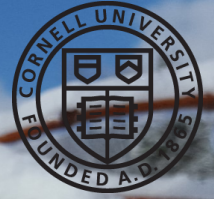


Cornell Cooperative Extension

Finger Lakes Grape Program



January 28th, 2021

Finger Lakes Vineyard Update

B.E.V. NY 2021 Registration is Open!

Register today at <http://tinyurl.com/bevny-reg>



Have you ever wished you could just grab your morning cup of coffee or tea or your favorite lunch and be able to listen to and interact with all sorts of experts in business, enology or viticulture, all while you stay in your warm and comfy home in your sweatpants and slippers? Seriously, which of us hasn't thought that - am I right?

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Well that's exactly what you can do on March 3, 4 and 5 this year because B.E.V. NY is going virtual this year thanks to the ongoing COVID-19 pandemic. The format of this year's conference has changed a bit from our usual. Rather than have one day each devoted to business, enology and viticulture, there will be 1½ to 2 hours of business, enology and viticulture content on each of the three days. The idea is that we didn't want to have very large blocks of content presented at once, but break it up so that each topic is presented in smaller chunks. You can find the program for this year's conference on the website at <https://www.bevny.org/program2>, and also following this article.

Program Highlights

One advantage of holding the conference on Zoom this year is that we can have more of a mix of speakers from near and far. For example, one of our keynote speakers will be acclaimed wine writer **Jancis Robinson**, who will be speaking on Friday, March 5 about New York wines' place on the world stage. Her presentation will be in the format of an interview, led by **Evan Dawson**, host of 'Connections' on WXXI radio in Rochester, and author of *Summer in a Glass: The Coming Age of Winemaking in the Finger Lakes*.

Thursday's enology session will feature a "superstar" panel of wine scientists in the US – **Dr. Gavin Sacks (Cornell)**, **Dr. Andrew Waterhouse** and **Dr. Pat Howe (UC-Davis)** who will talk about both current and new understandings on cold stabilization. And Friday's winemaking session will "welcome back" **Nova Cadamatre (winemaker, Robert Mondavi)** to B.E.V. NY, who will speak about MOSS (not the stuff growing in your car that you've barely driven since last March, but "material other than stainless steel"), along with **Ian Barry (Barry Family Wines)**.

We'll also be drawing on a mix of local and international speakers for the viticulture program this year. The viticulture session on Wednesday, March 3 will be focused on climate change impacts both local and in Europe. We're excited to have **Dr. Hans Schultz** from the Hochschule Geisenheim University, one of the world's experts on how climate change is impacting vineyards, particularly in Germany and Europe. Following Dr. Schultz, **Dominik Sona**, manager and winemaker at Weingut Koehler-Ruprecht, will talk about his perspective on how climate change is affecting his work as a grower and producer in the Pfalz region. **Dr. Lisa Cleckner** from the Finger Lakes Institute will then bring a more local perspective on how climate change is affecting the Finger Lakes themselves.

B.E.V. NY 2021 Registration Open! (continued from pg.1)

And never fear, there will be pesticide recertification credits available. Thursday's viticulture program has been approved for 2.0 pesticide credits, with topics including downy mildew management, some updates on herbicide resistance in New York, where things stand with spotted lanternfly in New York State, and a new sustainability program that is being proposed for the New York State industry. We will send instructions to those who want to receive credits for Thursday's program in a separate email after you register.

We're also happy to announce that the Lake Erie Regional Grape Program is combining their conference efforts with B.E.V. NY this year as well. Friday's viticulture program has been assembled by Jenn Russo, extension viticulturist with the LERGP, and her team. There will be some great information on new tools that are available to growers (or will be in the near future), regardless of what kinds of grapes they grow, to help to manage their vineyard operations more efficiently and with better information to make decisions.

Registration

Speaking of registration, now that I've whet your appetite with all of this great content, you're surely asking yourself "Hans, how much can I pay to get such great information, all from the comfort of my own home?!?"

Registration for this year's conference is **\$75 per person** for all three days of the conference. How much of the conference you choose to participate in is totally up to you – it's basically our version of the buffet plan. You can watch just one session that particularly intrigues you, or you can watch every session over all three days. It's up to you. *If you would like to have access to the recordings of the session afterwards, the registration cost is \$100.* The registration link is <http://tinyurl.com/bevny-reg>. If you plan to register for pesticide credits, be sure that the registration is in the name of the person who wants to receive the credits. We will be using the registration list as part of our proof of attendance for the DEC.

