



Finger Lakes Grape Program

January 30, 2015

Finger Lakes Vineyard Update

Time to Register for B.E.V. NY 2015!

Hans Walter-Peterson



<http://events.cals.cornell.edu/bevny2015>

We're only one month away now from this year's B.E.V. NY conference, and we're excited with how the programs are shaping up for all three days. As you know, each day is focused on a different aspect of the industry – Thursday's agenda is focused on business and marketing topics, Friday is all about winemaking, and Saturday's program is focused on grape growing. The program for all three days is included in this week's Update, but here are a couple of highlights for each day.

Thursday – Business and Marketing

The first day of the conference is headlined by two “heavy hitters” in the field of wine economics. Dr. Karl Storchmann is an economist at New York University, and is the managing editor of the [Journal of Wine Economics](#). Dr. Storchmann will be talking about some of his work analyzing the economic impacts and implications of climate change on the wine industry. Our other keynote speaker is Dr. Steven Cuellar, who is an economist at Sonoma State University. Dr. Cuellar will be giving two talks on Thursday focusing on two of his research areas – wine pricing strategies and the return on investment of social media marketing efforts – both of which should be of interest to the industry here in New York.

Based on feedback we received from last year's conference, we have split the afternoon into two distinct tracks – one that is focused more on sales and marketing strategies like selling wine to restaurants and branding, while the other has talks on broader business and management issues like benchmarking and human resources.

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CCE 2015 Pesticide Training

February 2 –March 2, 2015

The Northern Grape Project Webinar Series

February 10, 2015

B.E.V. NY 2015

February 26-28, 2015

Lake Erie Regional Winter Grape Grower Conference

March 16, 2015

Time to Register for B.E.V. NY 2015! (continued from page 1)

Friday – Enology

Friday's program is once again packed full of solid, practical information for winemakers. From barrel sanitation to red wine color stability to closure options, there will be lots to take in during the program. Dr. Gavin Sacks is always one of the highlights of the enology program, and he will be presenting some new information on sulfur off-aromas forming during storage. The program will also feature a winemaker panel focused on sparkling wine production, including Eric Bauman from Dr. Frank and Gilles Martin, winemaker at Sparkling Pointe on Long Island.

Saturday – Viticulture

The viticulture program will have a mix of familiar and new faces this year. There will be talks about how vines protect themselves from winter and frost injury, and how growers can influence hardiness, along with summaries of research looking at the impacts of sun exposure and floor management under the vines on fruit quality. The pest management session will round out the day with discussions about weed management, the use of weather data in an IPM program, and last but not least, everyone's favorite red-socked engineer, Andrew Landers. We have applied for 1.5 pesticide recertification credits for the program on Saturday.

Expanded Trade Show / Wine & Cheese Social

We have expanded the trade show this year to take place on both Friday and Saturday, February 27 – 28, giving attendees lots of time to speak with vendors about the products and services they have available to the industry.

The traditional Wine & Cheese Social will take place in the Trade Show on **Friday afternoon**, after the end of the Enology program that day. Registration for any day of the conference includes admission to the Wine & Cheese Social on Friday.

Registration

Registration for B.E.V. NY 2015 is \$95 per day for the first person from a farm, business or other organization. Each additional registrant from that same business or organization is given a discounted rate of \$75 per day. Students that are participating in a grape or wine-related program at their school can register for \$50 per day. Hotel rooms at the Conference Center are offered at a discounted rate of \$94/night + tax, but you must reserve your room by Thursday, February 12 to receive this special rate.

To register for the conference, or for more information about the program, please visit <http://events.cals.cornell.edu/bevny2015>. Hotel reservations can be made online at <http://www.rit.edu/ritinn/reservations>, using the group code **1502BEVNY**, or by calling (585) 359-7731.

Bud Hardiness Results—January 19th

Hans Walter-Peterson

We have always said that the primary purpose of the bud sampling that we do each winter is to get a general sense of how hardy grape buds are relative to the temperatures in different locations. I mention this because the most recent results from our bud hardiness survey (from samples collected on January 19) show that, while the buds are hardy to levels that we generally expect them to achieve each year, the shot of arctic air that hit the area back on January 14 was cold enough to raise concerns about the potential for bud damage in some locations around the Finger Lakes, and in certain varieties, particularly Cabernet Franc.

In several of the locations where we collect samples, low temperatures in the early morning of January 14 dropped close to or below -10°F.

