



LAKE ERIE REGIONAL GRAPE PROGRAM

Electronic Crop Update for July 26, 2012

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Go to <http://lergp.cce.cornell.edu/EventsCalendar.htm> for a detailed calendar of events including maps via Google calendar! Scroll to the bottom of the page for Google calendar and click on the event. Please remember to RSVP for those events that require one! UPCOMING EVENTS are also listed toward the bottom of this Electronic Update.

Please remember to let us know if you have changed or are in the process of changing your email address so we can keep the Electronic Crop Update coming to your inbox!

[Please email Edith at: emb35@cornell.edu.](mailto:emb35@cornell.edu)

FROM NORTH EAST, PA.: Bryan Hed

Here is a brief update from North East PA.

Weather: We have accumulated 1721 growing degree days from March 1 to July 25. We have recorded about 3 inches of rain during July at our location, generating two infection periods for downy mildew (July 19-20 and July 26 (today)). The short term Skybit forecast for North East PA (Thursday through Saturday) calls for rain throughout today (July 26) and extending, off and on, into Friday, July 27. The longer term Accuweather forecast calls for rain today, Friday, and Saturday, followed by sunny, drier conditions with average to slightly above average temperatures from Saturday through next Wednesday.

Phenology and disease: With two infection periods for [downy mildew](#) within the past week, growers of susceptible varieties, including Niagara, need to keep scouting their vineyards for this disease. The change in weather conditions into this weekend could resurrect this disease. At this point fruit are resistant and our focus should shift to keeping leaves clean, especially where there is potential for late harvested Niagara. Growers have been noting heavier than expected levels of [powdery mildew](#) on their fruit, but there is nothing that can be done at this point to clean fruit of existing mildew infections; fruit are resistant to this disease and no new infections will occur on berries. [Powdery mildew](#) should only be a concern on leaves, and only for wine grape growers and juice grape vineyards with large crops.

INTEGRATED PEST MANAGEMENT: Tim Weigle

Grape Berry Moth Model on NEWA

Using a standard of May 24, 2012 as the date of wild grape bloom (biofix) the table below shows where we stand across the Lake Erie Region in terms of degree day accumulation and [grape berry moth](#) development. Bolded text shows days where the 1620 DD has been reached or is very close.

Forecasted Degree Day Accumulation for						
<i>Location</i>	<i>Degree Days on July 26</i>	<i>July 27</i>	<i>July 28</i>	<i>July 29</i>	<i>July 30</i>	<i>July 31</i>
North East Lab	1563	1592	1618	1644	1672	1701
Harborcreek	1544	1573	1600	1625	1653	1681
North East Escarpment	1551	1580	1606	1631	1658	1685
Ripley	1567	1595	1620	1644	1668	1694
Portland Route 5	1533	1559	1584	1608	1632	1658
Portland (CLEREL)	1502	1529	1555	1580	1605	1632
Portland Escarpment	1517	1544	1570	1595	1620	1647
Silver Creek	1468	1494	1520	1544	1569	1595
Sheridan	1500	1528	1555	1580	1606	1633
Versailles	1468	1495	1519	1543	1567	1592
Lockport	1491	1517	1543	1568	1595	1622
Ransomville	1505	1531	1557	1582	1609	1636
Appleton, North	1470	1496	1523	1549	1577	1604

If we use May 22 as the biofix date the model predicts the following timings (DD in bold) of the next insecticide application as determined by scouting.