Sponsorships

Because B.E.V. NY will be held virtually this year, there will be no trade show to visit. So we have increased and adapted the sponsorship options for this year to allow companies who want to have a presence and support this event still have the opportunity to do so. Sponsorship benefits include advertising in the digital conference program, social media posts from the conference organizers highlighting your support of the conference, the opportunity to have a "commercial" played during the conference, and more. If you know of companies or organizations who might want to take advantage of this opportunity, please direct them to the 'Sponsors' page of the B.E.V. NY website (<https://www.bevny.org/sponsors>) for more information about the different sponsorship levels.

Even though we will miss not being able to get together in person this year, and see our colleagues and friends face to face, we are very excited about this year's conference and hope that you will be too. If you have any questions, please contact our conference coordinator Gemma Osborn (gro2@cornell.edu).





Wednesday, March 3, 2021

Business

**Timely and practical issues related to policy, taxes, compliance,
and business trends in the industry.**

Plenary Panel:

- Wine Industry Business & Policy Update

Session Topics:

- How to Leverage Technology to Accelerate Sales
- Business Model Adaptation in a COVID-19-Impacted Environment

Featured Speakers Include:

- Pat Hooker, Deputy Director for Food and Agriculture, Office of Governor Andrew M. Cuomo
- Steve J. Gross, Vice President of State Relations at the California Wine Institute
- Jim Trezise, President of Wine America
- Gregg McConnell, Farm Business Consultant at Farm Credit East, ACA
- Trent Davis, Cornell University
- Ben Salisbury, Salisbury Creative
- Julie C. Suarez, Associate Dean for Land-Grant Affairs, Cornell College of Agriculture and Life Sciences

Enology

Grape Growing for Winemakers

When should we pick the grapes? It seems like an easy enough question, but growers and winemakers have lots of factors to consider that have nothing to do with rain forecasts and full tanks. This panel hopes to provide some tools for each party to better communicate their goals and fears for the grapes and subsequent wine so harvest can be as productive and stress-free as possible.

Panel:

- Tina Hazlitt, Sawmill Creek Vineyards

- *Peter Martini, Martini Vineyards*
 - *Mario Mazza, Mazza Vineyards*
 - *Rich Olsen-Harbich, Bedell Cellars*
-

Viticulture

What Climate Change Might Mean to Our Vines & Lakes

In New York, there has always been a strong relationship between water and grapevines, in particular the lakes and rivers (or ocean) that our vineyards are located close to, which help to moderate the climate and make it possible to grow many of the varieties that we grow. Our speakers will bring both international and local perspectives to this session, with information coming from both academic and production experience.

Topics/Speakers:

- How Climate Change is Impacting Germany's Vineyards
 - Dr. Hans Schultz, President – Hochschule Geisenheim University, Geisenheim Germany
 - Dominik Sona, General Manager/Winemaker – Weingut Koehler-Ruprecht, Kallstadt Germany
 - Lake Health and Water Quality in a Changing Climate
 - Dr. Lisa Cleckner, Director – Finger Lakes Institute, Geneva NY
-

Thursday, March 4, 2021

Business

Challenges of Building an Outstanding Wine Brand

What brands have broken through the noise and elevated themselves to new ground - and how? What can we do, individually and collectively, to tell the story of New York wines in a way that builds recognition and sales?

Keynote:

- Tools and Tips for Building a Successful Wine Brand

Session Topics:

- Telling Your Grower & Winery Story to Media or Buyers
- Virtual Events: Public Speaking and Engagement Tools for Digital Presentations

Featured Speakers Include:

- Juliana Colangelo, Vice President, West Coast Director, Colangelo & Partners
 - Dr. Stephanie Bolton, Lodi Winegrape Commission
 - Lesley Berglund, Founder & CEO, WISE Academy
-

Enology

New Thoughts on Cold Stabilization in Wine

When is a wine cold stable? How do we define it? How do we measure it? What do we need to understand about reactions and conditions to better predict how the wine will behave in the tank and in the bottle? Listen in as three of the country's foremost wine scientists discuss what they know and what they are learning about cold stability.

Speakers:

- Patricia Howe, Postdoctoral Scientist, University of California, Davis
 - Gavin Sacks, Professor, Cornell University
 - Andrew Waterhouse, Professor, University of California, Davis
-

Viticulture

Integrated Pest Management Topics for Eastern Vineyards

This session has been approved for 2.0 pesticide recertification credits by New York State.

The variable climate from year to year, month to month, or day to day in the East, makes pest management a constant focus of most grape growing operations, regardless of what kinds of grapes are planted. Our speakers will bring valuable information to growers about managing pests in the vineyard, including best practices right now and new options coming down the road.