LOCATION	LOW TEMP ON 1/14 (°F)*
East Keuka	-11.2**
West Keuka	-13.0
West Seneca	-14.8**
East Seneca	-8.5
West Cayuga	-10.3**
West Canandaigua	-4.0
Sodus	-5.8
Geneva	-10.0

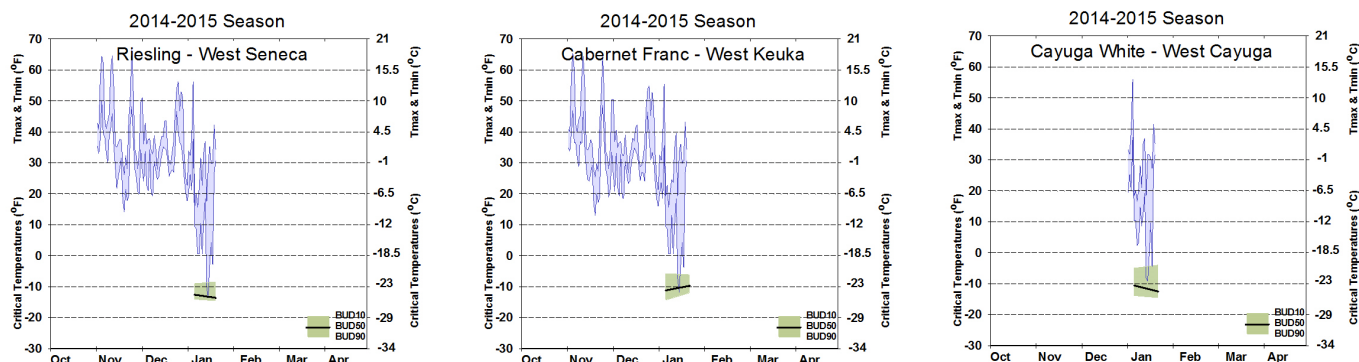
*These readings come from temperature sensors that we place in each vineyard where we collect our bud samples, rather than from weather stations.

**These results are significantly colder than those reported by nearby weather stations, and therefore may not be accurate. We are checking the accuracy of our sensors in light of these differences.

Keep in mind that these temperatures don't necessarily represent the entire area that they come from. For example, the temperature at the West Seneca vineyard where we collect our samples was more than 10 degrees lower than the lowest temperature we reached at the Teaching Vineyard (-2.7°F) that morning, even though both are located on the west side of Seneca Lake.

When comparing these temperatures to the bud hardiness results, we see that there is the potential for higher levels of bud injury to Cab Franc and Riesling, and possibly to Cayuga White, in certain locations.

Bud Hardiness Results—January 19th (continued from page 3)



You can find graphics for all of the sampling locations and varieties for the Finger Lakes, Lake Erie and Hudson Valley at the project's website, <http://grapesandwine.cals.cornell.edu/extension/bud-hardiness-data/>.

So where does this leave us right now? Even if our coldest readings are not completely accurate, it still got cold enough for us to strongly recommend that growers check for bud injury in varieties that might suffer damage from these kinds of temperatures. I would expect that we will see some level of damage above what we would have in a 'normal' winter in some places and in certain varieties. We would appreciate hearing any results from bud injury checks that growers do over the rest of the winter. We will be doing our own assessments of injury in some of these locations through the winter and in early spring.

Don't forget to watch our videos on how to check buds for winter injury if you want some guidance on how to do this:

Bud Injury Testing – Part 1: http://www.youtube.com/watch?v=_RHJ5mY3fAs

Bud Injury Testing – Part 2: <http://www.youtube.com/watch?v=eWtr0jzI2Dk>

Bud collection and determination of LTEs at NYSAES is supported by a grant to the Statewide Extension Program by the NY Wine and Grape Foundation and the Directors Endowment at the NYS Agricultural Experiment station.

Time to Enroll in the Finger Lakes Grape Program!



Enrollment for the Finger Lakes Grape Program for 2015 is open! The FLGP provides you with a direct link to the latest information from Cornell and other resources around the country on topics that are important to you as a grape grower including pest management, canopy and crop management, vineyard nutrition, soils, and farm business and marketing.

