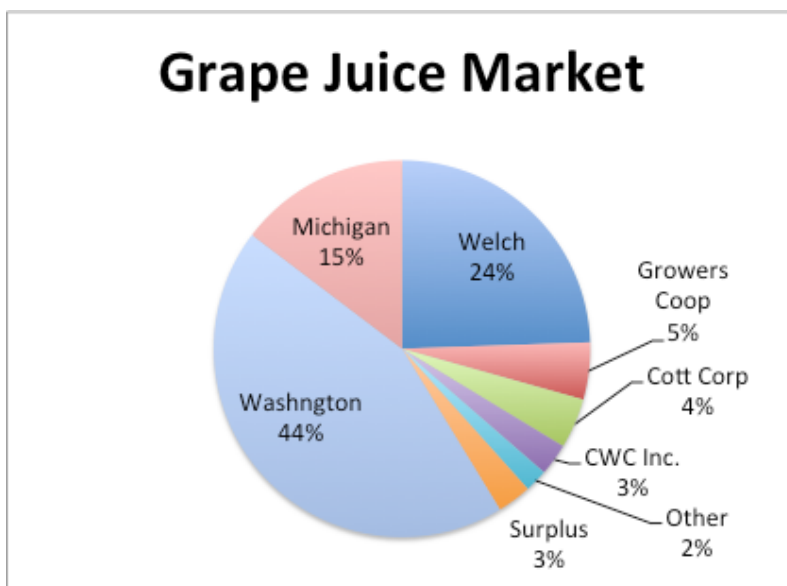
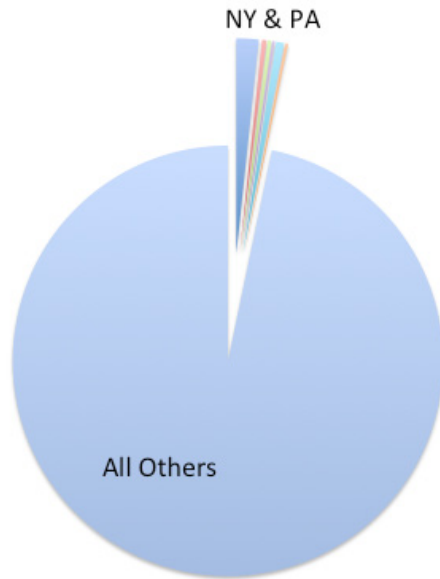


Figure One illustrates the scale of recent contract cancellations. A 7% surplus is nothing to sneeze at. In the scale of the overall juice market (figure 2) and the overall grape market (figure 3), the amount is insignificant. In fact, as most of you know, the amount of NYS and PA production is fairly insignificant. The local Concord has some unique characteristics that demand a bit of a premium price. However, significant declines in acreage have the potential to erode the competitive edge this region has over others.

## National Grape Market



I'll continue to help growers with general and specific strategies to weather the declining market, or exit the business. 90% of growers attending our conference were not directly impacted. Given the rapid erosion of the bulk juice market, we need to continue to strategically use 2013 crop payments and revenue to position grape vineyards to successfully weather a bear market.

## Winter Bud Injury in the Lake Erie and Finger Lakes Regions

*Hans Walter-Peterson, Luke Haggerty, Mike Collizi, and Tim Martinson*  
*Finger Lakes, Lake Erie, and Statewide Viticulture Extension Programs*  
*Cornell University*

Several sub-zero winter cold events have led to varying levels of grapevine bud injury, primarily in central and Western NY. Regional extension programs have collected and dissected buds from 74 (Lake Erie) and 130 (Finger Lakes) vineyards.

Results are shown in the following tables from each region. In each block, 100 buds were dissected to determine whether the primary bud was alive or dead. For each variety we report:

1. The number of vineyards surveyed
2. The range of bud mortality (Lowest-Highest % bud injury)
3. The overall average % bud mortality.
4. Variety ‘class’ – Varieties are grouped into Native (more hardy), Hybrids (moderately hardy) and Vinifera (more tender)

### Lake Erie Grape Bud Damage

Variety	Samples Collected	Range of Bud Damage (%)	Average % Primary Bud Damage
<b>Native</b>			
Catawba	2	18-44	34%
Concord	18	7-37	14%
Diamond	2	24-45	34%
Fredonia	3	22-30	26%
Niagara	16	7-49	26%
<b>Hybrid</b>			
Aurore	1	N/A	26%
Chambourcin	1	N/A	60%
Noiret	3	18-62	44%
Seyval	3	31-43	41%
Traminette	4	29-36	34%
Vidal	2	42-48	44%
Vignoles	2	13-17	15%
<b>V. vinifera</b>			
Cabernet Franc	4	62-91	76%
Cabernet Sauvignon	4	67-87	73%
Gewurztraminer	1	N/A	83%
Lemberger	1	N/A	87%
Merlot	1	N/A	97%
Pinot Gris	3	47-72	67%
Riesling	6	41-70	61%