Topics/Speakers:

- Spotted Lanternfly in New York
 - Brian Eshenaur, Senior Extension Associate – NYS IPM Program
- Downy Mildew: Past, Present and Future
 - Dr. Katie Gold, Assistant Professor (Grape Pathology) – Cornell AgriTech
- Weed Management and Herbicide Resistance
 - Dr. Lynn Sosnoskie, Assistant Professor (Weed Science) – Cornell AgriTech

- Strategies to Manage Field and Hedge Bindweed to Reduce Glyphosate Use
 - Dr. Bryan Brown, Weed Management Specialist – NYS IPM Program
 - A New Sustainable Viticulture Program for NY
 - Sam Filler, Executive Director – NY Wine & Grape Foundation
 - IPM Question & Answer Session
 - All sessions speakers
-

Friday, March 5, 2021

Business

The Next Frontier - The New York Wine Brand in the Context of the Global Market

Listen in on this conversation as we discuss the production, promotion, and market challenges & opportunities for New York as a premier wine region deserving of premium trade and consumer attention worldwide.

Keynote:

- New York Wines & Place on the World Stage

Session Topics:

- Marketing Misunderstood Wines
- The Importance of Wine Label Design in Branding and Sales

Keynote Speaker:

- Jancis Robinson, OBE, ComMA, MW
 - Evan Dawson, Host of Connections WXXI; Author of *Summer in a Glass: The Coming Age of Winemaking in the Finger Lakes*
-

Enology

MOSS (Materials Other than Stainless Steel) and New Red Options from Europe

While stainless steel has plenty of features to recommend it for wine storage, it's not the only option. Before ordering concrete, clay or something else entirely, it's best to hear from those who have gone before. What are the strengths? What are the drawbacks? Is it worth it? Find out why some winemakers choose to forego the status quo and choose different materials.

Speakers:

- Nova Cadamatre, Constellation Brands
 - Ian Barry, Barry Family Wines
-

Viticulture

New Practices and Technologies to Improve Vineyard Management

With increasing pressure on land, water, and labor resources, it is imperative for the U.S. viticulture industry to develop and adopt new management strategies for sustainability and to improve overall production efficiency. Our speakers will deliver innovative, science-driven, and approachable management tools and strategies to meet the needs of the present and help sustain our industry for future generations.

Topics/Speakers:

- The New MyEV Digital Vineyard Mapping Tool
 - Dr. Terry Bates, Senior Research Associate – Cornell Lake Erie Research & Extension Laboratory, Portland NY
- Cover Crop Species and Their Intended Services
 - Joseph Amsili, Extension Associate - Cornell University
- Updates and Improvements to NEWA Website and Other Tools
 - Dan Olmstead, NEWA Coordinator - NYS IPM Program, Geneva NY

Finger Lakes Vineyard Update

Finger Lakes Grape Program

January 28th, 2021

Bud Hardiness Update

Our annual bud hardiness monitoring project is up and running again this year. Our most recent samples were collected on January 18, with the following results (full results including LT₁₀ and LT₉₀ results can be found at <https://grapesandwine.cals.cornell.edu/extension/bud-hardiness-data/2020-2021-data/>):



Date	Location	Variety	LT ₅₀
1/19/2021	East Keuka	Cabernet Franc	-12.8
		Cayuga White	-13.7
		Concord	-20.6
		Riesling	-15.7
1/18/2021	East Seneca	Cabernet Franc	-15.0
		Cayuga White	-15.0
		Concord	-21.1
		Riesling	-16.6
1/18/2021	Sodus	Lemberger	-11.2
		Riesling	-12.5
1/18/2021	West Keuka	Riesling	-15.0
		Cayuga White	-15.5
		Concord	-16.4
1/18/2020	West Canandaigua	Concord	-19.1
		Riesling	-15.0
		Cayuga White	-15.9
1/18/2021	West Cayuga	Cab Franc	-12.5
		Catawba	-14.6
		Cayuga White	-12.1
		Riesling	-15.0

Cultivar	Average LT ₅₀
Cabernet Franc	-13.4
Cayuga White	-14.4
Concord	-19.3
Riesling	-15.0

Based on these numbers, each of the cultivars we have tested are about where we would expect them to be in terms of their maximum hardiness for the winter. These results are particularly encouraging to me considering that we have not had an overly chilly winter up until now. The higher LT value for Riesling at the Sodus location is probably at least due in part to the fact that what cold we have had this winter has been tempered in areas closer to Lake Ontario.