When you enroll in the FLGP, you are helping to support a wide variety of efforts that the program undertakes every year in order to serve the needs of the region's grape industry, including:

- **Tailgate Meetings** – Informal grower meetings are held every other week during the growing season where growers and FLGP staff interact with each other to discuss current conditions in the vineyards and share research findings that provide growers with tangible solutions to vineyard issues. Surveys have revealed that over 90% of growers who attended a Tailgate meeting learned something new that they incorporated into their farming operation.
- **'Vineyard Update' email newsletter** – A newsletter distributed weekly via email during the growing season to those enrolled in the FLGP. Each newsletter covers current growing conditions in the region, timely reminders and suggestions for vineyard and pest management practices, updates on applied research and extension projects, and much more.
- **Applied research trials and demonstrations** – The FLGP conducts applied research trials and demonstrations at its Teaching & Demonstration Vineyard and on growers' farms around the region. These trials develop unbiased, research-based information that addresses important, practical problems that growers face in the vineyards every year.

Enrollment fees for the FLGP are the same as they were in 2014 - \$70 per farm or business in Ontario, Schuyler, Seneca, Steuben and Yates counties, and \$125 per farm or business in other locations (except for Wayne County – see below). If you want to receive paper copies of our semi-monthly newsletter, *Finger Lakes Vineyard Notes*, there is a \$25 cost to help defray printing and postage costs. You can also purchase a hard copy of the 2015 NY/PA Grape IPM Guidelines for Grapes for \$30, which includes shipping.

One of the ways that the county legislators measure the benefits of their support of ag programs like the FLGP is how many growers in their county use those programs and help to support them with their own dollars. If you know any of your fellow growers who are not enrolled in the program, please encourage them to do so – not just because it looks good to local politicians, but because we can offer valuable information that can help them to make improvements on their farm.

The enrollment form also has a space to include an additional donation to the FLGP and/or your local Extension association. Did the Grape & Wine Classifieds site help you to buy or sell some fruit recently? Did you come away from a Tailgate Meeting with a new idea that helped to improve your pest management program? We gladly offer these services and more to the industry at little or no cost, and we

Time to Enroll in the Finger Lakes Grape Program! (continued from page 5)

want to continue to do so. Please consider including a donation to the FLGP with your enrollment to support services like the Grape & Wine Classifieds and Tailgate meetings for the industry.

You can enroll by mail using the form included at the end of this Vineyard Update, or go to our website at <http://flgp.cce.cornell.edu/enrollment.php> to enroll and pay by credit card.

We are happy to announce that Wayne County has joined the Finger Lakes Grape Program this year, which will reduce enrollment costs for those growers and increase the level of services the FLGP can provide to the increasing number of grape growers up in “apple country.” Growers in Wayne County who wish to enroll in the FLGP should contact the Wayne County Extension Office at 315-331-8415 or wayne@cornell.edu.

We hope (and trust) that you and your business receive a significant return for your annual investment in the Finger Lakes Grape Program. If there is ever anything that we can do to make your enrollment in the FLGP more valuable for you, please don't hesitate to tell us.

VISIT [HTTP://FLGP.CCE.CORNELL.EDU/ENROLLMENT.PHP](http://flgp.cce.cornell.edu/enrollment.php) TO ENROLL ONLINE

Upcoming Events

Upcoming Events

Don't forget to check out the calendar on our website (<http://flgp.cce.cornell.edu/events.php>) for more information about these and other events relevant to the Finger Lakes grape industry.

B.E.V. NY 2015

[Business. Enology. Viticulture.]

Drink Local. Learn Local.

Thursday, February 26 – Saturday, February 28, 2015

RIT Inn and Conference Center

5257 West Henrietta Road

Henrietta, NY 14467



CCE 2015 Pesticide Training and Recertification Series

February 2 – March 2, 2015

CCE of Ontario County

480 North Main Street

Canandaigua, NY 14424

The Core Pesticide Training Program Series in Ontario County is for the person who needs to acquire the knowledge to be able to take the Pesticide Core exam for a license to apply pesticides. Also this is for certified applicators, private or commercial, seeking re certification credits.

2015 Pesticide Training and re certification classes will be offered February 2, 9, 16, and 23, 2015. The NYSDEC Pesticide and Recertification Exam will be offered on March 2, 2015.

For more information and to register, visit <http://www.cceontario.org/temp2.asp?id=pesticide-education> or call Nancy Anderson at (585) 394-3977 x427.

