



Finger Lakes Vineyard Update

2015-2016 Bud Hardiness Testing

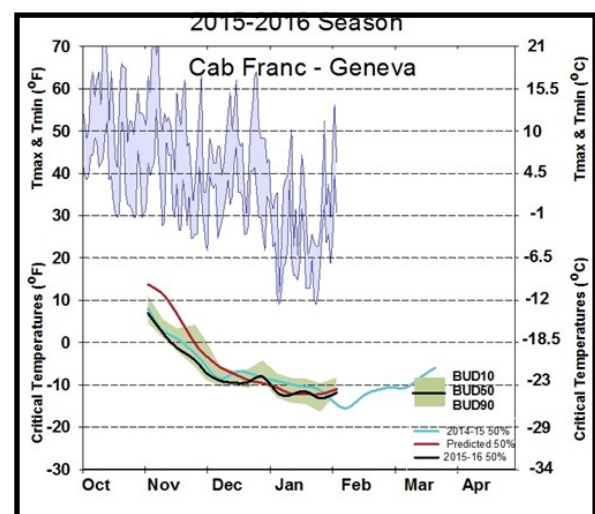
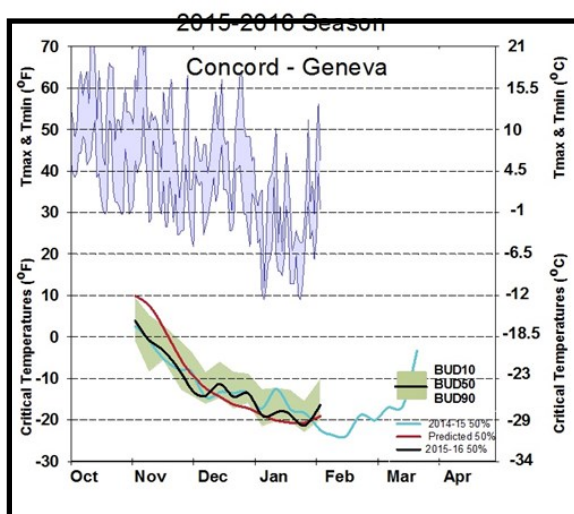
Hans Walter-Peterson

Visit <http://grapesandwine.cals.cornell.edu/extension/bud-hardiness-data/> to see the latest results from our bud hardiness testing.

The most recent results from our winter hardiness checks (January 19 for Finger Lakes vineyards, and February 1 for Geneva) continue to indicate that bud hardiness is about where we would expect it to be at this time of year. Interestingly, the graphs from the samples taken at Geneva indicate that the buds on all four varieties were all as hardy, or moreso, than they were last year at the same time. Just in the past week or so they seem to have deacclimated somewhat and are now less hardy than last year at this time. You can see this in the graphs that Bill Wilsey is producing this year by comparing the blue line (2015 LT₅₀) with the black line (2016 LT₅₀).

On the Concord, Cabernet Franc and Riesling graphs, you'll notice that there is also a red line that indicates the 'predicted 50%' mortality rate. This prediction comes from a model developed at Washington State University that is based on daily maximum and minimum temperatures. We are trying to see how well this model works in New York

using the temperature data collected at Geneva and comparing it to the actual LT₅₀ val-ues (the black line) for the vines there.



Gillian collected samples from Finger Lakes vineyards on Monday this week, and they are being processed now. We should have new results to share with you by the end of the week.

Our thanks to the New York Wine and Grape Foundation and the Lake Erie Regional Grape Program, Inc. for funding this project.

Don't forget to register for B.E.V. NY 2016!

Thursday, March 3 – Saturday, March 5, 2016

RIT Inn & Conference Center

Rochester, NY

If you haven't done so already, now is the time to register for B.E.V. NY 2016. Our program leaders, Chris Gerling, Anna Katharine Mansfield, Brad Rickard and I, have put together a solid program that we believe has something for everyone who works in the industry, whether in the tasting room, the office, the cellar or the vineyard.

Visit our NEW website, www.bevny.org, to see the program for each day, along with the roster of exhibitors who will be at the trade show on Friday and Saturday. You will also find information and links to register for the conference and room reservations at the hotel during the event.