## Finger Lakes Grape Bud Damage

Variety	Samples Collected	Range of Bud Damage (%)	Average % Primary Bud Damage
<b>Native</b>			
Catawba	1	N/A	9
Concord	12	1-43	21
Niagara	8	5-18	9
<b>Hybrid</b>			
Cayuga White	15	12-95	43
Traminette	3	40-62	48
<b>Vinifera</b>			
Cabernet Franc	16	15-100	58
Cabernet Sauvignon	4	71-100	85
Chardonnay	13	44-100	75
Gewürztraminer	12	14-86	64
Grüner Veltliner	3	47-99	81
Lemberger	5	19-100	57
Merlot	8	42-99	76
Pinot Gris	7	9-98	57
Pinot Noir	14	17-100	66
Riesling	20	13-94	70
Sauvignon Blanc	1	N/A	39

### Discussion.

- **Vinifera.** As expected, had the highest overall bud injury average. In the Finger Lakes by variety the average ranged from 57%-58% (Cab Franc and Pinot Gris) to 85% (Cabernet Sauvignon). Riesling averaged 70% (20 vineyards sampled). Overall averages across varieties were **66%**. In the Lake Erie and Niagara Co. region, the range was 61% (Riesling) to 93% (Merlot, only 1 vineyard sampled).
- **Hybrids.** In Finger Lakes only Cayuga white and Traminette sampled, average was 43-48%. Lake Erie: wider range sampled, range 15% (Vignoles) to 60% (Chambourcin). Overall average was **43%**.
- **Natives.** In Finger Lakes, variety averages ranged from 9% (Niagara) to 21% (Concord, several blocks). In Lake Erie, range was 14% (Concord) and 26% (Niagara). Overall average was **16%**.
- **Variability:** There is a lot of variability, even in the *vinifera* cultivars. Note that most of the Natives are 0-20%; Hybrids in 10-40%, and the *vinifera* have two peaks: one at 40-50% bud injury and one at 80-90% bud injury. That means we have two distinct situations. One set of vineyards has ‘moderately severe’ injury (30-60%) and the others have ‘severe injury’ (70-100%).

### Impact:

- We consider 10% bud mortality to be ‘normal’, and that vines will compensate for anything < 20% bud injury (no adjustment needed).
- From 20-70%, we recommend leaving an equivalent amount of ‘extra buds’ to compensate.
- Above 70%, we recommend only minimal pruning, with adjustments after budburst.
- Even when growers leave extra buds, yield will probably be lowered (i.e. if I leave 60 buds instead of 30 buds when 50% of buds are injured, I may get 70 or 80% of a normal crop, but not 100%)
- With over 50% bud injury, it’s likely that growers will have to plan on renewing (replacing) trunks.
- We will not know how much the bud injury has affected the crop until sometime in late May to early June, after the vines have started growing. There may be trunk injury (harder to evaluate in the winter) and some injured vines may develop crown gall lesions and mid-season vine collapse if the trunk vascular tissue is injured.



## Block-by-Block Record Keeping

*Tim Weigle*

With extreme cold winter temperatures and contract cancellations that took place during the dormant season, 2014 is shaping up as a year where growers' management skills are going to be put to the test. With portions of, or entire, blocks having bud and/or trunk injury, it will be increasingly difficult to make management decisions for the entire vineyard operation as a unit, rather than on a block by block basis.

The managing by block concept is useful in all aspects of vineyard management and it is critical in developing a vineyard pest management strategy, especially if your vineyard operation consists of numerous blocks in different areas and varieties rather than one large block.

If you have not already done so, take some time in the next week to really look at your overall vineyard operation and break it down into representative blocks. When developing your blocks, size does not matter nearly as much as uniformity. A 50 acre vineyard with 10 acres showing a problem (i.e. trunk damage, excessive bud damage or just reduced vine vigor over the years) should be broken into two blocks. Although the vineyard rows may be contiguous, creating two blocks will allow for the record keeping required to provide the data needed to determine the economics



of applying different management strategies to each block. As vineyard operations get larger, it becomes necessary to, either, hire more labor, which is already a huge production cost, or have the owner/operator cover more acres themselves. Blocking your vineyard operation will allow for the documentation of problem areas and help to prioritize the vineyard blocks and management practices that need to be carried out. For example, it may be cost effective to do more intensive scouting for Eutypa at the 10- to 12-inch growth stage and grape rootworm in the beginning of July in a block with reduced vine growth.

