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Business Management

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

Prices Announced

August 15th was the deadline for cash market grape processors to report prices to growers. The overall cash market looks much better than 2017. Announced prices that I have seen range from \$200 - \$255 per ton for Concord. Based on the size of processers reporting prices and variable prices based on brix, the average price will probably be around \$215 per ton.

Not surprisingly, winter injury and low prices took a heavier toll on Niagara supplies and the cash market seems to find itself in a bit of a shortage. Reported prices range from \$230 - \$300 per ton. Average prices paid are a little bit harder to determine as there appears to be a request for non-contracted Niagara grapes by some processers. This makes it a little more difficult to estimate volume. The average price paid will probably be around \$250 per ton.

Larger than average crops have been reported across many vineyards. Overall productions will likely be similar to 2016 and 2017. Growers can realistically expect gross revenue of \$1,500 - \$2,200 per acre. Growers with larger crops will certainly cover variable costs but not necessarily remain profitable after unpaid labor and depreciation is considered. With the range of Concord prices, some growers may realize profits on Concord in 2018.

Niagara production will be profitable for most growers when looking at 2018 in isolation. Five year averages continue to be significantly worse when comparing profitability to Concords. Winter injury really took a toll on much of this acreage. It appears possible that an unwillingness to grow this variety in weaker areas will increase the prospects of long-term profitability if supplies continue to be tight.

There remains a lot of diversity in the market. The most profitable retail streams for bulk juice continue to shift around. While pressure on juice, overall, remains high, there was some important movement in bulk juice prices this year. This took place with no decreases in supply, which does offer some indication that the worst of the cycle may be behind bulk juice.

While the wine industry continues to grow, the impact on the price of Concord in 2018 is a bit more complex. For the most part prices are stable or up. That has not been the case universally as individual processors, product lines and storage all complicate a processor's willingness to pay. For these reasons, we continue to see luck playing a big role in profitability. Did your farm have access to the right markets this year? Overall most news is better than 2016 and 2017, which hopefully, provides some financial strength to some of our growers going into 2019.

IPM

Tim Weigle, NYSIPM, Cornell University, LERGP Team Leader

Where Do We Stand With Grape Berry Moth?

At this point in the season the grape berry moth model on NEWA is no longer accurate in predicting the timing of the next generation and helping to determine the need to apply an insecticide. The reason for this is the overlap of generations that we see this late in the season. The decision as to whether or not additional insecticide applications are necessary should be made by taking the following points into consideration;

- The history of GBM damage in the block
- The risk of increased rots associated with GBM damage

• The economics of the situation (i.e. is this a block with grapes that will be hanging late into the season putting them at a higher risk for damage by GBM?)

	2018 Wild grape	DD Total on	DD total on	2017 Wild grape
NEWA Location	bloom date*	August 23, 2018	August 24, 2017	bloom date*
Versailles	May 29, 2018	2002	1975	May 28
Hanover	May 29, 2018	2055	1653	
Sheridan	May 28, 2018	2133	1975	May 28
Silver Creek	May 31, 2018	1993	1912	May 31
Dunkirk Airport	May 30, 2018	2031	1863	June 1
Forestville	May 30, 2018	2037		
East Fredonia	May 29, 2018	2039		
Fredonia	May 30, 2018	1975		
Portland Escarp.	May 29, 2018	2061	1933	May 28
Portland	May 30, 2018	2045	1949	May 29
East Westfield	May 30, 2018	2014		
Westfield	May 30, 2018	2045	2009	May 28
Ripley	May 29, 2018	2116	2009	May 28
Ripley Escarp	May 29, 2018	2093		
North East	May 29, 2018	2048	1948	May 27
Escarp				
Harborcreek	May 29, 2018	2114	1993	May 28
North East Lab	May 30, 2018	2127	2026	May 29
Erie Airport	May 27, 2018	2315	2066	May 26
Lake City	May 29, 2018	2118		
Ransomville	May 30, 2018	2102	1850	June 3
Burt	June 1, 2018	1923		
Somerset	May 31, 2018	Offline	1759	June 8
Corwin	May 31, 2018	1982		
North Appleton	June 3, 2018	1886	1614	June 11
* Estimated date provided by NEWA website				

To give a little perspective on where we are in degree-day accumulation compared to last year, check out the chart. There are two things that should be apparent: 1) we are tracking up to 9 days ahead of last year in DD accumulation with the GBM model (using an average accumulation of 26 DD per day) and 2) there are a number of new stations that have been added this year to the NEWA network in the Lake Erie Region due to project funding by National Grape Cooperative, Constellation Brands and Walker's Fruit Basket.