Thursday's program of business and marketing topics includes speakers from Cornell, RIT, , Tomkins Cortland Community College, as well as from industry and government. With information ranging from customer segments and purchasing trends to marketing events, accounting for inventory and the impacts of other beverage segments like beer and cider, this day will be beneficial for business owners, managers, and sales and marketing staff. Thursday will also feature the NY Wine & Grape Foundation's Unity Lunch, when we get to recognize some of the people who have helped to push the New York grape and wine industry forward. The Unity Lunch is included in the registration cost for Thursday, but individual tickets can also be purchased for the meal.

The agenda on Friday turns to the cellar, with a wide range of important talks for winemakers by experts from Cornell and Finger Lakes Community College. What do we really know about wild yeast fermentations? What do you need to be careful of when sanitizing your bottling line? Is there a better way to measure SO₂? Come hear what our local experts have to say on these and other important topics. And after the end of the day's agenda, please be sure to stay and join us for a glass of wine and conversation at the Wine & Cheese Reception in the Trade Show.

Our third and final day is focused on all things viticulture. Vineyard labor has been a hot topic lately, especially over the past 12 months or so. One of our sessions will cover the H2A visa program for temporary labor, including two growers' experiences with program. An important topic connected to labor is where we currently stand with vineyard mechanization, and where it is likely heading in the not-very-distant future. Saturday afternoon's agenda is chock full of pest management subjects including information on issues like bunch rot and sour rot, grape rootworm (an old pest that seems to be making a bit of a comeback), and presentations on New York's clean vine certification program, a very important development for our industry. We are hoping that DEC will approve Saturday's program for at least 2.0 pesticide recertification credits.

In addition to all of that, Friday and Saturday will also feature the Trade Show, featuring 40 different exhibitors. We have built longer breaks into the agendas on both days to allow attendees to spend time speaking with the vendors and learning about their products and services. We want to thank all of the

exhibitors for being part of B.E.V. NY this year.

Finally, I want to acknowledge and thank those companies and organizations who are sponsors of this year's conference:

- *Constellation Brands*
- *New York Wine & Grape Foundation*
- *Farm Credit East*
- *FELCO*
- *Helena Chemical*
- *Lyons National Bank*
- *Doyle Vineyard Management.*

The support of sponsors like these helps us to continue to put on B.E.V. NY each year, and we greatly appreciate their contributions. If your company or organization would like to be a sponsor this year, please contact Shelly Cowles at the Ag Experiment Station at 315-787-2274 or mw69@cornell.edu.

You can find more details about the conference, including the Trade Show, registration and lodging at the B.E.V. NY website, <http://www.bevny.org>. If you have any questions, please contact Gemma Osborne at gro2@cornell.edu or 315-787-2248.

We hope to see you at B.E.V. NY 2016!



B.E.V. NY 2016
Business Day Agenda
Thursday, March 3, 2016
(subject to minor changes)

| | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:00 AM | Registration |
| 8:45 AM | Welcome Chris Gerling, Anna Katharine Mansfield, Hans Walter-Peterson |
| 9:00 AM | The Consumer Genome: What every winery can learn about customer segmentation Jeremy Hawk, Constellation Brand |
| 9:45 AM | The Value of Wine Certifications for Tasting Room Staff Lorraine Hems, Rochester Institute of Technology |
| 10:15 AM | BREAK |
| 10:30 AM | Consumer purchasing patterns for wine: National trends and regional observations Brad Rickard, Cornell University and Bill Mahoney, Premium Wine & Spirits |
| 11:15 AM | Recent and Proposed Changes to the New York Alcohol Beverage Control Law Tom Donohue, NY State Liquor Authority |
| 12:00 PM | Update from the New York Wine & Grape Foundation Jim Trezise, NY Wine & Grape Foundation |
| 12:15 PM | UNITY BANQUET RECEPTION |
| 12:30 PM | UNITY BANQUET LUNCH |
| 1:30 PM | Does Taste Physiology Matter in Marketing? Jie Lie and Miguel Gómez, Cornell University |
| 2:00 PM | Inventory in Wineries: How do I account for this? Elizabeth Miranda, EFPR Group |
| 2:30 PM | Marketing Like You Mean It Brandon Seager, Tompkins Cortland Community College |
| 3:00 PM | BREAK |
| 3:15 PM | Marketing Special Events Cheryl Stanley, Cornell University |
| 4:00 PM | Craft Beverage Panel: The impact of cider, beer and spirits on the NY wine industry Moderated by Brandon Seager, Tompkins Cortland Community College |