In the beginning, the most important part of a record keeping system will be for you to get in the habit of collecting the information and recording it into a central location that can be accessed later. As with many other practices the LERGP extension team has talked about, a good starting point would be to try it on a small scale first. A good example would be to create two blocks to keep records on, 1) a block that you have been having problems with, and 2) the remainder of your operation. Records should be kept on things like scouting, pest management applications, nutrient applications, soil and petiole testing, tonnage at harvest, and weather records for both of the blocks. The next step is to use this information to manage the blocks. As you progress through the years be sure to keep your records so you can develop a database of information. It is surprising how useful information that was collected 5, 10, 20 and even 50 years ago can be when looking at the current vineyard operation.



## 2014 LERGP Coffee Pot Locations

<b>May 7th</b>	10:00am	Ann & Martin Schulze 2030 Old Coomer Rd. Burt NY 14028
<b>May 14th</b>	10:00am	John Mason 8603 W. Lake Rd. Lake City PA 16428
<b>May 21st</b>	10:00am	Leo Hans 10929 W Perrysburg Rd. Perrysburg NY 14129
<b>May 29th</b>	10:00am	Bob & Dawn Betts 7365 E Rte 20. Westfield, NY 14787
<b>June 4th</b>	10:00am	Clover Hill Farms- 10401 Sidehill Rd. North East, PA 16428
	2:00pm	Brant Town Hall-Back entrance 1294 Brant North Collins Rd. Brant NY 14027
<b>June 11th</b>	10:00am	The Winery at Marjim Manor, 7171 East Lake Rd. Appleton NY 14008
	2:00pm	Chris Ortolano-2053 Lake Rd. Silver Creek NY 14136
<b>June 18th</b>	10:00am	Dan Sprague- 12435 Versailles Plank Rd. Irving NY 14081
	2:00pm	Evan Schiedel/Roy Orton -10646 W Main Rd. Ripley NY 14775
<b>June 25th</b>	10:00am	Tom Tower Youngstown NY 14174
	2:00pm	Jim Pratz- 9210 Lake Rd. North East PA 16428
<b>July 2nd</b>	10:00am	Peter Loretto- 10854 Versailles Plank Rd. North Collins NY 14111
<b>July 9th</b>	10:00am	Kirk Hutchinson- 4720 W Main Rd. Fredonia NY 14063
<b>July 16th</b>	10:00am	Earl & Irene Blakely 183 Versailles Rd. Irving NY 14081
<b>July 23th</b>	10:00am	Fred Luke- 1755 Cemetery Rd. North East PA 16428
<b>July 30th</b>	10:00am	Carl Vilardo- Walker Rd. Westfield NY 14787



# Register now for the Effective Tasting Room Techniques Workshop!

This is a unique workshop  
for this area, only offered  
one time per year. Don't  
miss this opportunity!

Deadline for registration  
has been moved to

Monday, April 14, 2014!

Register online at  
[lergp.cce.cornell.edu](http://lergp.cce.cornell.edu)





Cornell University  
Cooperative Extension

# Training your Customers: Effective Tasting Room Techniques

PENNSTATE



College of  
Agricultural  
Sciences

Thursday, April 17, 2014

Registration: 8:30am; Program- 9:00am-4:00pm

Cost:\$50.00 per person(includes morning coffee and lunch)

Where: CLEREL, 6592 West Main Rd. Portland NY 14769

716-792-2800 ext-201



Denise Gardner, Extension Enologist, Penn State University  
Chris Gerling, Enology Extension Associate, Cornell University  
Luke Haggerty, Viticulture Extension Associate, Cornell University  
Kathy Kelley, Professor of Horticultural Marketing & Business Management,  
Penn State University  
Anna Katharine Mansfield, Assistant Professor of Enology, Cornell University

## Welcome and Introductions

Mansfield

- Who are you, and why are you here?

