



LAKE ERIE REGIONAL GRAPE PROGRAM

Electronic Crop Update for November 15, 2012

IN THIS UPDATE:

Grape Cultural Practices

Upcoming Events

Viticulture 2013 Registration form and Program

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.



VITICULTURE 2013

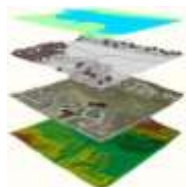
DATE: Wednesday, February 6, 2013 through Friday, February 8, 2013

LOCATION: Rochester Riverside Convention Center, Rochester, NY

Every three to four years, the Wine Industry Workshop joins with the New York Wine & Grape Foundation, the Finger Lakes Grape Program and the Lake Erie Regional Grape Program for a larger, *bigger picture* conference. Viticulture 2013 will take place at the Rochester Riverside Convention Center, and will feature sessions devoted to marketing, viticulture, enology, packaging, sustainability and **more**. A major trade show with many exhibitors along with networking opportunities for members of the grape and wine industry nationwide is planned in addition! *Attendance is expected to exceed Viticulture 2010, which included participants from 20 states and 3 foreign countries.* We hope that you will plan to be there!

For your convenience and to get things started we have included the registration form and program (subject to change) at the bottom of this Update. Online Registration is coming soon! The Viticulture 2013 website is available at: http://vit2013.com/Home_Page.php. **Early Bird Rates**, Additional Attendee Rates, Student Rates, and Guest Rates are available. More information is below on the Registration Form or online.

GIS Vineyard Maps Are Still Available For Free!



GIS maps provide growers with a unique perspective of their vineyard operations. Participating growers will receive three maps including acreage/variety, elevation, and soil types. These maps have been shown to provide accurate acreage calculations that can then be used for more precise pesticide and fertilizer applications. Maps can be sent via email or in hard copy format through the mail.

In order to generate these maps, grower input is necessary. All that is required is that you, the grower, stop into the CLEREL office for a quick visit to identify your blocks by variety. Visits typically take less than ten minutes, and finished maps are usually sent the same day. Remember, these maps are generated at **no cost**. If you are interested in receiving your personalized maps, please contact: [Rhiann Jakubowski \(jaku8645@fredonia.edu\)](mailto:jaku8645@fredonia.edu) or phone 716-792-2800 ext. 208 today!

In The Vineyard



Image 1. Concord cane and bud - Select pencil-thin, mahogany-colored canes as fruiting wood.

Winter Pruning and managing crop size. Pruning grapevines is not rocket science, but it does require some consideration. The goal is to leave enough pencil-thin, mahogany-colored canes that can provide a good-sized crop for next year (*Image 1, left*). As long as sunlight interception is taken into account, dead cordons are removed, layers are marked for planting, etc., it is difficult to kill a vine, or so my grandpa always told me. Now, whether or not you achieve your goal of maximizing crop potential is a something else entirely.

Consideration of market and vine size is important in managing crop potential. Do you need a large crop at a lower Brix level (13-14 Brix), or a large crop at a higher Brix level (15-16 Brix)? Regardless of your market, it is important to remember: Large vines grow large crops (*Image 2, below*). So, what should a grower do? Grow large vines that can carry and ripen large crops. Let's assume that we have achieved our goal of large vines – through appropriate vineyard nutrition, pest and weed management, etc.; now, how do we manage crop size? We have talked frequently about ways to adjust the crop potential and crop size in Concord vineyards. Here, I'll briefly review the options for reflection and contemplation during the pruning season.



Concord grapevines with different levels of vegetative growth seen before dormant cane pruning. The left vine had one pound of pruning weight and the right vine had four pounds after dormant cane pruning.

Image 2. Vine size is important in making pruning decisions. (Photo courtesy Terry Bates)

A growing trend in Concord production is to leave as many buds as possible (to maximize crop potential) during dormant pruning. One pruning option includes hand pruning (*Image 3, below*) and leaving only as many buds up for an average-sized crop, or leaving up 100+ buds to make sure something survives the spring frosts and freezes. Alternatively, to reduce hand labor in the vineyard, machine pre-pruning with hand follow-up can leave a large number of buds for further management in the spring and summer. Finally, minimal pruning – machine pruning with no hand follow-up – leaves the largest number of buds, i.e., crop potential, for further crop adjustment in the spring and summer.



Images 3 and 4. Hand-pruned grapevine (left) compared to a vine with hand follow-up pruning after mechanical pruning (right).

How can growers manage crop potential and size later in the season? More recently, growers are able to reduce crop potential through mechanical shoot thinning (*Image 5, below right*) at 2-5" shoot growth. This strategy *does* reduce crop potential, but the caveat is that the danger of a spring frost has not always passed by the time this needs to be done. Consequently yet *another* option to reduce crop size is to thin the crop mechanically (*Image 6, below left*) at 30 days after bloom. This is a last-ditch effort to manage crop size during the growing season to ensure that the crop hanging on the vines can actually ripen to the Brix necessary for a particular market.



Image 5. Mechanical shoot thinning can reduce crop potential early spring.



Image 6. Crop estimation and mechanical crop thinning can also be done using a harvester at 30 days after bloom, after estimating crop size.

While market plays a large role in determining pruning strategy, it never hurts to consider new/improved technologies for and understanding of seasonal crop management (shoot thinning, fruit thinning) as part of your vineyard management plan.



Upcoming Events



Upcoming Events



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!