B.E.V. NY 2016
Enology Day Agenda
Friday, March 4, 2016
(subject to minor changes)

| | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:00 AM | Registration & Trade Show |
| 9:00 AM | Welcome <i>Chris Gerling, Anna Katharine Mansfield, Hans Walter-Peterson</i> |
| 9:10 AM | Bottling Line Sanitation <i>Randy Worobo, Dept. of Food Science – Cornell University</i> |
| 10:00 AM | Revisiting SO₂, and a New Method of Measurement <i>Gavin Sacks, Dept. of Food Science, Cornell University</i> |
| 10:50 AM | BREAK |
| 11:20 AM | Winemaker Science Fair panel |
| 12:20 PM | LUNCH |
| 1:20 PM | The Existential Questions of Wild Yeast Fermentations <i>Anna Katharine Mansfield, Dept. of Food Science, Cornell University</i> |
| 2:10 PM | Press for Yield and “Quality”: Juice Production from Vines to Fermenters <i>Paul Brock, Dept. of Environmental Conservation & Horticulture - Finger Lakes Community College</i> |
| 3:00 PM | BREAK |
| 3:30 PM | Sustainable Wineries <i>Chris Gerling, Dept. of Food Science—Cornell University</i> |
| 4:10 PM | TBA <i>Terry Acree, Dept. of Food Science—Cornell University</i> |
| 5:00 PM | END OF PROGRAM |

Please join us in the Trade Show for the Wine & Cheese Reception
Sponsored by FELCO and Farm Credit East



B.E.V. NY 2016
Viticulture Agenda
Saturday, March 5, 2016
(subject to minor changes)

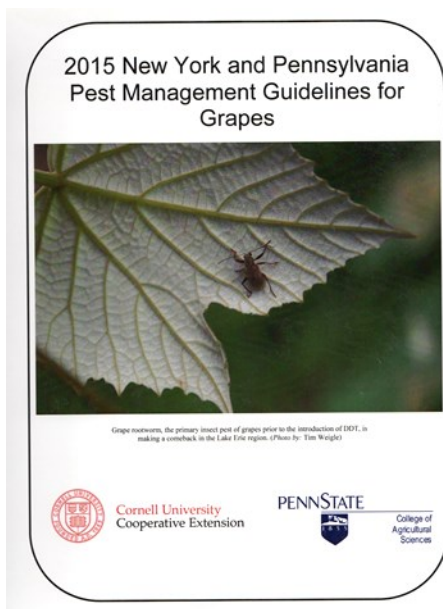
- 7:00 AM** **Registration & Trade Show**
- 8:00 AM** **Welcome**
Hans Walter-Peterson, Chris Gerling, Anna Katharine Mansfield
- 8:10 AM** **VitisGen: Mapping the Way to the Next Generation of Grapes**
Lance Cadle-Davidson, USDA-Agricultural Research Service, Geneva NY
- 8:45 AM** **Pallissage: Can it Replace Summer Hedging?**
Justine Vanden Heuvel, School of Integrated Plant Sciences, Cornell University
- 9:20 AM** **Preventing Frost Injury to Grapevines**
Michela Centinari, Penn State University
- 10:00 AM** **BREAK**
- 10:30 AM** **The H2A Program: Experiences in the Finger Lakes**
Caylin Gwise, NY State Department of Labor
Tom Macinski, Standing Stone Vineyards
David Wiemann, Sheldrake Point Winery
- 11:20 AM** **Vineyard Mechanization: What's Available Now and What's Coming Soon**
Luke Haggerty, Lake Erie Regional Grape Program, Portland NY
Tom Betts, Betts Vineyards, Westfield NY
Terry Bates, Cornell Lake Erie Research & Extension Laboratory, Portland NY
- 12:15 PM** **LUNCH**
- 1:15 PM** **Sprayer Modifications and Practices to Reduce Costs & Improve Efficiency This Season**
Andrew Landers, Department of Entomology, Cornell University
- 1:50 PM** **How to Identify and Manage Grape Rootworm**
Tim Weigle, NYS IPM Program, Portland NY
- 2:25 PM** **Impacts of Early Leaf Pulling on Bunch Rot**
Bryan Hed, Penn State University, North East PA
- 3:00 PM** **BREAK**