## Typicity Tune-up (tasting) Riesling

Gardner

- Avoiding 'cellar palate' means understanding the market and tasting representative wines of the world

## Intro to Viticulture -Growing wine

Haggerty

- Where grapes come from and how they get to the winery

## Break

## Frequently Asked Winemaking Questions

Gerling

- Explanations for common questions

## Lunch

## Selling at the Cellar door Connecting with consumers

Kelley

- Understanding your customers and reaching them in the tasting room or through social media

## Sensory Evaluation & Flaws Training (tasting)

Mansfield

We're all wired differently- but no one likes stink!

- Basic sensory principles, and a session of wine flaws

This is a great learning  
opportunity for winery  
owners and their staff!

**Please Register by Friday April 11, 2014**

Name of Winery represented: \_\_\_\_\_

Name(s) of attendees: 1) \_\_\_\_\_ 2) \_\_\_\_\_  
3) \_\_\_\_\_ 4) \_\_\_\_\_

Total cost @ \$50.00/person x \_\_\_\_ person/people = \$ \_\_\_\_\_

Please make checks payable to LERGP and mail to:

LERGP, 6592 West Main Rd. Portland NY 14769, ATTN: KATE

Contact Kate at [kjr45@cornell.edu](mailto:kjr45@cornell.edu) or 716-792-2800 ext 201 for more information.

\*\*\*You may also register on-line at <http://lergp.cce.cornell.edu/>. You can register up to 10 participants and pay with a credit card.

# Hops Production in the Lake Erie Region

When: Saturday, June 21, 2014  
Time: 8 AM – 4 PM  
Where: Cornell Lake Erie Research and Extension Laboratory  
6592 West Main Road  
Portland, NY 14769



Cost: \$100, \$75 for members of the Northeast Hops Alliance

Class size is limited; sign up early to ensure a spot in the class.

To register:

Contact Kate at (716) 792-2800 x 201 or [kjr45@cornell.edu](mailto:kjr45@cornell.edu)

Registration is available on-line at [lergp.cce.cornell.edu](http://lergp.cce.cornell.edu) or you can use the form in this update to mail in.

Participants will learn about commercial hops production; starting with classroom instruction on production practices from commercial hops growers from Pennsylvania and New York as well as Cornell University extension staff. The talks will provide an overview of hops production from before they are planted in the ground to the processing and marketing after harvest.

In the afternoon participants will head out to the CLEREL hop yard for a firsthand look at hop yard construction and a discussion with hops growers on the practices they use in their hop yards. A small scale harvester prototype will be available for viewing in the afternoon.

## Topics to be covered:

**Planting a hop yard**

**Nutrition basics**

**Short trellis hops production**

**Processing – what to do with your hops after harvest**

**Marketing hops**

**Determining pricing for selling hops**



# Hops Production in the Lake Erie Region

Saturday, June 21, 2014  
at  
Brocton Central School  
138 West Main Rd.  
Brocton, NY 14716



*\$100.00 General*  
*\$75.00 NeHA Members*  
(you can join or renew your membership at: [www.northeasthopalliance.org](http://www.northeasthopalliance.org))

Name: \_\_\_\_\_  
St. Address: \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone Numbers: Home \_\_\_\_\_ cell \_\_\_\_\_  
E-mail address: \_\_\_\_\_  
# of hills you have: \_\_\_\_\_

Names of additional registrants:	NeHA Member	Non-member
_____	\$75.00	\$100.00
_____	\$75.00	\$100.00
_____	\$75.00	\$100.00
_____	\$75.00	\$100.00
_____	\$75.00	\$100.00

Total number of registrants: \_\_\_\_\_ Total paid: \_\_\_\_\_

Registration questions:  
Contact: Kate Robinson at 716-792-2800 ext 201 or e-mail: [kjr45@cornell.edu](mailto:kjr45@cornell.edu)

Mail form and payment made out to LERGP to:  
LERGP, c/o Kate Robinson 6592 West Main Rd. Portland, NY 14769

# 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:

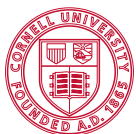
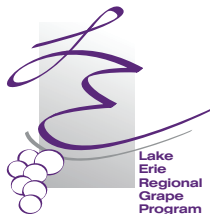
LERGP

716-792-2800 Ext 201

6592 West Main Rd.

Portland NY 14769

Attn: Katie



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## 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](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: April 24, 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.

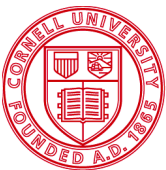
CCE does not endorse or recommend any specific product or service.

THE LAKE ERIE REGIONAL GRAPE PROGRAM at CLEREL

6592 West Main Road

Portland, NY 14769

716-792-2800



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