NEW YORK FARM BUREAU OFFERS SCHOLARSHIPS TO STUDENTS WHO PLAN AN AG-RELATED FUTURE

The application submission deadline is THIS SUNDAY, November 18, 2012.

Do you know a High School Senior interested in a career in agriculture? If yes, please read the information below and follow the links. Good luck! There is also a link on our [LERGP Home Page](#) for your convenience: <http://lergp.cce.cornell.edu/>

Albany, N.Y. – New York Farm Bureau is encouraging high school seniors who have been involved with agriculture and plan on continuing studies in this field to apply for the New York Farm Bureau Agricultural Youth Scholarship sponsored by the New York Farm Bureau Promotion and Education Committee. Scholarship awards are \$1,500 for first place \$1,200 for second and \$1,000 for third place. The first place winner will be invited to present their essay at a NYFB Spring event.

Students applying must have a family Farm Bureau membership or a Student Farm Bureau membership (a membership application may be included with scholarship enclosures). Students are required to submit a brief essay answering the question, "If you had the power to change something in your community or on your farm, what would you change and why?"

The application submission deadline is November 18, 2012. To nominate someone for the scholarship or to request an application, call 1-800-342-4143 or visit <http://www.nyfb.org> and then scroll down to "Farm Essentials" for scholarship information and the application. Please click on the links below for MORE INFORMATION!

<http://cce.cornell.edu/Ag/AgTeams/2013%20Scholarship%20Brochure.pdf>

<http://cce.cornell.edu/Ag/AgTeams/2012%20Scholarship%20Applications%20due.pdf>

<http://cce.cornell.edu/Ag/AgTeams/2013%20Scholarship%20Application%20Fillin.pdf>

LAKE ERIE WOMEN IN AGRICULTURE MEETING: LABOR MANAGEMENT

DATE: Monday, November 26, 2012

TIME: 6:30pm-8:00pm

LOCATION: CLEREL Meeting Room, 6592 West Main Road, Portland, NY, 14769

Guest Speaker – Thomas Maloney, Senior Extension Associate with CCE

Presentation: "Ten Things your Employees Expect from You"

This topic is part of the Annie's Project, Cornell Cooperative Extension, program and focuses on labor management. We will connect with Mr. Maloney via Polycom for a presentation starting at 7:00pm, followed by questions and discussion.

RSVP to Jodi Creasap Gee (jec53@cornell.edu, 716-792-2800 ext. 204) or Ginny Carlburg (vec22@cornell.edu, or 716-664-9502 ext. 202) or if you have any questions. Please REGISTER by Wed. November 21, 2012!

SHORT COURSE: CIDER PRODUCTION: PRINCIPLES & PRACTICE

DATE: Monday, December 3, 2012

LOCATION: Food Research Laboratory Conference Room, 630 W. North Street, Geneva, NY

TIME: 8am–5:00pm

For more information please go to:

<http://grapesandwine.cals.cornell.edu/cals/grapesandwine/outreach/enology/loader.cfm?csModule=security/getfile&PageID=1067969>

VITICULTURE 2013

DATE: Wednesday, February 6, 2013 through Friday, February 8, 2013

LOCATION: Rochester Riverside Convention Center, Rochester, NY

PROGRAM AGENDA (subject to change) and WEBSITE: <http://vit2013.com/>

REGISTRATION FORM, AGENDA AND MORE INFORMATION BELOW

PLEASE NOTE: Next Electronic Crop Update will be Thursday, November 29, 2012

Just a reminder that the offices of the Lake Erie Regional Grape Program will be closed

November 22 and November 23, 2012 for the Cornell Thanksgiving Break and will reopen Monday, November 26, 2012 with normal hours.

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.

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

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.

Cornell University Cooperative Extension provides equal program and employment opportunities.

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

CCE does not endorse or recommend any specific product or service.

THE LAKE ERIE REGIONAL GRAPE PROGRAM at CLEREL

6592 West Main Road

Portland, NY 14769

716-792-2800



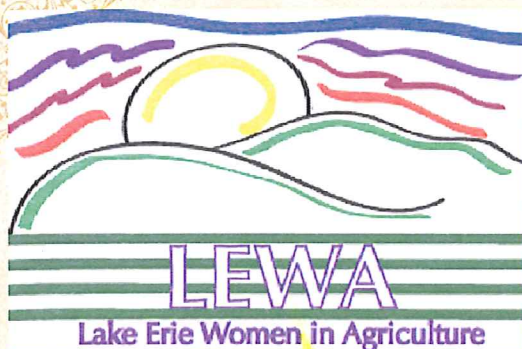
Cornell University
Cooperative Extension
Chautauqua County

Lake Erie Women in Agriculture Meeting

Monday, November 26, 2012

6:30pm—8:00pm

Is labor one of the highest costs on your farm?



Through "Lake Erie Women in Agriculture," we seek to help you make connections with, and learn from, other women in agriculture, and to provide information about practices that improve your farm's production and financial viability.

