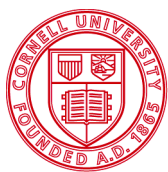


# LERGP Crop Update

## August 20, 2015



Cornell University  
Cooperative Extension



PENNSTATE



College of  
Agricultural  
Sciences

# Business Management

Kevin Martin  
Penn State University, LERGP,  
Business Management Educator

## Announced Prices

To a greater extent than I would have predicted, the market continues to separate. Announced prices vary more than ever. Companies showing strong profits in growing industries (wine) are using their financial success to hold prices somewhat below but near sustainable levels. On the other hand, companies and processors relying almost entirely on the juice industry lack the flexibility to ignore market surplus and competition. As a result, we are seeing some very low prices.

The part that was easy to predict, Cott prices will be \$156 at 16 brix. Brix payments are capped at 17 brix, which will significantly impact damaged Concord blocks. This puts the price ceiling at less than \$200 per ton, regardless of quality. On the other hand, 15 brix will pay just over \$125 per ton. The only good news is that Westfield Maid growers will receive 100% of the payment as a harvest advance, the minimum per their contract. Additionally, Cott deliveries not marketed through Westfield Maid may be subject to additional contract reductions through the harvest season.

Prices for Concord grapes from larger wineries vary between \$220 and \$250 dollars per ton. Typically no differentiation is made for brix. Some growers will also use a significant amount of their trucking allowance, included in the figures above, to deliver crop to far-away locations. With modest declines in fuel prices, growers should be able to significantly or moderately exceed the returns in the juice market. The largest variable here is not the total price, but the location of the market.

We really do not know anything about 2015 Cooperative prices at the moment. 2014 payments are underway and we are starting to get a picture of what the 2014 total crop payments will be. National Grape, Growers Cooperative, and Lake Erie Fruit Cooperative Payments have struggled in 2014. With those markets relying heavily on spot market prices or the juice grape industry, it will continue to be a challenge for Cooperatives to return sustainable prices to member-patrons.

Cooperatives typically attempt to follow a predictable payment schedule, while at the same time paying out near 100% of proceeds. It has been more difficult to predict final payments, as the size of monthly and quarterly payments has been more variable than past years. With tight margins and fallen prices it has been more difficult for processors to forecast revenue reliably.

Despite significant price declines, the impact of the market on 2014 has varied significantly among the Cooperative processors. Most Cooperatives take between 18 and 36 months distribute returns and announce certificates. While we will not have final 2014 prices for a bit, it appears that the 2014 cash market will slightly edge out cooperative payments. These slightly lower payments, of course, come with significant marketing stability, as growers in major Cooperatives were able to deliver 100% of their contracted acreage.

The spot market for non-contracted Concord juice may continue to exist but it will be fairly small, as the oversupply has overwhelmed the spot market. I wouldn't begin to speculate how low these prices may go but nothing would surprise me.

# Cultural Practices

Luke Haggerty  
Viticulture Extension Associate  
Lake Erie Regional Grape Program

## Veraison is Here... Almost

As of the 19<sup>th</sup> of August I have been finding color in most vineyards that I've been in. On average, veraison occurs 69 days after bloom. That would project veraison to August 19, but there was not enough color within the phenology vines to declare veraison. However, with the amount of color at the Portland lab there is a good chance that veraison will be called by the end of the week and over the weekend in Fredonia.



From 70 to 100 days after bloom (August 20<sup>th</sup>–September 20<sup>th</sup>) 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 and see exactly what the vines are pulling up from the soil or test the soil. If you see symptoms and would like your 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 50-100 petioles) and \$17.00 for soil samples (bring in 1.5 cups of dry soil).

[illegible]

# In The Vineyard:

Andy Muza, Extension Educator,  
Penn State University

**In the Vineyard** (8-20-15) – Andy Muza, Extension Educator, Penn State University

## Insects

**Grape Berry Moth** – GBM eggs were still being found on clusters in all but one of the High and Severe risk sites checked this week. However, egg laying declined at all sites except one compared with last week's observations. The percentage of clusters with eggs this week ranged from 0% - 16% vs. 4% - 36% the previous week.

Hopefully, all High – Severe risk blocks have received an insecticide application for the third generation of GBM.

## Diseases

**Downy Mildew** – low levels of sporulating DM leaf lesions continue to be found even though hot, dry conditions have continued over the last few weeks. Rain showers this week will provide conditions for new leaf infections to occur.