Forecasted Degree Day Accumulation for						
<i>Location</i>	<i>Degree Days on July 26</i>	<i>July 27</i>	<i>July 28</i>	<i>July 29</i>	<i>July 30</i>	<i>July 31</i>
North East Lab	1593	1622	1648	1674	1702	1730
Harborcreek	1573	1602	1629	1654	1682	1710
North East Escarpment	1582	1611	1637	1662	1689	1716
Ripley	1599	1626	1651	1675	1700	1725
Portland Route 5	1563	1589	1614	1638	1662	1688
Portland (CLEREL)	1532	1559	1585	1610	1635	1662
Portland Escarpment	1547	1574	1600	1624	1650	1677

Silver Creek	1498	1525	1550	1574	1599	1626
Sheridan	1536	1563	1590	1615	1642	1669
Versailles	1503	1530	1554	1577	1602	1627
Lockport	1530	1556	1582	1607	1634	1661
Ransomville	1543	1568	1594	1620	1647	1674
Appleton, North	1512	1538	1565	1591	1619	1647

According to the model, we are rapidly approaching the time for treatment at 1620 DD. 1620 DD is an important timing if you are using a material that needs to be ingested such as Altacor or Intrepid. This will help to ensure that the insecticide is in place prior to the larvae feeding on the berry. Materials that are contact in nature, such as materials with active ingredients that are in the classes of bifenthrin and pyrethroids for example, should be applied closer to 1720 to allow time for more of the population to be present when the application is made. Scouting should be accomplished to determine the need for an insecticide at this time. The threshold for this period is an average of 15% damaged clusters. Keep in mind that one damaged berry is all it takes for the cluster to be considered damaged.

Keep accessing NEWA <http://newa.cornell.edu> to get the latest model information on when to spray. It is also important to use the biofix date of wild grape bloom that you observed in your area for the model to work correctly.

As mentioned in the Crop Update last week, one Niagara County grower who has vineyards close to the North Appleton station was using a wild grape bloom of May 29 instead of May 24. By plugging that date into the model I came up with 1364 DD on July 26 and a forecast of 1498 DD on July 31, still well below the Degree Days required for the next insecticide treatment. At an average daily accumulation of 28 DD this would result in a difference of over 4 days. Use the model to its full potential by visiting the NEWA website and plugging in the wild grape bloom date for your area.

If you have any questions on how NEWA can be used in your vineyard IPM strategy, do not hesitate to get in touch with me at (716) 792-2800 x203 or by email at thw4@cornell.edu.

IN THE VINEYARD: Andy Muza

Grape Berry Moth (GBM) – Third Generation ALERT!

GBM eggs were found this week in border rows at a few High Risk Concord sites examined in Erie County, PA.

According to information from the [Grape Berry Moth](#) Degree Day Model, “Control measures should be timed to coincide with 1620 degree days (DD) in high risk vineyards if using materials that must be ingested, e.g., Intrepid, Altacor”. If using insecticides with a contact mode of action such as pyrethroids (e.g., Danitol, Brigade/Capture, Baythroid) then timing should coincide with 1720 DD.

Depending on the weather station site which is selected in the Lake Erie Region, the GBM DD Model indicates that if Wild Grape bloom occurred from 5/22 – 25 at your site then 1620 DD will be reached as soon as **tomorrow (Friday) through next Tuesday**. Check the GBM DD Model at NEWA (<http://newa.cornell.edu/>) TODAY to determine specific GBM spray timings for your vineyard sites.

(Note: The GBM DD Model provides the optimum timing for an insecticide application. However, the decision

to apply an insecticide should depend on scouting data and history of GBM injury at the site).

Contact Tim Weigle (716-792-2800, thw4@cornell.edu) or Andy Muza (814-825-0900, ajm4@psu.edu) for questions concerning the use of the GBM Model.

REMINDERS FOR PENNSYLVANIA GROWERS:

FOR PA GROWERS:

U.S. Department of Agriculture/Farm Service Agency Seeking Nominations

The U.S. Department of Agriculture/Farm Service Agency is accepting nominations for a County Committee member to serve agricultural producers residing in North East, Harborcreek, Millcreek, Fairview, Girard and Springfield Townships.

The Farm Service Agency County Committee makes important decisions about disaster and conservation programs, commodity price support loans and other agricultural issues affecting local agricultural producers.