To Register, Contact:
Ginny Carlberg,
(716) 664-9502 x 202
or vec22@cornell.edu

Or
Jodi Creasap-Gee
(716) 792-2800 x 204
jec53@cornell.edu

Join us for our next Lake Erie Women in Agriculture meeting, to be held on

Monday, November 26th

6:30pm—8:00pm

at the Cornell Lake Erie Research and Extension Laboratory (CLEREL) located at:

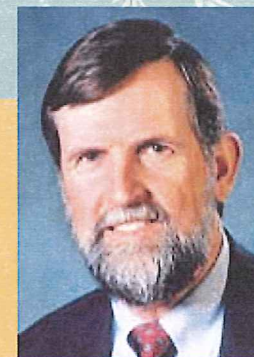
6592 West Main Road, Portland, NY 14769

To discuss employee management with other farm women, and to learn "Ten Things Your Employees Expect From You," a presentation developed for women in agriculture by Tom Maloney, Cornell University.

Feel free to bring a friend and/or a snack to share!

Please register by November 21st.

6:30pm-7:00pm	Informal discussion about labor management on your farms
7:00pm-7:45pm	Presentation by Tom Maloney, (via Poly Com system)
7:45pm-8:00pm	Networking and discussion



"Ten Things Your Employees Expect From You"

Presented By:

Thomas R. Maloney

Senior Extension Associate, Cornell University

Tom Maloney is a senior extension associate in the Charles H. Dyson School of Applied Economics and Management at Cornell University. He has conducted numerous workshops, written a variety of bulletins, and conducted applied research on a range of personnel topics relating to farm businesses. His primary areas of interest include employee recruitment, selection, compensation, performance appraisal, motivation, and incentives.

Building Strong and Vibrant New York Communities

Cornell Cooperative Extension in Chautauqua County provides equal program and employment opportunities.



REGISTRATION FORM

Viticulture 2013 & The Northern Grapes Symposium

February 6 - 8, 2013
Rochester Riverside Convention Center



WWW.VIT2013.COM

MAIN CONFERENCE REGISTRANT/CONTACT:

Last Name First Name

Email Address

Company/Winery

Phone

	Early Bird thru 1/15/12	Standard After 1/15/12	On-site	Attendee Subtotal
FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13 (Includes all seminars, planned meals/receptions, and Trade Show access)	\$295	\$335	\$355	PLEASE CIRCLE YOUR SELECTION(S)
WEDNESDAY: 2/6/13 ONLY (Includes all Wednesday seminars, breakfast, lunch, and the Unity Banquet)	\$135	\$175	\$195	
THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)	\$115	\$155	\$175	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, planned meals and Trade Show access)	\$100	\$140	\$160	\$

ADDITIONAL ATTENDEE REGISTRATIONS:

Last Name	First Name	Email	Early Bird thru 1/15/12	Standard After 1/15/12	On-site	Attendee Subtotal
FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13 (Includes all seminars, planned meals/receptions, and Trade Show access)			\$280	\$320	\$325	PLEASE CIRCLE YOUR SELECTION(S)
WEDNESDAY: 2/6/13 ONLY (Includes all Wednesday seminars, breakfast, lunch, and the Unity Banquet)			\$120	\$160	\$180	
THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)			\$100	\$140	\$160	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, planned meals and Trade Show access)			\$85	\$125	\$145	\$

Last Name	First Name	Email	Early Bird thru 1/15/12	Standard After 1/15/12	On-site	Attendee Subtotal
FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13 (Includes all seminars, planned meals/receptions, and Trade Show access)			\$280	\$320	\$325	PLEASE CIRCLE YOUR SELECTION(S)
WEDNESDAY: 2/6/13 ONLY (Includes all Wednesday seminars, breakfast, lunch, and the Unity Banquet)			\$120	\$160	\$180	
THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)			\$100	\$140	\$160	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, planned meals and Trade Show access)			\$85	\$125	\$145	\$

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THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)			\$100	\$140	\$160	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, planned meals and Trade Show access)			\$85	\$125	\$145	\$

ADDITIONAL ATTENDEE REGISTRATIONS:

Last Name	First Name	Email			Attendee Subtotal
		Early Bird thru 1/15/12	Standard After 1/15/12	On-site	
FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13 (Includes all seminars, planned meals/receptions, and Trade Show access)		\$280	\$320	\$325	PLEASE CIRCLE YOUR SELECTION(S)
WEDNESDAY: 2/6/13 ONLY (Includes all Wednesday seminars, breakfast, lunch, and the Unity Banquet)		\$120	\$160	\$180	
THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)		\$100	\$140	\$160	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, planned meals and Trade Show access)		\$85	\$125	\$145	\$

STUDENT REGISTRATION: (Must be a full-time student to qualify for these special rates)

Last Name	First Name	Email		
		Standard	On-site	Attendee Subtotal
FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13 (Includes all seminars, breakfast & lunch each day and Trade Show access)		\$190	\$210	PLEASE CIRCLE YOUR SELECTION(S)
WEDNESDAY: 2/6/13 ONLY (Includes all Wednesday seminars, breakfast and lunch)		\$55	\$75	
THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch and Trade Show access)		\$75	\$95	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, breakfast, lunch and Trade Show access)		\$60	\$80	\$

GUEST REGISTRATION:

Last Name	First Name	Email			Attendee Subtotal
		Early Bird thru 1/15/12	Standard After 1/15/12	On-site	
UNITY BANQUET DINNER & AWARDS: Wednesday, 2/6/13 (6:30 PM at the Hyatt Regency Rochester Hotel - attached to the RRCC)		\$70	\$75	\$80	PLEASE CIRCLE YOUR SELECTION(S)
BREAKFAST:	Wednesday, 2/6/13	\$25	\$30	\$35	
	Thursday, 2/8/13	\$25	\$30	\$35	
	Friday, 2/8/2013	\$25	\$30	\$35	
LUNCH:	Wednesday, 2/6/13 (at the Hyatt Regency Rochester)	\$40	\$45	\$50	
	Thursday, 2/8/13	\$25	\$30	\$35	
	Friday, 2/8/2013	\$25	\$30	\$35	
WINE & CHEESE RECEPTION: Thursday, 2/8/13 (4:30 - 6:00 PM on the Trade Show Floor)					\$