The next set of samples will be collected next week. We will report those results out to everyone once they are posted on the project website.

Onboarding and Training Farm Employees with Google Classroom

Cornell Agricultural Workforce Development and Cornell Cooperative Extension are offering a 30 minute training on using Google Classroom to onboard and train farm employees at 11 AM, February 3. The training offered via Zoom is free but registration is required.

[Link to register for Onboarding and Training Farm Employees with Google Classroom](#)

Have you ever wished there was a better way to organize paperwork, training materials, and business information to share with new employees? Could your farm provide a better employee onboarding experience if more than one person had access to the onboarding materials?

Many farmers struggle to provide a consistent experience to all new employees because it is difficult to organize all the necessary information. Google Classroom is a free online platform that farmers can use to store and organize information to streamline the onboarding process and help managers provide a positive experience for new employees.

As part of the Onboarding Dairy Farm Employees project, Cornell Agricultural Workforce Development and Cornell Cooperative Extension have created a Google Classroom template for farmers who are curious about this software. In this training, you will learn how to navigate Google Classroom and customize the template with documents and training materials from your farm.

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 2021

March 3-5, 2021

<http://www.bevny.org>

See the announcement in this issue of the *Vineyard Update*. Program

2021 Cold Climate Conference

Presented by the Minnesota Grape Growers Association and the University of Minnesota

February 10-11, 2021 5:30 – 10:00 PM Eastern

Program and registration information are available at <https://www.mngrapes.org/event/2021CCC>.

2021 Vineyard Pest Management Series: Spotted Lanternfly Update

Tuesday, March 30, 2021 10:00 AM – 12:00 PM

The 2021 Vineyard Pest Management Series - Spotted Lanternfly Update will review the latest information on spotted lanternfly management in vineyards. As well as present research findings on potential damage to grapevines, management options, and other observations from the 2020 field season. A brief overview will be given on future Spotted Lanternfly research that will start in summer 2021 in Southeast Pennsylvania.

There is no fee, but registration is required. [Click here to go to the event page to register](#).

2021 Vineyard Pest Management Series: Disease and Insect Updates

Thursday, April 1, 2021

10:00 AM – 12:00 PM

The 2021 Vineyard Pest Management Series - Disease and Insect Updates will review vineyard disease and insect management considerations for the 2021 growing season. As well as Disease and insect management findings from 2020. An update will also be given on current pesticides registered for grapes.

There is no fee, but registration is required. [Click here to go to the event page to register](#).

COVID-19 Resources

Need information? View the following Cornell CALS and CCE Resource Pages Updated Regularly

General Questions & Links:

<https://eden.cce.cornell.edu/>

Food Production, Processing & Safety Questions:

<https://instituteforfoodsafety.cornell.edu/coronavirus-covid-19/>

Employment & Agricultural Workforce Questions:

<http://agworkforce.cals.cornell.edu/>

Cornell Small Farms Resiliency Resources:

<https://smallfarms.cornell.edu/resources/farm-resilience/>

Financial & Mental Health Resources for Farmers:

<https://www.nyfarmnet.org/>

Cornell Farmworker Program

www.farmworkers.cornell.edu

www.trabajadores.cornell.edu (en espanol)

Finger Lakes Vineyard Update

Finger Lakes Grape Program

January 28th, 2021

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 at <http://flgp.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!

Finger Lakes Grape Program Advisory Committee

Eric Amberg- Grafted Grapevine Nursery

Bill Dalrymple- Dalrymple Farm

Matt Doyle- Doyle Vineyard Management

Eileen Farnan- Barrington Cellars

Chris Gerling- Cornell University Extension

Luke Haggerty- Constellation Brands

Tina Hazlitt- Sawmill Creek Vineyards

Cameron Hosmer- Hosmer Winery

T.J. Brahm – Randall Standish Vineyards

Harry Humphreys- Overlook Farms

Gregg McConnell- Farm Credit East

Herm Young– Young Sommer Winery

John Santos- Hazlitt 1852 Vineyards

Steve Sklenar– Sklenar Vineyards

Justine Vanden Heuvel- Cornell University

Peter Weis – Weis Vineyards

Kim Marconi – Three Brothers Wineries & Estates

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Cornell Cooperative Extension Finger Lakes Grape Program

Hans Walter-Peterson—Team Leader

Donald Caldwell—Viticulture Technician

The Finger Lakes Grape Program is a Cornell Cooperative Extension partnership between Cornell University and the Cornell Cooperative Extension Associations in Ontario, Seneca, Schuyler, Steuben, Wayne and Yates Counties.

flgp.cce.cornell.edu

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