



# LAKE ERIE REGIONAL GRAPE PROGRAM

## *Electronic Crop Update for November 29, 2012*

### **IN THIS UPDATE:**

**Business Management**

**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](mailto:emb35@cornell.edu).



### **VITICULTURE 2013**

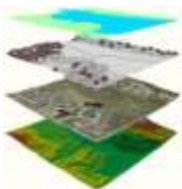
**DATE:** Wednesday, February 6, 2013 through Friday, February 8, 2013

**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](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!

## VINEYARD MAPPING SURVEY and WINNING NUMBER!

LERGP would like to thank all growers who participated in filling out the vineyard mapping survey. As promised, those who completed the survey were entered into a drawing for LERGP merchandise. The winning ticket number is 153973.

*Please call the office at 716-792-2800 ext 208 if you have this winning ticket!*

Again, a sincere thank you to all respondents. Your input was much appreciated!

### **BUSINESS MANAGEMENT: Kevin Martin**

#### **A LOW CROP AND HIGH TAX YEAR**

We've got just about thirty days to finish up tax planning. I know December is a month when growers traditionally buy equipment and supplies in a high-income year to manage their taxes.

2012 will result in a great amount of income diversity. Cash market growers should see a year well below average. Boost up your taxable income by taking crop insurance payments before the end of the fiscal year. While some growers have already received payment, given the backlog of claims, make sure you're the squeaky wheel if you want to take payment in 2012. I think it is clear that there is some real potential for higher taxes in 2013. If you have the flexibility I would try to reach the top of the 15% bracket this year. If you traditionally realize income excess of SSI maximum, I would try to accelerate income up to the top of the 25% bracket. This is of course, assuming you have the cash flow to pay for these taxes. Cash market producers should have at least \$600 - \$800 per acre after paying their taxes. Anything less than that and you're likely looking at a crop loan. In that case, I would try to keep the marginal tax rate at 15%.

For some growers 2012 was an above average year on the balance sheet. Delayed payments for Cooperative members, mean higher taxes. This so-called fiscal cliff would make me more willing to have a higher tax year in 2012 than 2013. Knowing your crop size and an approximation of scheduled payments gives you a good idea of how different 2012 and 2013 will be. Delaying the crop insurance payment is probably a good idea so long as your 2012 and 2013 marginal tax brackets are not more than one bracket apart.

On the tax side of the fiscal cliff is a substantial increase in capital gains. For growers with a marginal tax rate of 15% or lower in 2012, any and all long-term capital gains should be realized in December. Your federal rate will be 0% and the PA/NY rates are worth paying to avoid future federal capital gains.

SSI rates on the employee side are scheduled to increase by 2%. There seems to be bipartisan support for this measure. So any income you push toward 2013 will be taxed at a slightly higher rate, all other things being equal. Assuming, of course, your income is not above the SSI maximum.

Income tax rate are also scheduled to rise considerably. On this specific issue both sides of the aisle agree that rates should not rise for income below 200,000. There is an outside chance that disagreement on other issues could lead to implementation of these higher rates, despite bipartisan support against it. The probability of this happening is extremely low. Failure to provide a fix by mid-December could result in some confusing withholding tables until a fix is provided and withholding tables are republished. Keep this in mind if you have any payroll employees that have federal income tax withholdings.

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

Dear Members of the Lake Erie Regional Grape Program:

Again, I thank each and every one of you for allowing me to be your LERGP Viticulture Extension Specialist for the last 5 years. I have learned an incredible amount, and I am grateful for the experiences I have had here and the kind people I have met. I sincerely wish you the best and hope you have a wonderful holiday season.

Best wishes,



Jodi Creasap Gee



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!

***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, December 6, 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](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](mailto: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

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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**



# REGISTRATION FORM

## Viticulture 2013 & The Northern Grapes Symposium

February 6 - 8, 2013  
Rochester Riverside Convention Center



[WWW.VIT2013.COM](http://WWW.VIT2013.COM)

### MAIN CONFERENCE REGISTRANT/CONTACT:

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Company/Winery \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

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

### ADDITIONAL ATTENDEE REGISTRATIONS:

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

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

Last Name	First Name	Email			Attendee Subtotal
		Early Bird thru 1/15/12	Standard After 1/15/12	On-site	
<b>FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13</b> (Includes all seminars, planned meals/receptions, and Trade Show access)		\$280	\$320	\$325	PLEASE CIRCLE YOUR SELECTION(S)
<b>WEDNESDAY: 2/6/13 ONLY</b> (Includes all Wednesday seminars, breakfast, lunch, and the Unity Banquet)		\$120	\$160	\$180	
<b>THURSDAY: 2/7/13 ONLY</b> (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)		\$100	\$140	\$160	
<b>FRIDAY: 2/8/13 ONLY</b> (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	
<b>FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13</b> (Includes all seminars, planned meals/receptions, and Trade Show access)		\$280	\$320	\$325	PLEASE CIRCLE YOUR SELECTION(S)
<b>WEDNESDAY: 2/6/13 ONLY</b> (Includes all Wednesday seminars, breakfast, lunch, and the Unity Banquet)		\$120	\$160	\$180	
<b>THURSDAY: 2/7/13 ONLY</b> (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)		\$100	\$140	\$160	
<b>FRIDAY: 2/8/13 ONLY</b> (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		Attendee Subtotal
		Standard	On-site	
<b>FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13</b> (Includes all seminars, breakfast & lunch each day and Trade Show access)		\$190	\$210	PLEASE CIRCLE YOUR SELECTION(S)
<b>WEDNESDAY: 2/6/13 ONLY</b> (Includes all Wednesday seminars, breakfast and lunch)		\$55	\$75	
<b>THURSDAY: 2/7/13 ONLY</b> (Includes all Thursday seminars, breakfast, lunch and Trade Show access)		\$75	\$95	
<b>FRIDAY: 2/8/13 ONLY</b> (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		
<b>UNITY BANQUET DINNER &amp; AWARDS: Wednesday, 2/6/13</b> (6:30 PM at the Hyatt Regency Rochester Hotel - attached to the RRCC)		\$70	\$75	\$80	PLEASE CIRCLE YOUR SELECTION(S)	
<b>BREAKFAST:</b>	<b>Wednesday, 2/6/13</b>	\$25	\$30	\$35		
	<b>Thursday, 2/8/13</b>	\$25	\$30	\$35		
	<b>Friday, 2/8/2013</b>	\$25	\$30	\$35		
<b>LUNCH:</b>	<b>Wednesday, 2/6/13</b> (at the Hyatt Regency Rochester)	\$40	\$45	\$50		
	<b>Thursday, 2/8/13</b>	\$25	\$30	\$35		
	<b>Friday, 2/8/2013</b>	\$25	\$30	\$35		
<b>WINE &amp; CHEESE RECEPTION: Thursday, 2/8/13</b> (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

**TOTAL ALL REGISTRATIONS** \$

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

**HOTEL RESERVATIONS:** Hyatt Regency Rochester  
<https://resweb.passkey.com/go/2013viticulture>

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

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*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.*

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## 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

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### **10:30 – 11:00 AM NETWORKING BREAK**

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*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



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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

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*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

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#### **3:00 – 3:30 PM NETWORKING BREAK**

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*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

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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*

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**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 Ireland**, 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

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**10:30 – 11:00 AM NETWORKING BREAK**

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*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, if 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

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**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.*

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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. Catherines, ONT

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

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**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

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### **10:00 – 10:30 AM NETWORKING BREAK**

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*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

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

*Sip, savor, and shop on the trade show floor*

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*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

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### **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.*

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*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!**