METHOD OF PAYMENT:

MAIL THIS FORM AND PAYMENT TO:
NYWGF
800 South Main St, Suite 200
Canandaigua, NY 14424
FAX TO: (585) 394-3649
QUESTIONS: Contact NYWGF at (585) 394-3620
HOTEL RESERVATIONS: Hyatt Regency Rochester
<https://resweb.passkey.com/go/2013viticulture>

TOTAL ALL REGISTRATIONS \$

☐ Check Enclosed (Payable to NYWGF)
☐ Credit Card (Visa, MasterCard, AMEX)

Credit Card No.

Expiration Date

Cardholder's Signature

Security Code

Zip Code



Viticulture 2013

February 6-8, 2013
Rochester Riverside Convention Center
Rochester, New York



Presented by the New York Wine & Grape Foundation



In conjunction with Cornell Cooperative Extension



Cornell University
Cooperative Extension

With participation from:

Constellation Brands • National Grape Cooperative/Welch Foods • New York Farm Bureau
The Nielsen Company • Wine Market Council • Dan Berger's Vintage Experiences

Viticulture 2013 is the premier grape and wine industry conference and trade show in the eastern United States, with three full days of world-class experts addressing the most important topics in viticulture, enology, marketing, public policy and other topics.

A special feature will focus on cold climate grape varieties by university scientists from the east and Midwest involved with the Northern Grapes Project funded by a major grant from the United States Department of Agriculture.

Viticulture 2013 also includes a major trade show with a diversity of exhibitors along with many networking opportunities for members of the grape and wine industry nationwide.

Attendance is expected to exceed Viticulture 2010, which included participants from 20 states and 3 foreign countries.

Wednesday, February 6

7:00 AM – 5:00 PM *Registration Open*

7:15 – 8:15 AM *Full Buffet Breakfast in the Lilac Ballroom*

8:30 – 10:30 AM *Plenary Session/Welcome to Viticulture 2013*

The Big Picture: Past, Present & Future: Major Trends in the Grape and Wine Industry, and Factors Affecting Consumer Choice

Grapes, grape juice, and wine are global commodities subject to intense international competition, cycles of worldwide supply and demand, consumer trends, government policies, trade agreements, and other factors. While seemingly remote from local vineyards and wineries, the global competitive environment strongly affects the economic viability of the industry in New York, the Northeast and Midwest, and beyond. Seeing the “big picture” is vital to sound business planning. The first two plenary sessions set the state of Viticulture 2013 with presentations on the economic impact of the grape and wine industry; major market trends in a challenging economy; and the perspectives of global wine and grape juice producers.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Overall Trends in the American Wine Market

John Gillespie, President, Wine Market Council

Specific Wine Market Trends

Danny Brager, The Nielsen Company

Why Consumers Buy What They Buy

Dr. Greg Carpenter, Kellogg School of Management, Northwestern University

10:30 – 11:00 AM NETWORKING BREAK

Plenary Session: 11:00 AM – 12:00 PM

New York in the Big Picture

Challenges and Opportunities for New York Wines

Dan Berger, Publisher, Dan Berger’s Vintage Experiences, and Syndicated Wine Writer

Constellation Wine U.S. and New York Wines

Representative, Constellation Wines U.S.

Perspectives on the Market for Grape Juice and Other Products

Steve Kronberg, Marketing Manager, National Grape Cooperative/Welch’s

Breakout Session: 11:00 AM – 12:00 PM



Northern Grapes Symposium: Consumers and Markets

Over 300 wineries and 3000 acres of new cold-hardy grapes have been established in 12 states in the Midwest, Northeast, and New England over the past 10 years. Their location in non-traditional winegrowing regions offers the opportunity to market unique products to a new audience of consumers in tasting rooms. For these new businesses, transitioning from startup status to sustained growth will depend upon a knowledge of consumer attributes, ability to work cooperatively to establish effective marketing and promotional efforts, and establishing unique identities for the cold-hardy varieties and wines made from them.

Moderator: **Bill Gartner**, University of Minnesota

Northern Grapes Project baseline survey and economic impact

Bill Gartner, University of Minnesota

Challenges and opportunities in emerging wine regions

Miguel Gomez, Cornell University

Working together: Models of collaboration among wineries, economic development agencies, and tourism promotion in Michigan

Don Holecek and Dan McCole, Michigan State University

12:15 – 1:15 PM **Luncheon Featuring Cold Climate Varietal Wines** at the Hyatt Regency Rochester Hotel

Comments by Dr. Anna Katharine Mansfield, Katie Cook, and Winemakers

Breakout Sessions: 1:30 – 3:00 PM



Breakout #1: Northern Grapes Symposium: Enology

New cold-climate cultivars produce fruit with different chemical composition than traditional hybrids or vinifera grapes. The Northern Grapes Project has started winemaking trials aimed at evaluating yeast strains, acid management practices, and tannin additions, to adapt winemaking practice to these unique characteristics of *V. riparia*-based cold-hardy varieties.