Nomination forms are available online at www.fsa.usda.gov/elections or may be obtained from the local FSA Office located at 12723 Rte 19, Waterford, PA 16441.

Deadline to submit nomination forms to the Erie County FSA office is August 1, 2012.

BUSINESS MANAGEMENT: Kevin Martin

Marketing Surplus vs. Shortage

Building on last week's discussion of processing that worked in California, Smart Marketing republished an article regarding the value of a commodity as compared to the value of a retail product. Dealing with an oversupply in California involved only processing and transportation costs. Business to business marketing was an element of the project, which does require skill. During periods of oversupply there is a tendency to market surplus products directly to consumers. High retail prices for inexpensive sweet wines can be appealing.

The [Smart Marketing article](#), based on the numbers, appears to focus on fresh produce. Marketing such goods are challenging because it is much harder to tell a story, to distinguish a product that looks no different than any other farmer's produce. The winery has an opportunity to process the commodity, make it unique, create unique packaging and tell a unique story.

With all of that opportunity, there is cost and burden. Winery volumes go beyond farmers markets. Dedicated retail locations, processing facilities and marketing programs all increase costs. Not to mention, the business has to have the skills to manage all of these operations.

Processors, brands and intermediaries invest significant dollars and skill in processing and marketing product. While the market cycles through lean times for growers and processors, they'll all feel the pinch at different times. That is not to say that an individual with the right skill set, capital and resources could not compete. In fact, we have a number of examples, particularly in the wine grape industry, where net profits are highly competitive. It is only to say that growers take on a great deal of risk.

Expanding an operation to include processing, or direct marketing increases ones exposure to risk. The nature of the risk evolves, financial and economic risk are much more acute. Weather related risks are less significant. A successful outcome requires a plan to manage that risk. Skills in specific areas or in management of individuals with the right skills are the beginning. Fiscal risk can only be managed with adequate capital, planning and investment.

Setting up this infrastructure to market a product during surplus can be effective. Marketing is a way to create new markets to work through a surplus. Activities in California seem much more appropriate during

a shortage. Nothing clearly evidenced a creation of new markets by processing grapes. Instead, growers assumed risk that processors were not willing to assume. One would think during a period of shortage or adequate supply, would be a more profitable or appropriate time to take that risk. The specific market conditions in California, however, would beg to disagree with me.

GRAPE CULTURAL PRACTICES: Jodi Creasap-Gee, Ph.D.

I will be out of the office on maternity leave until the first week of August. In the meantime, growers can contact one of the other LERGP team members.



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DATE: Monday, July 30, 2012

WORKSHOP AVAILABLE: LAKE ERIE WINE TOURISM STUDY RESULTS TO BE RELEASED

DATE: Monday, July 30, 2012

TIME: 6:30pm

LOCATION: CLEREL conference room, 6592 W Main Rd. Portland NY

Donna Quadri-Felitti will present two workshops on the results and how they can be leveraged by local businesses to enhance the tourist's experience. The first is on Wednesday, July 25 at 6.30 p.m., at the South Shore Winery in North East, Penn. The second workshop is Monday, July 30 at 6.30 p.m. at the Lake Erie Regional Grape Research and Laboratory in Portland, NY.

Both workshops are open to local businesses who participated in the study as members of the Chautauqua County Visitors Bureau, North East Chamber of Commerce, VisitERIE, Lake Erie Concord Grape Belt Heritage Association, and Lake Erie Wine Country.

Pre-registration is required. To register, email quadri@nyu.edu.

DATE: Thursday, August 2, 2012

GRAPE TWILIGHT MEETING & ERIE COUNTY HORTICULTURAL SOCIETY'S ANNUAL CHICKEN BBQ

TIME: Grape Program – 5:00 - 6:00 P.M.

Free Chicken BBQ – 6:00 P.M.

LOCATION: Gravel Pit Park, 10300 West Main Road (Rt. 20), North East, PA 16428

Register by Monday, July 23, by calling Penn State Extension Erie County at (814) 825-0900.