Northern Grapes Webinar Series:

Comparing and Contrasting Vertical Shoot Positioning and Top Wire Cordon Training Systems

Tuesday, February 10th, 2015

12:00 PM & 7:00 PM

Upcoming Events (continued from page 7)

Join Bob Utter of Flying Otter Vineyard and Winery, John Thull of the University of Minnesota, and Tim Martinson of Cornell University as they discuss the pros and cons of Vertical Shoot Positioning (VSP) and Top Wire Cordon (TWC) training systems. Bob will discuss TWC, including the advantages (including reduced labor, frost protection, and varmint predation), disadvantages, and how to convert from VSP to TWC.

For more information and to register, visit http://northerngrapesproject.org/?page_id=254.

Lake Erie Regional Winter Grape Growers Conference

Monday, March 16, 2015 8:00 AM – 4:00 PM

Williams Center – SUNY Fredonia

Fredonia, NY

For program and registration information, visit <http://lergp.cce.cornell.edu/event.php?id=164>.



Business & Marketing Program

Thursday, February 26, 2015

8:00 AM Registration

8:45 AM Welcome

Chris Gerling, Anna Katharine Mansfield, Hans Walter-Peterson

9:00 AM The Effects of (Business) Climate Change

Jim Trezise, President, New York Wine and Grape Foundation

9:30 AM Climate Change and Wine Economics

Karl Storchmann, Dept. of Economics, New York University

10:25 AM Wine Bottle Pricing Strategies

Steven Cuellar, Dept. of Economics, Sonoma State University

11:30 AM Unity Banquet Lunch

SALES TRACK

1:00 PM Content Marketing for FLX Wineries

Brandon Seager, Tompkins Cortland Community College

1:50 PM Wine Marketing and Promotion Strategies for the Mid-Atlantic Region

Abigail Miller, Dept. of Plant Science, Penn State University

2:40 PM Selling Wine to Restaurants

Cheryl Stanley, School of Hotel Administration, Cornell University

3:30 PM BREAK

3:45 PM Does the Supertaster Segment Matter to the Wine Industry? How Taste Physiology and Product Information Affect Consumer Behavior

Miguel Gómez, Dyson School of Applied Economics & Management, Cornell University

4:35 PM Regional, Varietal or Image Branding: Positioning Strategies for Finger Lakes Wineries

Kathy LaTour, School of Hotel Administration, Cornell University

5:10 END

MANAGEMENT TRACK

1:00 PM Employees vs. Independent Contractors: What you need to Know

Liz Miranda, EFP Rotenberg

1:50 PM Winery Financial Benchmarking

Gregg McConnell, Farm Credit East

2:40 PM Retail Availability of Wine and Product Diversity

Brad Rickard, Dyson School of Applied Economics & Management, Cornell University

3:30 PM BREAK

3:45 PM How to Succeed at Succession: A Business Owner's Checklist

Dann Van de Vleit, Smith Family Business Initiative at Cornell

4:25 PM Social Media: Return on Investment

Stephen Cuellar, Dept. of Economics, Sonoma State University

5:10 END



Enology Program

Friday, February 27, 2015

- 8:00 AM Registration**
- 9:00 AM Welcome**
Chris Gerling, Anna Katharine Mansfield, Hans Walter-Peterson
- 9:10 AM Barrel Sanitation**
Randy Worobo, Dept. of Food Science – Cornell University
- 10:00 AM Death of the Disulfide Hypothesis – New Insights into the Reappearance of Sulfurous Off-Aromas during Wine Storage**
Gavin Sacks, Dept. of Food Science, Cornell University
- 10:50 AM Break**
- 11:20 AM Sparkling wine production panel**
Eric Bauman—Dr. Konstantin Frank Vinifera Wine Cellars, Gilles Martin—Sparkling Pointe; third panelist TBD
- 12:20 PM Lunch**
- 1:20 PM Whatever Happened to ATA?**
(Part of the Grape Growing for Winemaker and Winemaking for Grape Growers series)
Hans Walter-Peterson, Finger Lakes Grape Program – CCE
Chris Gerling, Dept. of Food Science – Cornell University
- 2:10 PM Pumped Over: Nutrient Management during Fermentation**
Paul Brock, Dept. of Environmental Conservation & Horticulture - Finger Lakes Community College
- 3:00 PM Break**
- 3:30 PM Color Stability in Red Wine**
Denise Gardner, Dept. of Food Science – Penn State University
- 4:10 PM New Closure Options, Bottling Line Variability, and Total Package Oxygen**
Dwayne Bershaw, Dept. of Food Science—Cornell University
- 5:00 PM End of Program**



