



The Lake Erie Regional Grape Program

PENNSTATE



Crop Update November 2, 2017

Building Strong and Vibrant New York Communities
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Business Management

Kevin Martin, Penn State University, LERGP, Business Management Educator

Harvest Is a Wrap

All major processors have closed and very few grapes are left to be harvested for wineries. Weather in October was well above average. Some juice grape acreage required excellent October weather to ripen their crop. Much of the Lake Erie wine tonnage was much riper than average.

For many area growers 2017 was a real success as larger than average crops were harvested at higher than average quality. Average Concord brix was above 16.2 for the region. Yields for many growers were average to above average. Wine grapes were similar, with many blocks yielding more than average. Winemakers were also pleased with much of the fruit that was ripe and high brix.

In general, most of the failures and struggles of the 2017 harvest revolve around poor crop estimation. While excellent October weather allowed fruit to ripen to minimum standards, financially, growers did not universally come out on top this year. Some growers delivered a significant amount of Concords with low soluble solids. For growers that delivered Concords with brix below 15.0, most will receive less than \$180 per ton. Some will receive less than \$100 per ton. There was a lack of thinning, a lack of emergency potash applications and significant disruptions for harvest logistics. Most of these challenges were related to the significant variability in crop size. This decreased the accuracy of off the cuff crop size guesstimates. Estimates were off by as much as 60%. Despite nearly all (or all) growers reaching 14.0 – 14.5 brix and meeting absolute minimum quality standards for their given market, since 2012 we have had to aim for lowish brix not the lowest brix to maximize profitability. We expect this to impact 2018 tonnage for individual growers. Since crop load was so variable, it is not likely to impact overall quality or tonnage in 2018.

The wine grape growers faced similar crop estimation challenges. A shortage of acid led to a call for additional tonnage that was thought to be unavailable. By the end of harvest, acid needs were not met entirely but tanks were mostly full and growers sold a significant amount of non-contracted tonnage for lower prices. Scheduling and processing was somewhat more difficult because of both, high crop load variability and inaccurate crop estimates. 2017 was a great reminder that over-cropping in years when acreage under-cropped increases the risks and financial penalties of over-cropping.

Overall 2017 will be remembered as yet another successful harvest, as we continue to string consecutive above average years together. Our take-away at extension is that there is still room to improve crop estimation, soil health and risk management as growers continue to manage crops that vary significantly.

Is Pasture, Rangeland, and Forage (PRF) Insurance right for me?

Kelsey O'Shea, Cornell Cooperative Extension Regional Ag Business Management Specialist

Finances are tight for many farmers right now. Is it worthwhile to pay for crop insurance? To answer that question, farmers need to carefully evaluate their business risks as well as the costs and potential benefits of crop insurance. Pasture, Rangeland, Forage (PRF) Insurance can compensate your farm when low levels of rainfall (or other forms of precipitation, including snowfall)ⁱ limit forage or hay production. Unlike other commodity insurance options, “indemnity” payments (the money you receive when something goes wrong) are based solely on rainfall levels, rather than your yield or revenue.

Area Insurance

PRF Insurance pays indemnities based on rainfall within your “grid” (a typical rural NY county contains all or part of 4-6 grids, while St. Lawrence has all or part of nearly 20), not rainfall on your fields. On one hand, this eliminates the need for record keeping related to current forage yields and provision of historic records. There is no need to submit a claim, indemnities are automatically paid out based on actual rainfall in your area. On the other hand, if rainfall is different for your fields than in your grid, you may not receive an indemnity even if you experience rainfall-related forage loss. *It is critical to take into account this possibility when making PRF decisions.*

Know Your Risks

Without crop insurance, what forage-related risks is your business exposed to? Start by assessing your farm's projected bottom line. How much does your profitability depend on the productivity of your pasture? For example, if your business is projected to make \$20,000 in profits after expenses but you depend on your own pasture and/or hay for at least \$20,000 worth of forage value, a very dry year could eliminate your profits (if your pasture can't feed your animals and you have to buy feed from elsewhere or cull or sell smaller animals). If feed or grazing value is an important input to your farm business, you may want to protect yourself from risks in this area. Be aware, however, that PRF only helps farmers when there is a lack of rainfall. Even if wet weather causes issues for harvesting forage, above-average rainfall levels will not result in indemnity payments.