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PA Update Andy Muza, Extension Educator, Penn State

In the Vineyard (8-23-18) -

Grape berry moth (GBM) – Last week and again this week, GBM eggs were still being found at Severe Risk sites (Figure 1). This indicates that High & Severe Risk sites may experience continuous pressure from grape berry moth through harvest, especially if 1620 GBM DD occurred prior to August 5 at any of your sites. The GBM DD Model indicates that, "Multiple additional insecticide applications may be necessary in high pressure vineyards to address the extended egg-laying and overlapping generations."

Downy Mildew (DM) – Again this season, DM has not been a problem in juice grape varieties in the Lake Erie Region. Only a few DM berries were found all season in any of the Concord or Niagara sites that have been checked. However, DM continues to hang on in a Delaware block where infections were first observed on 6/21/18. Although the majority of leaf lesions are old, new leaf infections continue to occur (Figure 2).



Figure 2. Multiple downy mildew lesions on a Delaware leaf. Photo- Andy Muza, Penn State



Figure 1. Grape berry moth egg on a ripening Concord berry. Photo- Andy Muza , Penn State

According to AccuWeather <u>https://www.</u> <u>accuweather.com/en/weather-news/</u> <u>substantial-warmup-drier-weather-ahead-</u> <u>for-saturated-eastern-us-during-late-</u> <u>august-and-early-september/70005855</u> a substantial warmup and drier weather is predicted for the eastern U. S. during late August and early September. This pattern would provide unfavorable conditions for DM development. However, continue to check blocks with DM susceptible varieties if the weather pattern changes (i.e., frequent rain showers, thunderstorms) later in the season.

North East PA Update

Bryan Hed, Research Technologist, Lake Erie Grape Research and Extension Center

Weather: At our location by the lake, our August rainfall total is now 2.94», which is actually very close to our average for the month. We have accumulated 524 growing degree days so far during August (well ahead of average for the month and lining up to be the second hottest August in at least the last 20 years) and we now have 2255 gdds as of April 1 (also well ahead of average). Looking at solar radiation and gdd averages from July 1 to mid-August, 2018 has been sunnier and hotter than 2017 (and you thought July and August were sunny and hot last year!). Whether this results in another bout with black leaf in September remains to be seen, as there are a number of factors that come into play in black leaf development, including potassium deficiency, early water deficit/water stress, and high UV-B radiation. Interestingly, the damage leading to black leaf can occur a month or two before ripening begins (ie; June/July) Sometimes the cause can be predominantly one or another of these factors and sometimes it can be a mixture of all three. In Washington state, where hot, sunny conditions are common during the growing season, management of black leaf can be a combination of nutrition and water management and the use of a sunblock material to prevent damage to the photosynthetic machinery of the leaves. Last year, we observed a possible relationship between powdery mildew management and black leaf; the more mildew on leaves, the more severe were the black leaf symptoms. For this year, I'm thinking that the return of rainfall at the end of July and now in August (we've recorded between 4 and 5 inches of rain since July 22), will help mitigate water stress and potassium deficiency in most vineyards and go a long way to alleviate the development of black leaf...I'm hoping.

Keep scouting your vineyards for downy mildew development on leaves. Though we saw little of this disease earlier this season, conditions have been a bit wetter since the last ten days in July and some Lake Erie vineyards have developed a bad case of leaf downy mildew. Regular scouting is still essential to really know what's going on out there, especially if you're growing susceptible varieties.

The presence of active white sporulation on the undersides of leaves means the downy mildew pathogen is capable of spreading quickly under wet conditions and can spiral out of control, strip vines of their leaves and effectively end the season (and the ripening of canes for next year's crop). If you find yourself trying to control this disease well into the ripening period, be aware that your list of chemical control options will start to become shorter as we get within 30 (Ranman, Reason), then 21 (Ziram, Presidio (only older stocks; can't purchase new material anymore)), then 14 (Revus, Revus Top, Zampro) days of harvest, until in the end you'll be left with some formulations of Captan, copper, and phosphorous acid products (0 day pre-harvest interval). Its also important to remember that materials like Ranman, Reason, Revus/Revus Top, and Zampro contain chemistries that are prone to the development of resistance. These materials should not be used to put down an epidemic which will speed up the resistance development process - but rather to maintain a clean vineyard. And, although phosphorous acid products are less prone to resistance development, you will enhance the chances of losing this technology to resistance as well, by using these materials on a heavily diseased vineyard. Also, limit your use of phosphorous acid products to three applications per season. On the other hand, fungicides like Captan (wine grapes) or copper formulations would be least risky in terms of the development of resistance and can be an effective means of controlling downy mildew late into the growing season. Just be mindful of varieties that may be injured by copper applications, and that copper injury will be exacerbated by application under slow drying conditions and application to wet canopies (for example, don't make applications to dew covered canopies in the early morning). If you are protecting a non-bearing, young vineyard from downy mildew (you're not selling/ harvesting a crop), you probably can continue to use mancozeb products, which are very effective against downy mildew.





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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/

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