NOTE: Farm Equipment Display by various vendors – 3:30 – 7:00 P.M.

GRAPE PROGRAM: Insect and Disease Management Updates – 5:00 - 6:00 P.M.

Bryan Hed and Jody Timer, Lake Erie Regional Grape Research & Extension Center, North East, PA

Andy Muza, Tim Weigle and Kevin Martin, Lake Erie Regional Grape Extension Team

This meeting will be assigned 2 Category pesticide re-certification credits pending approval by the Pennsylvania Department of Agriculture. Pesticide re-certification credits have also been applied to NY DEC for New York growers.

NOTE: The BBQ is free but REGISTRATION is mandatory. If you do not register, a meal will not be reserved for you.

DATE: Wednesday, August 8, 2012

LAST COFFEE POT MEETING OF 2012!

TIME: 10am – 12Noon

LOCATION: Tom Tower vineyard, 759 Lockport Rd. Youngstown, NY 14174

Coffee Pot Meetings are free and no RSVP is required. Come join us and your colleagues for timely discussions about what is happening in our local vineyards!

DATE: Wednesday, August 15, 2012 PLEASE REGISTER BY AUGUST 8, 2012!

LERGP TWILIGHT MEETING AND THOMPSON AG PIG ROAST

TIME: 3pm – 5pm

LOCATION: Thompson Ag, Cornell of Angell and Hanover Rds in Hanover, NY

3:00 – 3:30 PM *Cost/Benefit Analysis of Pest Management Strategies, Kevin Martin, Extension Educator, Lake Erie Regional Grape Program.*

3:30 – 4:00 PM *Insect Management Updates and Roundtable Discussion*

4:00 – 4:30 PM *Disease Management Updates and Roundtable Discussion*

4:30 – 5:00 PM *Update on Viticulture Projects at CLEREL and in the Lake Erie Region*

Pig Roast sponsored by Thompson Ag to follow.

To register please contact: Kate at 716.792-2800 x 201.

PLEASE NOTE: Next Electronic Crop Update will be Thursday, August 2, 2012

Lake Erie Regional Grape Program Crop Update is an e-mail newsletter produced by the Lake Erie Regional Grape Program and sent out by subscription only. For subscription information, please call us at 716.792.2800 ext 201, or look for subscription forms at http://lergp.cce.cornell.edu/Join_Lergp.htm. For any questions or comments on the format of this update please contact Tim Weigle at: thw4@cornell.edu.

Team
Members

Lake Erie Regional Grape Program Team Members:

[Andy Muza](#), Extension Educator, Erie County, PA Cooperative Extension, 814.825.0900

[Tim Weigle](#), Grape IPM Extension Associate, NYSIPM, 716.792.2800 ext. 203

[Jodi Creasap Gee](#), Viticulture Extension Associate, CCE, 716.792.2800 ext. 204

[Kevin Martin](#), Business Management Educator, 716.792.2800 ext. 205

Other
Publications

Subscribe to Appellation Cornell Newsletter:

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

2011 Appellation Cornell Newsletter Index:

<http://grapesandwine.cals.cornell.edu/cals/grapesandwine/appellation-cornell/2011-index.cfm>

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

NY Grape & Wine Classifieds – New Address! - <http://flgclassifieds.cce.cornell.edu/>

This publication may contain pesticide recommendations. Changes in pesticide regulations occur constantly, and human errors are still possible. Some materials mentioned may not be registered in all states, may no longer be available, and some uses may no longer be legal. Questions concerning the legality and/or registration status for pesticide use should be directed to the appropriate extension agent or state regulatory agency. Read the label before applying any pesticide. Cornell and Penn State Cooperative Extensions, and their employees, assume no liability for the effectiveness or results of any chemicals for pesticide usage. No endorsements of products are made or implied.

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Contact the Lake Erie Regional Grape Program if you have any special needs such as visual, hearing or mobility impairments.

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