



Crop Update for August 21, 2014



The harvest season is upon us.

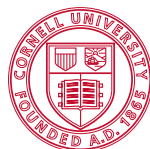
The season of meetings and events has come to a close and the focus has shifted to preparing for the harvest.

Events will be posted as they arise in the coming months.

Enjoy the last few weeks of summer!

Building Strong and Vibrant New York Communities

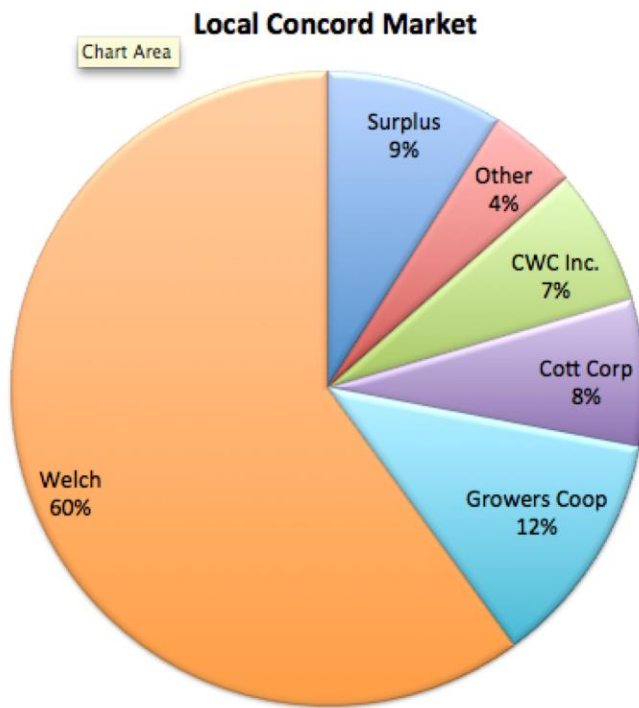
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Cornell University

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.



As we near harvest and crop estimations became clear and accurate, the market for surplus Concord tightened considerably.

Prices for contracted grapes have also begun to fall for most markets. Cash market prices will be in the range of 235 – 265 per ton. Interestingly, some Niagara prices remain low despite winter injury. Despite the decline in price, most growers with reliable markets and a full crop should continue to build modestly on the financial success of last year.

A larger concern is the potential flood of non-contracted and allocated tonnage. As market

speculation was the planned consensus strategy in April, the surplus may range between 6% and 15% of the total market. This range will depend on how well some acreage contracts swallowed tonnage contracts. It will also depend on the size of market allocations. A market allocation could be defined as a temporary and partial reduction in contracted tonnage, for those unfamiliar with cash contracts.

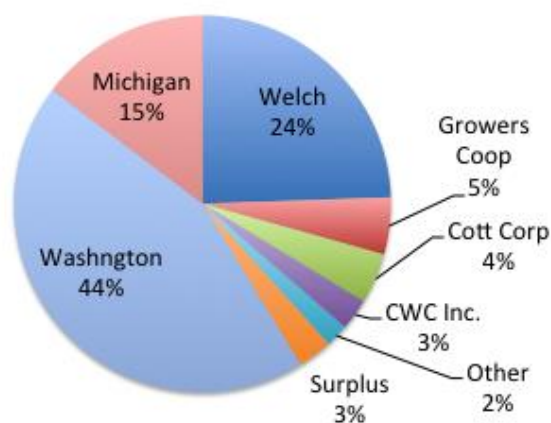
On the Cooperative side, payments have been somewhat lower in certain cases. In all cases the competitive juice market is expected to erode future payments. Prices across the juice category are significantly lower than recent years. Volume also continues to be challenging. These challenges have appeared across the industry and are not limited to grape.

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.

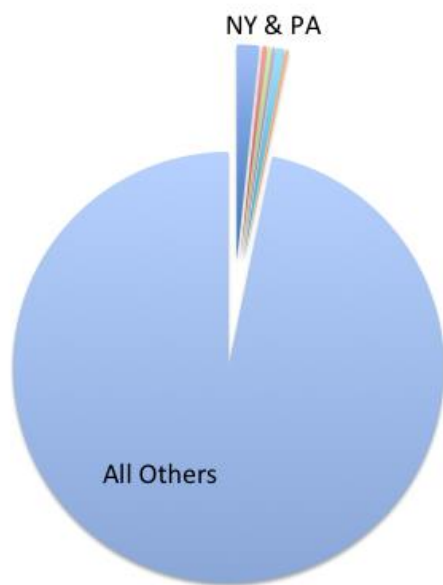
Economies of scale and regional strength are far more important than the so-called “local” competition for existing grape sales. Shrinking acreage over the long-term will erode the business strength of processors, their ability to efficiently distribute product and maintain baseline retail sales. In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

Grape Juice Market



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.