- 3:20 PM** **New York's Clean Vine Certification Program**
Marc Fuchs, School of Integrated Plant Sciences, Cornell University
- 3:50 PM** **Panel: NY Nurseries Implementation of the Clean Vine Certification Program**
Eric Amberg, Grafted Grapevine Nursery, Clifton Springs NY
Fred Merwarth, Hermann J. Wiemer Nursery, Dundee NY
Dennis Rak, Double A Vineyards, Fredonia NY
- 4:30 PM** **Advances in Understanding and Managing Sour Rot**
Wayne Wilcox, School of Integrated Plant Sciences, Cornell University
- 5:00 PM** **END OF PROGRAM**

FLGP Enrollment for 2016 is Open

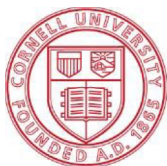
Just a reminder that enrollment for the Finger Lakes Grape Program is open. The enrollment fee for growers in Ontario, Schuyler, Seneca, Steuben and Yates Counties will be \$75 this year. Growers who farm outside of those 6 counties can enroll in the program for \$130 for the year. Payment can be made by credit card using our online form at <http://flgp.cce.cornell.edu/enrollment.php>, or by check using the printed form at the end of this issue of the Update. *Growers in Wayne County should check with their county Extension office for information about enrollment in the FLGP, and enroll through that office.*



Growers will be able to order a copy of the 2016 NY/PA Pest Management Guidelines for Grapes when they enroll as well. The cost will be \$30 again for a hard copy. If you are interested in purchasing online access to the Guidelines, either alone or in a bundle with the hard copy (there's a discount if you order both versions), visit <http://store.cornell.edu/c-875-pmep-guidelines.aspx>. Printed versions of the quarterly *Vineyard Notes* newsletter are available for an additional \$25 charge to cover postage and printing.

We will continue to use our 2015 enrollment mailing list until March. We will change over to our 2016 mailing list by the end of that month, so be sure to sign up before we do that in order to keep up with information from us as the season gets underway.

We trust that you find the information that we provide worth the investment and a valuable asset for your business. Thanks to all of you who have supported the work of the FLGP over the past year by enrolling in our program. We look forward to working with all of you in 2016.



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 2016 Enrollment Form

Contact Name: _____

Vineyard /Business Name: _____

Address: _____

Business Phone: _____ Cell: _____

Email 1: _____

Email 2: _____

You may list up to two email addresses

Select ALL the counties in which you have a vineyard or conduct business

- ☐ Ontario
- ☐ Schuyler
- ☐ Seneca
- ☐ Steuben
- ☐ Yates
- ☐ Out of Area

County

State

Will you be planting/replanting any vineyards in 2016 (circle one)?

Yes No

Growers in Wayne County NY should contact the CCE Association at (315)331-8415 for enrollment information.

| | 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 | \$75.00 | \$130.00 | \$ _____ |
| ___ 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, 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>



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 2016

Thursday, March 3 – Saturday, March 5, 2016

Trade Show: Friday, March 4 – Saturday, March 5

RIT Inn & Conference Center

Rochester, NY



See the article in this week's Update about B.E.V. NY 2016. Visit <http://www.bevny.org> for program, registration and hotel information.

2016 Pesticide Training and Recertification Series

Classes: February 1, 8, 15, 22, 2016 7:00 pm – 9:30 pm

Exam Date: Monday, February 29, 2016 6:30 pm – 11:00 pm

Cornell Cooperative Extension-Ontario County

480 North Main Street, Canandaigua, NY 14424

Anyone interested in obtaining a pesticide certification and meets the DEC (Department of Environmental Conservation) experience / education requirements **OR** current applicators seeking pesticide recertification credits should attend. 2.5 recertification core credits will be available for each class.