How Much to Insure

Coverage level:

Farmers must choose a “coverage level” for their crop insurance. Your chosen coverage level represents the point at which low rainfall triggers an indemnity payment. For example, if you purchase coverage at the 90% level, and your area receives 90% of the average rainfall “index value,” you can receive an indemnity. You may choose a coverage level between 70% and 90%.

Productivity factor:

You must also choose a “productivity factor.” This is a percentage of the County Base Value (CBV) that the USDA Risk Management Agency (RMA) estimates can be produced per acre on pasture and hayland in your county. You can select anywhere from 60%-150% of the CBV, based on how your normal

Cornell University delivers crop insurance education in New York State in partnership with the USDA Risk Management Agency.

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IPM

Tim Weigle, NYSIPM, Cornell University, LERGP Team Leader

Spotted Lanternfly

While not yet a problem in our region, Spotted Lanternfly (*Lycorma delicatula*), an invasive species that is currently established in a few counties in central Pennsylvania, has been shown to have the potential to be a significant pest in grapes. Despite quarantines and extensive eradication efforts by the state of Pennsylvania and the federal government, this pest is rapidly expanding its range. While it has not yet been found in New York or the Lake Erie Region of Pennsylvania, it is expected to make its way north. Penn State has put out a pest alert on Spotted Lanternfly that can be found at <http://ento.psu.edu/extension/fruit/pest-alert-spotted-lanternfly>.

To get an idea of the size of this pest, check out this YouTube video showing Spotted Lanternfly adults feeding on grapes. <https://www.youtube.com/watch?v=vE1QJ4ADV7c>

Now is an excellent time to look for egg masses of Spotted Lanternfly (see photo). I would not expect to see live adults but you may be able to find dead adults at the base of the plant containing the egg mass.

If you detect Spotted Lanternfly in or around your vineyards, please contact Tim Weigle thw4@cornell.edu, Andy Muza ajm4@cornell.edu, or your local grape extension specialist.



Spotted Lanternfly adult and egg mass

PA Update

Andy Muza, Extension Educator, Penn State



Growers in Erie County, Pennsylvania

Chuck McIlhenny (PA Rural Health, Worker Protection Compliance Assistance) will be heading up to our area to do **WPS Compliance Assistance** Visits on Thursday & Friday, November 16 & 17 for anyone who wishes to review their compliance status from an educational perspective. These individual farm visits are to assist growers with information and materials so that you are prepared **just in case** a WPS inspection is conducted at your farm by personnel from the Pennsylvania Department of Agriculture.

Interested growers should contact Chuck at this email address:
(chuckmc4wps@gmail.com) or at 814-330-5948 so he can make sure to schedule your visit at a convenient time.

Don't hesitate to contact him with any concerns or questions.



INSURING GRAPES

NY, 2017

Crop insurance is a safety net for farmers that helps you **manage risk**. If you have a crop failure, crop insurance can help you farm again next year.

Important Insurance Deadlines

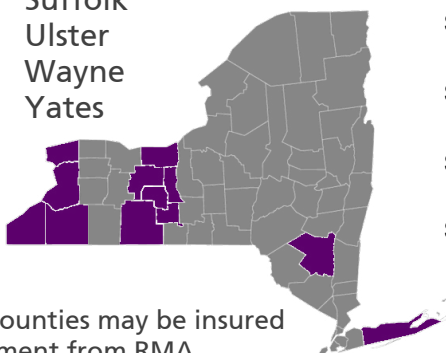
- **Aug. 15, 2017:** Premium Billing Date
- **Nov. 20, 2017:** Sales Closing, Policy Change, Cancellation, Termination Date
- **Nov. 20, 2017:** End of Insurance Period
- **Jan. 15, 2018:** Acreage / Production Report Date



Over 40 grape varieties are insurable in these counties:

Cattaraugus
Chautauqua
Erie
Niagara
Ontario
Schuyler
Seneca
Steuben

Suffolk
Ulster
Wayne
Yates



Grapes in other counties may be insured by written agreement from RMA

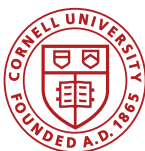
NYS Grape Crop Insurance Performance



for every \$1 grape producers spent on crop insurance premiums from 2012 to 2016, **they received \$2.07** in losses paid, on average

Learn more & sign up:

Explore your personalized crop insurance costs and loss payments under different yield outcomes at ag-analytics.org. To sign up, contact a crop insurance agent. Find an agent using the Agent Locator tool at rma.usda.gov/tools/agent.html



PLEASE PARTICIPATE IN THE ONLINE NEWA SURVEY

EDITORS NOTE: NEWA provides weather and pest model information for a large number of commodities across an ever increasing number of states. It is important for grape growers in New York and Pennsylvania to provide your input into this survey so any improvements to the NEWA website are made with the grape industry in mind. While this is a busy time of year, I encourage you to take the 10 minutes out of your busy day to complete this survey.

The Network for Environment and Weather Applications (NEWA) wants you to take our online survey — it'll only take about 10 minutes of your time.

Take the survey now:

https://cornell.qualtrics.com/jfe/form/SV_0GRihOIDI5HwbR3

Whether you've used NEWA's online pest forecast models for years or have never used NEWA at all, we will benefit from your responses. Why? Because we are building a new website at newa.cornell.edu, one that'll be as easy to use on your smart phone as on your desktop, and we want to build it the way you want it to be.

NEWA is an online agricultural decision support system that uses real time weather data, streamed over the internet from 573 weather stations throughout the Northeast, Midwest and mid-Atlantic. NEWA provides insect and plant disease pest management tools, degree days, and weather information for growers, consultants, Extension educators, faculty, and others.

NEWA models and resources are available free of charge, and are used to make informed localized crop management decisions. The NEWA website will be upgraded soon and we want to know what users', new and old, want and need out of the new website.

All responses are anonymous and confidential and will not be shared with any outside group.

Thank you for participating!

For more information:

Dan Olmstead
315.787.2207
dlo6@cornell.edu

NEWA Coordinator, New York State IPM Program
Cornell University, NYSAES
630 West North Street
Geneva, NY 14456

NEWA is a Partnership of the New York State Integrated Pest Management Program and the Northeast Regional Climate Center.



Northeast Regional Climate Center



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HOURS OF OPERATION:

MONDAY - FRIDAY 8:00AM - 5:00PM
SATURDAY 8:00AM - NOON



LERGP Links of Interest:

Go to <http://lergp.cce.cornell.edu/> for a detailed calendar of events, registration, membership, and to view past and current Crop Updates and Newsletters.

LERGP Web-site:

<http://lergp.com/>

Cornell Lake Erie Research & Extension Laboratory Facebook page

<https://www.facebook.com/Cornell-Lake-Erie-Research-and-Extension-Laboratory-678754995584587/?fref=ts>

Efficient Vineyard Web-site:

<https://www.efficientvineyard.com/>

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:

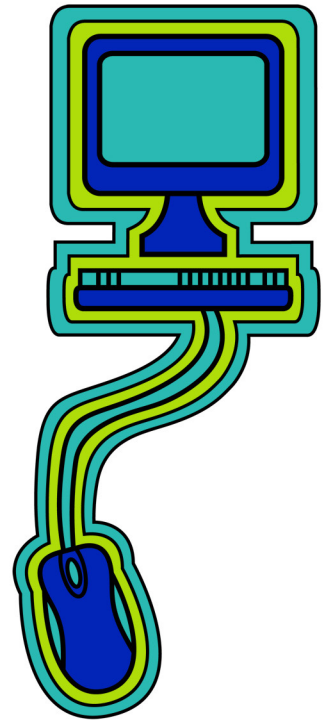
<http://grapesandwine.cals.cornell.edu/cals/grapesandwine/appellation-cornell/>

Veraison to Harvest newsletters:

<http://grapesandwine.cals.cornell.edu/cals/grapesandwine/veraison-to-harvest/index.cfm>

NEWA:

<http://newa.cornell.edu/>





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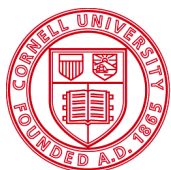
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