Cultural Practices

Luke Haggerty, LERGP,
Viticulture Extension Associate

Veraison is Only Days Away

This time next week (Aug 25th -29th) there will be a lot more color in the Concords. Looking at the historical phenology data, veraison occurs ~70 days after bloom and the average bloom date is June 14th resulting in August 24th for the average veraison date. Depending on your location the 2014 bloom occurred at or just a few days later than the average. Kelly Link is predicting that veraison will occur on August 24th in our Fredonia block and possibly a day earlier here in Portland. With veraison happening in the near future, it's time to dust off the refractometer and start sampling your different blocks.



From veraison to harvest is an ideal time to look for signs of nutrient deficiencies in the foliage. To fully understand what is causing a deficiency you can take a petiole sample from the vines and see exactly what the vines are pulling up from the soil or test the soil. If you see symptoms and would like petioles or soil tested, bring samples into the Cornell Lake Erie Research and Extension Laboratory (CLEREL) at 6592 West Main Road Portland, NY 14769. For information on how to collect petiole and or soils for testing go to <http://lergp.cce.cornell.edu/submission.php?id=23>.

The cost per sample is \$30.00 for petiole sample (bring in 50 petioles) and \$17.00 for soil samples.

Weather Data

Lake Erie Grape Region NEWA Weather Data

Location	Date	High (F)	Low (F)	Precip.Past 7 days (in)	Precip. Aug.Total
North East Lab, PA	8/20/14	79	66	0.59	2.38
Harborcreek, PA	8/20/14	81	65	1.16	3.09
North East Escarpment	8/20/14	79	65	0.68	1.96
Ripley	8/20/14	78	66	0.36	2.21
Portland Route 5	8/20/14	80	67	0.62	3.12
Portland CLEREL	8/20/14	78	67	0.31	2.25
Portland Escarpment	8/20/14	78	66	0.48	2.68
Dunkirk	8/20/14	78	66	0.22	2.26
Silver Creek	8/20/14	80	67	0.32	2.67
Sheridan	8/20/14	82	66	NA	NA
Versailles	8/20/14	79	64	NA	NA
Appleton	8/20/14	77	61	0.18	1.21
Somerset	8/20/14	77	63	0.21	1.11
Appleton South	8/20/14	77	61	0.18	1.01

Note: All Weather data reported as of 8/6/2014. NA=Sensor Malfunction

Grape Berry Moth Model on NEWA

Looking at the Phenology based-degree day model for grape berry moth on NEWA <http://newa.cornell.edu>, it appears that as of Thursday, August 21, 2014 we have reached or surpassed the 1620 DD required for timing of insecticide applications for the third generation of grape berry moth for all stations located in the Portland area and west. With the exception of vineyards located in Niagara County, all vineyards in the Lake Erie grape belt should reach 1620 by the end of this weekend.

NEWA Location	Wild grape bloom date*	DD Total on August 21, 2014
Versailles	June 5	1569
Dunkirk Airport	June 8	1601
Silver Creek	June 9	1589
Portland Escarp.	June 4	1635
Portland	June 7	1627
Portland Route 5	June 7	1674
Ripley	June 3	1721**
North East Escarp	June 3	1645
Harborcreek	June 3	1715
North East Lab	June 5	1656
Ransomville	June 9	1489
South Appleton	June 9	1472
* Estimated date provided by NEWA website		
** DD total was derived by hand calculating DD total for 5 missing days		

If scouting (a 15% damaged cluster threshold is being used at this timing) indicates that an insecticide is required, it is recommended that materials that need to be ingested such as Intrepid, Altacor and Belt, be applied to coincide with 1620 DD where materials that work on contact should be applied closer to 1720 DD. In vineyards, or areas of vineyards, that have a continued history of GBM damage even with appropriate management steps have been taken, it may be necessary to apply two sprays per generation to provide coverage for the extended generations that we see later in the season. While it does not appear that we will have enough heat accumulation to have

a fourth generation, the rotation between warmer and cooler temperatures have provided conditions that could stretch out the egg-laying by the third generation even more than we have seen in past years.