However, I still don't expect major DM leaf infections, as the season progresses, in most Concord vineyards across the region. Flare ups of new DM leaf infections are a concern in Niagara, Catawba, Delaware and susceptible hybrid varieties. Scout sites with DM susceptible varieties closely for the remainder of the season to determine if late season sprays are needed.



Third generation GBM injury  
on Concord berry



Third generation GBM injury  
on Niagara berry



Downy mildew lesions on  
Niagara leaf



Downy mildew sporulation on  
underside of Niagara leaf



# North East PA Update

Bryan Hed-Research Assistant  
Lake Erie Regional Grape Research and Extension Center

Our August rainfall total is just under one inch (0.98") as we continue to experience drier conditions (only 1.4" rainfall over the past 5 weeks!). Our growing degree day accumulation has picked up speed (a little above average for August) and we have racked up 1905 growing degree days since April 1. Rain is in the forecast for today, but the extended forecast looks more comfortable and sunny.

The warmer, drier weather has kept downy mildew epidemic development somewhat at bay. Nevertheless, according to DMCAst, a third of an inch of rainfall on the 18<sup>th</sup> (Tuesday) may have generated a downy mildew infection period in some locations. I say 'may have' because this wetting period will probably not amount to much additional leaf infection in most locations because the relatively dry, hot weather that preceded it should have inactivated *most* sporulation. Without spores to cause infection, even a wetting period that fulfills the infection requirements will, theoretically, not amount to any infection. However, scouting of our Concord and Niagara this morning revealed the presence of fresh sporulation. So, the pathogen has been given a little resuscitation with the last rainfall period, but it's unlikely that enough spores were around at the time of the wetting period to cause much damage, at least not in vineyards that have kept this disease under control. On the other hand, growers of susceptible varieties need to keep closely monitoring their vineyards for active sporulation and use that information in combination with the DMCAst model on NEWA. If conditions turn wet again (more rain is expected today, Aug 20), this disease can quickly spiral out of control, strip vines of their leaves and effectively end the season (and the ripening of canes for next year's crop). So, despite the drier, hotter weather, the solid establishment of this disease across our region in June and July will likely maintain it as a *potential* threat for the rest of the season.

Powdery mildew is proceeding slowly, and I see relatively little development of this disease on mature, exporting leaves of Concord and Niagara at our location. In fact the south facing side of our unsprayed, east-west-running rows are practically mildew free (sunlight is lethal to powdery mildew). Shoot tips, of course, are a different matter; we are seeing the classic distortion of new growth of Concord and Niagara shoots caused by heavy and rapid colonization of powdery mildew. This is nothing unusual, especially for this time of year. After more than 3 months of inoculum buildup in the air, unprotected new growth, which is highly susceptible to infection, is literally thrust into a hornet's nest of powdery mildew spores and becomes infected as soon as it emerges. In vineyards that have largely controlled this disease to this point, infection of new growth is less severe and less rapid. These infections are also of much less concern (probably of no concern) in juice grape vineyards than in susceptible wine grape vineyards and will have little or no impact on the ripening of juice grape crops in the belt. And, according to work performed by Wayne Wilcox' program, leaf infections that occur after Labor Day will probably not add to the burden of over-wintering inoculum for primary cycles next year.

# 2015 Hops Harvest and Processing Workshop



**August 26, 2015**

3 - 5 PM or 6 - 8 PM

*Choose the session that best fits your schedule*  
Cornell Lake Erie Research and Extension Center  
Meeting Room and Hop Yards  
6592 West Main Road, Portland, NY 14769



**Registration: \$15**

**Includes picnic dinner of hamburgers, sausage and sides**

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## **Agenda:**

*How to time your hops harvest?*

*Why do my hops look like that?*

*Hop testing for alpha and beta acids and storage*

*Harvester Demo's - See Hopsharvester, Steenland HH 1000, Wolverine Harvester and CLEREL's prototype harvester in action*

*Experience hand picking of hops first hand*

*Demo of University of Vermont's Oast*

## **To Register:**

Contact Kate at (716) 792-2800 x202 or [kjr45@cornell.edu](mailto:kjr45@cornell.edu)

For credit cards please visit our website at:

<http://lergp.cce.cornell.edu>



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Name: \_\_\_\_\_  
Farm Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

Session attending: (please circle) 3:00-5:00pm or 6:00-8:00pm  
Attending Dinner? (circle) YES NO

Names of attendees:

_____	\$15.00
_____	\$15.00
_____	\$15.00
_____	\$15.00
_____	\$15.00

Total: \_\_\_\_\_

Please make checks payable to LERGP and mail to:  
LERGP, 6592 West Main Rd. Portland NY 14769  
Questions: 716-792-2800 Ext 202