Viticulture Agenda

Saturday, February 28, 2015

7:00 AM Registration

8:15 AM Welcome

Hans Walter-Peterson, Chris Gerling, Anna Katharine Mansfield

8:25 AM The Physiology of Grapevine Cold Hardiness

Jason Londo, USDA-Agricultural Research Service, Geneva NY

9:00 AM Vineyard Practices that Influence Cold Hardiness

Kevin Ker, Ker Crop Management Services and CCOVI, Brock University, Ontario

9:35 AM Influence of Sun Exposure on Aromas in Riesling and Phenolics in Cabernet Franc

Jim Meyers, School of Integrated Plant Sciences, Cornell University

10:10 AM BREAK

10:45 AM Impacts of Under-Vine Cover Crops

Justine Vanden Heuvel, School of Integrated Plant Sciences, Cornell University

11:25 AM Viticulture & Enology Research and Extension at Cornell: Where's It Heading?

Hans Walter-Peterson, Finger Lakes Grape Program

12:00 PM LUNCH

1:10 PM New Bulletin on the Cost of Establishment and Production of Hybrid Grapes

Miguel Gómez, Dyson School of Applied Economics and Management, Cornell University

1:45 PM One Winery's Experience with Vineyard Contracts in the Finger Lakes

Chris Missick, Villa Bellangelo Winery



2:20 PM BREAK

2:50 PM Weed Management in Vineyards

Andrew Senesac, Long Island Horticultural Research & Extension Center, Riverhead NY

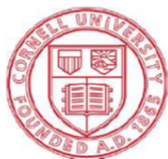
3:30 PM Using Weather Data to Improve Your IPM Practices

Tim Weigle, NY State IPM Program

4:05 PM Precision Sprayer Technology

Andrew Landers, Department of Entomology, Cornell University

4:40 PM END



Cornell University
Cooperative Extension
Finger Lakes Grape Program

*A Regional Extension Program of
Ontario, Schuyler, Seneca,
Steuben, Wayne, and Yates
Counties*

Finger Lakes Grape Program 2015 Enrollment Form

Name: _____

Vineyard\Business
Name: _____

Vineyard\Business
Address: _____

Business
Phone: _____ Cell: _____ County: _____

Email 1: _____

Email 2: _____

You may list up to two email addresses

Will you be planting/replanting any vineyards in 2015 (circle one)? **Yes** **No**

	In-Region Enrollment <small>For those that live, farm or conduct vineyard services within the 6 counties supporting our program</small>	Out of Area Enrollment <small>For those that do NOT live, or conduct vineyard services within the 6 county region our program serves</small>	Enter Cost
Finger Lakes Grape Program Subscription	\$70.00	\$125.00	\$ _____
___ Finger Lakes Vineyard Update – Free via email	N/C	N/C	\$ N/C
___ Finger Lakes Vineyard Notes– Free with subscription via email	N/C	N/C	\$ N/C
___ Finger Lakes Vineyard Notes (paper copy)	\$25.00	\$25.00	\$ _____
NY/PA Grape IPM Guidelines	\$30.00/copy	\$30.00/copy	\$ _____
<i>You can purchase online access to the Grape IPM Guidelines, with or without a print copy of the Guidelines. To purchase online access, contact the Cornell Bookstore at 607-255-4111 or visit http://store.cornell.edu.</i>			
Your Tax Deductible Contribution is Greatly Appreciated			
Finger Lakes Grape Program			\$ _____
Your County Extension Program			\$ _____
TOTAL (Payable in USD only. Make checks payable to: Finger Lakes Grape Program)			\$ _____

Return to: Finger Lakes Grape Program, Attn: Karen Gavette, 417 Liberty Street, Suite 1024, Penn Yan, NY 14527

For your convenience you may enroll at the Finger Lakes Grape Program website using a credit card.
<https://flgp.cce.cornell.edu/enrollment.php>



Additional Information

Got some grapes to sell? Looking to buy some equipment or bulk wine? List your ad on the [NY Grape & Wine Classifieds website](#) today!

Become a fan of the [Finger Lakes Grape Program on Facebook](#), or follow us on [Twitter \(@cceflgp\)](#). Also check out our website, “The Grape Lakes – Viticulture in the Finger Lakes” at <http://flg.cce.cornell.edu>.

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FINGER LAKES VINEYARD UPDATE

Is published by

Cornell Cooperative Extension

Finger Lakes Grape Program

Ontario, Schuyler, Seneca, Steuben, Wayne and Yates Counties

417 Liberty Street, Penn Yan, NY 14527

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