When applying any pesticide at this time of year it is important to watch the days to harvest interval. This information is found on the pesticide label and has been provided in Table 8, Page 135 – 139 of the New York and Pennsylvania Pest Management Guidelines for Grapes. With harvest of Niagara and other early season varieties just around the corner you need to be aware of the pre harvest interval to help ensure your harvest goes smoothly. On the following page are some of the more common pesticides and their days to harvest interval.

1620 DD – materials that need to be ingested

Altacor - 14 days

Intrepid – 30 days (*Not labeled for use in New York*)

Belt – 7 days

1720 DD – materials that work by contact

Leverage 360 – 3 days

Mustang Max - 1 day

Baythroid – 3 days

Tourismo – 7 days

Danitol – 21 days

Bifenthrin – 30 days

Brigade

Sniper

Fanfare

Bifenture

Brigader – 30 days

If you have any questions on using the Phenology-based degree day model for grape berry moth, please give me a call at 716.792.2800 x203



Thank you!

Thank you to the following who provided a place to hold the Coffee Pot meetings this year! The Coffee pot meetings provide a comfortable, informal venue for growers and Extension associates to come together and discuss timely and pertinent information on a weekly basis from May through July.

Ann & Martin Schulze
John Mason
Leo Hans
Bob & Dawn Betts
Clover Hill Farms
Brant Town Hall
The Winery at Marjim Manor
Chris Ortolano
Dan Sprague
Evan Schiedel/Roy Orton
Tom Tower
Archer & Pratz Inc.
Peter Loretto
Kirk Hutchinson
Earl & Irene Blakely
Fred Luke
Carl Vilardo

If you are interested in hosting a Coffee Pot Meeting in 2015, please give me a call or send an e-mail.
716-792-2800 ext 201

kjr45@cornell.edu



From Erie County PA.

Andy Muza, Extension Educator, Erie County, PA Cooperative Extension

In the Vineyard (8-21-14) – Andy Muza

Grape Berry Moth – (Time for an Insecticide Application)

A total of 25 clusters were examined for GBM eggs or feeding injury at each of 8 sites examined this week. GBM eggs were found in border rows at **ALL** of the 8 high – severe risk Concord sites in Erie County, PA. The percentage of **clusters with GBM eggs** in border areas at these sites were: 4% (4/25 clusters), 4%, 8%, 12%, 28%, 40%, 60%, and 64% (16/25 clusters).

The percentage of **clusters with injury** in border areas at these sites were: 20%, 56%, 92%, 96%, 100%, 100%, 100%, and 100%. A cluster was recorded as injured if any berries showed signs of GBM feeding.

According to the GBM Degree Day Model, an insecticide application for the third generation of GBM should be applied at 1620 degree days **if using materials such as Altacor, Belt or Intrepid**. (Note that Intrepid is not registered for use in NY). The 1620 DD has been reached or will occur within the next 5 days (depending on site).

If you plan to use a **contact insecticide** (see Table 4.2.2 pages 51-52 in 2014 New York and Pennsylvania Pest Management Guidelines for Grapes) then an application should occur around 1720 DD. Check the GBM Degree Day Model in NEWA <http://newa.cornell.edu/index.php?page=berry-moth> to determine degree day accumulation for your sites.

Something to consider, for sites that already have a high percentage of clusters with injury, is to apply an additional insecticide application 7-10 days after your initial application for this third generation.

It is important that you check the pesticide label for maximum rates/acre allowed per season and for preharvest intervals before making any applications.

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:

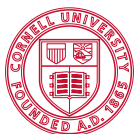
LERGP

716-792-2800 Ext 201

6592 West Main Rd.

Portland NY 14769

Attn: Katie



Cornell University

PENNSTATE



College of
Agricultural
Sciences



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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

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!



Lake Erie Regional Grape Program Team Members:

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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.

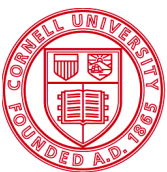
CCE does not endorse or recommend any specific product or service.

THE LAKE ERIE REGIONAL GRAPE PROGRAM at CLEREL

6592 West Main Road

Portland, NY 14769

716-792-2800



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