Moderator: **Chris Gerling**, Cornell University

How the yeast strain you select can influence wine characteristics and flavors in Marquette, Frontenac, Frontenac gris, and La Crescent

Katie Cook, University of Minnesota

Chemical and microbiological strategies for acid reduction in the winery

Dr. Anna Katharine Mansfield, Cornell University

What do enological tannins offer to Northern Grapes winemakers?

Dr. Murli Dharmadhikari, Iowa State University

Breakout #2: Marketing to Millennials and Baby Boomers, and Social Media Update

The young “Millennial” generation has been a hot topic and a focus of many wine marketers, given their fondness for wine and for experimentation in seeking out new things recommended by their friends, mostly via social media like Facebook. But that generation has been split into older and younger segments in terms of wine consumption, mostly due to differences in economic status—with the older ones gainfully employed while the younger sets searches for work. And let’s not forget their parents, the Baby Boomers, who have a longer history of enjoying wine, more disposable income, and more loyalty to domestic products. Who are these people of different generations, and how can wine marketers best attract their attention? Those are the key questions addressed in this session.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

John Gillespie, Wine Market Council

Danny Brager, The Nielsen Company

Dr. Greg Carpenter, Northwestern University

Breakout #3: Marketing Orders for Research and Promotion

Government money is great—when it’s there. But with shrinking budgets on both State and Federal levels, the private sector needs to invest in its own future with reliable and equitable funding mechanisms like “marketing orders” which in fact may be used for promotion or research or both. The New York Wine & Grape Foundation, New York State Wine Grape Growers, and Lake Erie Regional Group has petitioned the New York State Commissioner of Agriculture & Markets to pursue the process of getting an industry-financed marketing order for grape-focused research. A Department representative will explain how they work, and colleagues from the New York Apple Association will provide their real-world experience.

Moderator: **Jim Bedient**, Bedient Farms, New York Wine & Grape Foundation Board Member

Dan McCarthy, New York State Department of Agriculture & Markets

Jim Allen, President, New York Apple Association

Walter Blackler, Apple Acres

Breakout #4: Marketing New York Wines in New York City

How do you get the little grape into The Big Apple? New York City is the world's most competitive wine market, with virtually no loyalty to local products. Some wineries have taken the direct-to-consumer route by selling their wines at Greenmarkets. And the New York Wine & Grape Foundation has sponsored a major "New York Drinks New York" wine promotion orchestrated by First Press Public relations, which will share some of the fascinating market research, activities, and results.

Moderator: **John Martini**, Anthony Road Winery

Michael Gitter, Principal, First Press Public Relations

3:00 – 3:30 PM NETWORKING BREAK

Breakout Sessions: 3:30 – 5:00 PM

Breakout #1: Succession Planning

Grape growers and winery owners invest their dreams, effort, and money in their businesses, and many vineyards and wineries are family operations. So when the time comes for the older generation to step back and the younger family members to take ownership responsibilities, how do you ensure a smooth transition both financially and emotionally? This seminar provides answers along with real-life examples from wineries that have done it successfully.

Simon Siegl, Principal, CoEfficient Consulting

Breakout #2: The Business Climate for Grapes and Wine

In the grape and wine industry, we are always talking about climate: Was the winter too warm...did the late freezes damage the buds...is the summer too humid...will the hurricanes hit the vineyards? In order to grow good grapes to make good wines, you need a good climate. But we often forget that in order to grow our industry, you need a good BUSINESS climate—which is more controllable because it is shaped largely by public policy, which in turn is shaped by human beings (our elected officials). State-level policy affects us most directly, but even the seemingly remote events on an international level have significant impacts which we often don't understand until it's too late. This session is a heads-up for the future.

Moderator: **Jim Bedient**, Bedient Farms, New York Wine & Grape Foundation Board Member

Julie Suarez, Director of Public Policy, New York Farm Bureau

Jim Finkle, President, FIVS

Breakout #3: Working with Media

Are the media the bad guys, or the good guys, or both? To some extent, it depends on how we deal with them, if we give them information they're interested in, and if our information is credible. In the grape and wine industry, there are different types of media—agriculture, general reporting, trade publications, wine consumer media, and now social media—and understanding how to deal with them all effectively can boost your business.

Moderator: **Carol Doolittle**, Frontenac Point Vineyard

Dan Berger, California Wine Writer

Holly Howell, Rochester Democrat & Chronicle

Fred LeBrun, Albany Times Union

Breakout #4: Riesling Reflections: The State of the Grape

Riesling continues to grow in popularity among American consumers, with New York (and especially Finger Lakes) Rieslings gaining increasing recognition internationally for consistent quality across all styles. The International Riesling Foundation was created to catch that wave and keep it going, and California wine writer Dan Berger spearheaded the development of a Riesling Taste Profile that is now on the back labels of more than 30 million bottles in the U.S. market. The Finger Lakes Wine Alliance, headed by Bob Madill of Sheldrake Point Winery, has promoted Riesling as the region's "signature wine". Cornell researcher Dr. Anna Katharine Mansfield has conducted research on Riesling "typicity" by region, with interesting results. This session covers it all, including a tasting of a range of Riesling wines.