Cost is \$175.00 for certification, which includes the training manuals and all 4 classes. This does not include the \$100.00 exam fee. Fee for recertification credits is \$25.00 per class. For more information or to register, please contact Cornell Cooperative Extension of Ontario County at 585-394-3977 x 427 or x 436 or email nea8@cornell.edu or rw43@cornell.edu. You can also download a registration form at www.cceontario.org.

Northern Grapes Project Webinar Series:

“Branding and Best Management Practices for Cold Hardy Wines and Wineries”

Tuesday, February 9th, 2016

12:00 PM Eastern (11:00 am Central)

7:00 PM Eastern (6:00 pm Central)

Upcoming Events (continued from page 6)

Branding is a marketing activity that aims to establish an image in the consumer's mind in order to attract and keep customers. Because of dramatic recent growth, branding is especially important in cold-climate wine regions where consumers (and potential consumers) are less familiar with cold-hardy wines and the areas where they are produced. The key to a successful and sustainable cold-hardy wine industry relies on creating a positive images in consumers' minds of cold-hardy wines, emerging wine regions and the individual wineries. In this webinar, Bill Gartner of the University of Minnesota and Dan McCole of Michigan State University will share best practices for branding cold-hardy wines based on several branding-related studies conducted recently as part of the Northern Grapes Project.

If you have received this email from someone other than Chrislyn Particka, you need to register via the link: https://cornell.qualtrics.com/jfe/form/SV_9npPU5gPibzoTLn

There is no charge for this webinar. If you cannot attend one of the live sessions, recordings of all webinars are posted on our website (http://northerngrapesproject.org/?page_id=257) within one week of the webinar date.

Feel free to email Chrislyn Particka (cap297@cornell.edu) with any questions, if you want to check your registration status, or if you'd like to be removed from the Northern Grapes Webinar mailing list. Further Northern Grapes Project information is available on-line at <http://northerngrapesproject.org/>

The Northern Grapes Project is funded by the USDA's Specialty Crops Research Initiative Program of the National Institute for Food and Agriculture, Project #2011-51181-30850.

Webinar: Clean Plants for the Future of the Eastern Wine and Grape Industry

How the National Clean Plant Network, new testing protocols and a revitalized NY certification program will reduce the risk of nursery-transmitted viral pathogens.

Thursdays at Noon (Eastern Time). March 10, 17, 24, and 31, 2016.

Since 2008, [National Clean Plant Network](#) Centers have joined together to efficiently produce, maintain, and distribute healthy grapevine budwood to the industry. These materials are starting to make their way to nurseries, and ultimately, to end-users. This [four-part webinar series](#) will cover the process of producing and distributing virus-tested plant material, graft-transmissible diseases and their impact, New York State's new testing and certification program, and New York nurseries' investment in new motherblocks and propagation procedures.

March 10: The Pipeline: From tissue culture to your vineyard.

Joshua Puckett, FPS, UC Davis and Tim Martinson, Cornell University

March 17: Viral diseases transmitted through nursery stock in the East: Grapevine Leafroll Disease, Tomato Ringspot, and Grapevine Red Blotch

Marc Fuchs, Cornell University; Annemiek Schilder, Michigan State University; and Mizuho Nita, Virginia Tech

Upcoming Events (continued from page 7)

March 24: Crown gall biology and management; Value of virus-tested plant material.

Tom Burr, Cornell University and Shadi Atallah, University of New Hampshire

March 31: New York's revitalized grapevine certification program, and New York nurseries' plans for the future

Marc Fuchs, Cornell University; Margaret Kelly, NYS Department of Ag and Markets; Dennis Rak, Double A Vineyards; Eric Amberg, Grafted Grape Nursery; Fred Merwarth, Hermann Weimer Nursery

Preregistration is required. Register online at: <http://tinyurl.com/NCPNgrapes>

For more information about the series and a list of speakers:

<https://grapesandwine.cals.cornell.edu/extension/ncpn-webinar-series-clean-plants-future>

Additional Information



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

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

Cornell University Cooperative Extension provides equal program and employment opportunities. CCE does not endorse or recommend any specific product or service. This program is solely intended to educate consumers about their choices. Contact CCE if you have any special needs such as visual, hearing or mobility impairments.



FINGER LAKES VINEYARD UPDATE

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Finger Lakes Grape Program

Ontario, Schuyler, Seneca, Steuben and Yates Counties

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