Moderator: **Jim Trezise**, President, International Riesling Foundation

Dan Berger, California Wine Writer and Riesling Lover

Bob Madill, President, Finger Lakes Wine Alliance

Dr. Anna Katharine Mansfield, Cornell University



Breakout #5: Northern Grapes Symposium: Viticulture

New vineyard trials throughout the Northeast and Midwest are evaluating responses of major Northern Grape cultivars to climate variation, training systems, soil fertility, pest management regimes and different cropping levels. The goal is to develop vine management practices that moderate acidity to achieve consistent maturity and high quality wines.

Moderator: **Jim Luby**, University of Minnesota

How climate influenced grape maturity in 11 Northern Grape variety trials from South Dakota to Massachusetts

Dr. Tim Martinson, Cornell University

Performance of Marquette, Frontenac, and La Crescent under four different training systems

Paul Domoto, Iowa State University

Sulfur and Copper/Lime fungicide sensitivity of 12 Northern Grapes cultivars

Patty McManus, University of Wisconsin

Grapevine nutrition: Results of tissue and soil analyses

Carl Rosen, University of Minnesota

6:30 PM

Unity Banquet Reception at the Hyatt Regency Rochester Hotel

The highly popular Unity Banquet is named after the key to industry success—Unity—and includes a festive celebration of people who have served and advanced the industry in various ways.

7:00 PM

Unity Banquet Dinner & Awards

END OF DAY

Thursday, February 7

7:15 – 8:15 AM *Full Buffet Breakfast in the Lilac Ballroom*

8:30 – 10:00 AM *Breakout Sessions*

Breakout #1: Viticulture/Enology : Price, Quality, & Economics: The Triple Bottom Line

Since the recession hit in 2008, consumers have become much more price conscious about what they buy, including wines and grape juice, which has put downward pressure on prices. At the same time, however, they still expect the same or even better quality products at those lower prices, and with a global marketplace, they can often find them. What implications do these trends have for wineries and growers in the East? Do the practices that we assume lead to better quality fruit actually do so? Can we maintain or improve quality of the fruit and products made from them, and produce them profitably, while meeting consumers' price expectations?

Moderator: **Hans Walter-Peterson**, Cornell Cooperative Extension

Stefano Poni, Università Cattolica del Sacro Cuore, Piacenza, Italy

Trent Preszler, CEO, Bedell Cellars

Justine Vanden Heuvel, Cornell University

Jim Meyers, Cornell University

Breakout #2: Renewable Energy

"Renewable" energy goes well beyond solar, though that is an important part of it, and includes other ideas and options that can save money and the planet at the same time. This seminar explores innovative ways to do both.

Moderator: **Bill Jordan**, Jordan Energy & Food Enterprises

Bill Jordan, Jordan Energy & Food Enterprises

Representative, New York State Energy Research & Development Authority

Nancy Irelan, Red Tail Ridge Winery

Breakout #3: New York Wine & Grape Foundation: Key Programs (Focus on Export)

The New York Wine & Grape Foundation was created by State law in 1985 to centralize and coordinate programs of promotion and research for the New York grape, grape juice, and wine industry; and to foster industry cooperation. While the Foundation's budget has been cut drastically to 25% of its level four years ago, the core programs continue, a New York City program has been added, and an export program continues to expand. This session will provide an overview of the Foundation's activities, with a special emphasis on the New York City and export programs and their many benefits to the industry as a whole.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Bob Madill, Sheldrake Point Winery

Scott Osborn, Fox Run Vineyards

Susan Spence, Vice President, New York Wine & Grape Foundation

Chrys Baldwin, New York Wine & Culinary Center

10:00 – 10:30 AM

Introduction of New Cultivars

New varieties continue to help the industry expand to less favorable, colder sites, and are sought by growers looking for varieties needing little effort for disease control. Favorable vineyard characteristics, combined with the potential for highly pleasing wine quality, are the cornerstones for the efforts of Cornell University in grape variety development. At this session, two new varieties will be described and their names will be introduced to the public.

Dr. Bruce Reisch, Cornell University

Dr. Anna Katharine Mansfield, Cornell University

10:30 – 11:00 AM NETWORKING BREAK

Breakout Session: 11:00 AM – 12:30 PM

Breakout #1: Dry Rose Production

While the popular press keeps raving about dry rosés, New York winemakers report mixed success in sales and consumer acceptance. To help the industry take a critical look at the selling power of pink, UMN enologist Katie Cook will provide an update of traditional and new rosé production methods, and winemaker Christopher Tracy will discuss the development of Channing Daughters' successful rosé program on Long Island.

Moderator: **Dr. Anna Katharine Mansfield**, Cornell University

Christopher Tracy, Channing Daughters Winery
Katie Cook, University of Minnesota

Breakout #2: Fungicides & Sprayer Application Technologies (**Eligible for NY & PA pesticide credits**)

Moderator:

New fungicides for grape disease management

Wayne Wilcox, Cornell University

It doesn't matter what you spray if you don't get it on

Andrew Landers, Cornell University

Variable rate spraying in precision viticulture: the use of electronic devices to improve application efficiency

Jordi Llorens Calveras, Cornell University

Breakout #3: Restaurants and Locapours: Does "Local" Really Matter?

Does "locavore" (food) translate into "locapour" (wine) at New York restaurants? Cornell's Dr. Brad Rickard has looked at this issue using data from Zagat, and Michael Gitter (a former Zagat editor and now NYWGF's public relations counsel) provides an on-the-street perspective.

Moderator: **John Martini**, Anthony Road Wine Company

Dr. Brad Rickard, Cornell University

Michael Gitter, Principle, First Press Public Relations
New York City Restaurateur

Breakout #4: What's Legal and What's Not: New York's ABC Law

(Please Note: This session is scheduled to be 2 hours and will conclude at 1:00 PM)

The ABC law (Alcohol Beverage Control) isn't quite as simple as ABC. It was created right after the Repeal of Prohibition in 1934, has been amended in disparate ways almost every year since then, is often contradictory and is always hard to understand. Under the leadership of Chairman Dennis Rosen, the New York State Liquor Authority has taken on a new perspective and relationship with industry. While many of the laws are still outdated and absurd, the SLA is trying to make them more clear and understandable. SLA Counsel Tom Donohue has prepared a special presentation to help sort through it.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Thomas Donohue, Counsel, New York State Liquor Authority

12:30 – 6:00 PM TRADE SHOW INCLUDING LUNCH, SPECIAL SEMINARS, AND WINE & CHEESE RECEPTION

The trade show is a major attraction of Viticulture 2013, with a wide diversity of vendors serving all segments of the grape and wine industry from grape harvesters to specialized insurance and customized labels. The on-site luncheon, seminars, and reception allow attendees to enjoy everything right on the trade show floor.

3:00 – 4:30 PM

Special Seminar: Innovative Packaging Sponsored by AstraPouch/IMPAQ

Wine is not just sold in the same old bottles and boxes anymore. Besides the many new shapes and sizes of the current materials, wine is in cans, pouches, plastic and more. This session will showcase some of the latest and greatest choices for consideration, and producers who are using new packages will provide their impressions to date.

Moderator: **Chris Gerling**, Cornell University

Steve DiFrancesco, Glenora Wine Cellars

Tim Benedict, Hazlitt 1852 Vineyards

John McDermott, Label World

Dave Mansfield, Three Brothers Winery

Special Seminar: Frost Protection Methods

Long-term predictions of how the climate in the Northeast will change over the next few decades include the potential for more severe frost events, such as the one that many areas in the East and Midwest experienced in 2012. This session looks at some different methods that are being used by growers around the region to protect their crops from early spring frost injury.

Moderator: **Michael Colizzi**, Finger Lakes Grape Program

Frost Protection Strategies in Northeast Ohio Vineyards

Gene Sigel, Chalet Debonne & South River Vineyard, Ohio

Benefits and cost effectiveness of wind machines for frost/freeze protection in bulk juice varieties

Bill Beckman, Beckman Vineyards

Brian Beckman, Beckman Vineyards

Using abscisic acid to improve freezing tolerance and soluble sugars in buds of Cabernet Franc and Chambourcin grapevines

Dr. Imed Dami, The Ohio State University, OARDC

Vine hardiness and impact of seasonal weather

Kevin Ker, Brock University, St. Catharines, ONT

4:30 – 6:00 PM **WINE & CHEESE RECEPTION ON THE TRADE SHOW FLOOR** Sponsored by Farm Credit East

END OF DAY

Friday, February 8

7:15 – 8:15 AM *Full Buffet Breakfast in the Lilac Ballroom*

8:30 – 10:00 AM *Plenary Session*

Enology & Viticulture Plenary Session: Changing Times, Adapting Styles

Moderator: **Hans Walter-Peterson**, Finger Lakes Grape Program – Cornell Cooperative Extension

Stefano Poni, Università Cattolica del Sacro Cuore, Piacenza, Italy

Phillipe Coquard, Wollersheim Winery, Prairie du Sac, WI

10:00 – 10:30 AM NETWORKING BREAK

Breakout Sessions: 10:30 – 12:00 PM

Breakout #1: Wine Flavor & Perception

The world of wine flavor- from compound origins to final sensory impact- is constantly in flux, but understanding the latest discoveries in flavor chemistry and consumer perception can help producers fine-tune their production and marketing plans. This session promises a user-friendly update on the latest in flavor chemistry and sensory evaluation, including the good and evil of sulfur compounds, why we can't always extract tannin from grapes, and how we influence consumer choices.

Moderator: **Katie Cook**, University of Minnesota

Dr. Gavin Sacks, Cornell University

Dr. Anna Katharine Mansfield, Cornell University

Breakout #2: Bulk Variety Production

Maximizing tons per acre while maintaining high quality standards is the name of the game for many in business of producing bulk juice and wine grapes. Matching vine size to the characteristics of the vineyard site has been shown to be critical in maximizing the number of tons the vineyard can produce. To maximize crop potential it is important to understand how soil variability will impact vine size (non) uniformity across a vineyard block as well as how to deal with what seems to be an increase in frost/freeze events in recent years.

Moderator:

Characterizing the Effect of Location and Crop Load on Concord Vine and Fruit Development

Dr. Terry Bates, CLEREL, Department of Horticulture, Cornell University

Soil variation and vine size (non) uniformity in Lake Erie Concord vineyards.

Dr. James Taylor, CLEREL, Department of Horticulture, Cornell University

Grow big or Grow home: Eastern Viticulture Vine Size Economics

Kevin Martin, LERGP at CLEREL, Penn State University



Breakout #3: NCPN: Towards More Availability of Virus and Crown Gall-tested Nursery Stock

The National Clean Plant Network (NCPN) is a network of cooperating centers funded by the USDA and dedicated to making available improved virus- and crown gall-tested planting material for distribution to nurseries and growers. Local nurseries are working with the NCPN to improve source material and make available certified, tested nursery stock to their customers – and are investing in new propagation blocks and techniques to keep these new accessions clean.

Moderator: **Dr. Tim Martinson**, Dept. of Horticulture, Cornell University

*The National Clean Plant Network: What it will do, what growers can expect.
Cornell's role as an NCPN center for the Eastern US.*

Marc Fuchs, Dept. Plant Pathology, Cornell University, Vice-chair of National Clean Plants Network
New York State Department of Agriculture and Markets Revives Grape Nursery Certification Program

Margaret Kelly, New York State Dept. of Agriculture & Markets
A new emphasis on Crown Gall elimination.

Dr. Tom Burr, Dept. Plant Pathology, Cornell University
Involvement of Local Nurseries.

Representatives, 3 New York Nurseries

12:00 – 1:30 PM LUNCH ON THE TRADE SHOW FLOOR

Sip, savor, and shop on the trade show floor

Breakout Sessions: 1:30 – 3:00 PM

Breakout #1: The World Beyond Riesling

While New York Riesling has been garnering accolades for a few years now, there are many other varieties that can and do succeed here. This session will delve into a few of the more than 40 grapes used in wine production across the state. From varieties you may not have heard of to ones you may have dismissed, come and taste the diversity that is New York wine.

Moderator: **Peter Cousins**, E&J Gallo, Modesto, CA

Nancy Irelan, Red Tail Ridge Winery

Marti Macinski, Standing Stone Vineyards

Philippe Coquard, Wollersheim Winery, Prairie du Sac, WI

J. Christopher Tracy, Channing Daughters

Breakout #2: Integrated Pest Management (Eligible for NY & PA pesticide credits**)**

Integrated Pest Management practices are crucial in the production of quality juice and wine in an economically and environmentally sustainable manner. This session combines updates on current research on the innovative management of summer and sour rots, phylloxera and Japanese beetle as well as examining some new resources developed to provide growers the information they need to develop and implement a vineyard IPM strategy.

Moderator: **Tim Weigle**, NYS IPM Program, Cornell Cooperative Extension

Management of Botrytis and sour rot & Overview of OMAFRA's IPM website and diagnostic key

Wendy McFadden Smith, Tender Fruit & Grape IPM Specialist, Ontario Ministry of Agriculture, Food, and Rural Affairs
Managing phylloxera on own rooted vinifera and Use of entomopathogenic nematodes for management of Japanese Beetle

Dr. Greg Loeb, Department of Entomology, Cornell University

Phenology-Based Degree Day Model for Grape Berry Moth Management

Mike Saunders, Department of Entomology, Penn State University

Using NEWA resources in a vineyard IPM strategy

Julie Carroll, NYS IPM Program, Cornell Cooperative Extension

Tim Weigle, NYS IPM Program, Cornell Cooperative Extension

Breakout #3: Wine Clubs, Loyalty Programs, and Gift Cards: Keys to Success

Wine clubs are a great way for wineries to attract a loyal clientele—and steady cash flow, even in the depths of winter. But they also require an investment of time and money if they are to cover their costs and generate a profit.

John McGregor, McGregor Vineyard
Ron Freidman, Damomics

3:00 – 3:30 PM Monty Stamp Ice Cream Social

The late, great Monty Stamp of Lakewood Vineyards was a true pioneer and trooper in the New York grape and wine industry, who also happened to love ice cream. This is a tasteful opportunity to honor a great man in a way he so enjoyed.

Breakout Sessions: 3:30 – 5:00 PM

Breakout #1: Winery Wastewater

While everybody wants to limit pollution and protect the ecosystem, there are other advantages to being proactive with waste management. Creative approaches to limit loss mean both a smaller waste-handling system and a higher proportion of materials ending up in the final product, with associated benefits for the bottom line. Further, what used to be thought of as “waste” can now be considered a source for new products or the production of energy.

Moderator: **Chris Gerling**, Cornell Cooperative Extension

Dave Fister, Rochester Institute of Technology
Bruce Taylor, Enviro-Stewards

Breakout #2: Soils

The health and productivity of a vineyard is literally anchored in its soils. The ability of a vineyard’s soils to provide nutrients, water, and oxygen to the root system has a major influence on the quantity and quality of the grapes that are produced. This session will provide growers with some insight on some of the important soil characteristics that influence productivity and fruit quality, as well as some ideas about managing those characteristics to achieve the desired goals for the vineyard.

Moderator: **Michael Colizzi**, Finger Lakes Grape Program

Dr. Quirine Ketterings, Dept. of Animal Science, Cornell University
Dr. Lailiang Cheng, Dept. of Horticulture, Cornell University



Breakout #3: Sustainability Programs

Following development of the VineBalance sustainable vineyard practices workbook, industry groups are taking the lead in promoting sustainable practices in the industry. The Long Island Sustainable Wines program is the first third-party certification and labeling program in the East.

Moderator: **Dr. Tim Martinson**, Cornell Cooperative Extension

Long Island leads the way in certification and product labeling

Richard Olsen-Harbich, Bedell Cellars, Long Island

National Grape Cooperative uses VineBalance to evaluate grower-members' practices

TBD, National Grape Cooperative

Finger Lakes continues to explore options

Peter Martini, Martini Vineyards

END OF CONFERENCE: SAVE THE DATES FOR VITICULTURE 2016!