

# Cornell Cooperative Extension Finger Lakes Grape Program



May 23, 2024

## Finger Lakes Vineyard Update

### IPM

#### *Tighten intervals when shoots are growing rapidly*

With shoots rapidly developing thanks to the warmer weather, it can be tough to keep up on spray timings to coincide with different phenological stages, like 3-5" of growth versus 10-12" of growth. Most growers will mostly adhere to a 7-14 day interval between sprays at this time of year, depending on cultivar, weather conditions, etc. But when shoots are rapidly growing like they have been recently, it's important to keep in mind whether the materials being used for pest management are active in all of the green tissue or only on the tissues where they were applied (i.e., local vs. systemic).

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Most growers at this early point in the season are using materials like mancozeb and sulfur, both of which act locally. In other words, they don't enter the plant tissues and have some level of effect beyond where they landed. This means that tissues that emerge after an application of the material have little in the way of protection from infection. In a situation like we have been having lately with more rapid shoot growth, growers should probably give some consideration to shortening spray intervals to make sure that newly emerged tissues aren't left unprotected for too long. Once we reach the time for pre-bloom sprays (which feels like it could be any day now), many more of the materials that we use are at least locally systemic and can protect newly emerged tissues to some extent.

#### *Grape Berry Moth model - <https://nwa.cornell.edu/grape-berry-moth>*

The last week of May is typically when we start to see wild grapes starting to bloom in the Finger Lakes. Growers should be keeping an eye on when this happens at their locations so that they can better tune the [grape berry moth \(GBM\) model](#) for their vineyard.

The GBM model begins calculating growing degree days when wild grapes start to bloom, so the more accurate the starting date of the model, the more accurately it can predict GBM activity and appropriate windows for spraying for the insect. If the model uses a bloom date that is several days off from the actual date, enough growing degree days might be missed that the window for an insecticide application has actually passed by already even though the model says it may just be opening.

## Grower Survey on Need for Clean Plant Material

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*Jie Li and Miguel Gomez, Dyson School of Applied Economics and Management – Cornell University*

Virus diseases have cost grape growers and the wine industry billions of dollars. It has been discovered that using infected planting materials is one of the main causes of these diseases. Consequently, the USDA and the industry invest millions of dollars in producing and maintaining a supply of clean, disease-tested planting materials.

We are excited to invite you to a pivotal research study titled "Factors Affecting Vineyard Growers' Demand for Clean, Certified Plant Material," led by Dr. Jie Li and Dr. Miguel Gomez at Cornell University, and funded by the USDA. This crucial study seeks to identify the key challenges that influence vineyard growers' adoption of clean, certified grape plant material.

**Participation involves a short online survey, requiring about 5 minutes of your time. There are no risks beyond normal Internet use, and no personal identifiers will be collected beyond your winery/vineyard name. Here is the link:** [https://cornell.ca1.qualtrics.com/jfe/form/SV\\_ePXHnSWa7qJhMQS](https://cornell.ca1.qualtrics.com/jfe/form/SV_ePXHnSWa7qJhMQS)

Your insights are invaluable; they will not only deepen our understanding of the challenges growers face in adopting clean, certified grapevines but also significantly influence industry standards and strategies to combat grapevine virus diseases. Your time and support for this study are greatly appreciated! If you have any questions, please do not hesitate to contact me at [jl2522@cornell.edu](mailto:jl2522@cornell.edu).

## Reservations and Improved Service May Increase Tasting Room Revenues

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*Liz Higgins, Eastern NY Commercial Horticulture Program*

To abide by restrictions put in place due to the COVID-19 pandemic many tasting room operators implemented a reservation-based system to limit capacity. Many also transitioned to a service that resembles a wine-bar, where customers sit at individual tables and order wine by the half glass, glass or flight. Prior to COVID-19, in the Finger Lakes, tastings at wineries were typically cheaper, faster and less formal than some those developed after the onset of COVID-19.

A recent Cornell Dyson School research project investigated how customers perceived some of the changes wineries made during the pandemic to see if customers preferred the "new" tasting room models. The researchers hypothesized that these changes, amongst others, may influence the customer's satisfaction, both in the long- and short-term, of their visit compared to previous tasting room arrangements. This research specifically looked at the short-term impacts the pandemic had on drivers of customer satisfaction as well as sales performance. They found that customers preferred having table service and reservations and the COVID-19 precautions had a positive impact on the number of bottles purchased by customers, increasing revenue.

A take-away from this research is that if you have a tasting room (or other related agritourism venture) it may be worth testing your market to see if seeking lower volume, but higher value sales is a way to improve revenues.

### Source

Davis, T.J. and Gomez, M.I. (2022), "The COVID-19 pandemic, customer satisfaction and sales performance in wine tasting rooms in the Finger Lakes region of New York State", International Journal of Wine Business Research, Vol. 34 No. 2, pp. 173-189. <https://doi.org/10.1108/IJWBR-02-2021-0011>

### Upcoming Events

Don't forget to check out the calendar on our website (<https://blogs.cornell.edu/flxgrapes/events/>) for more information about these and other events relevant to the Finger Lakes grape industry.



#### Tailgate Meeting

*Tuesday, May 28, 2024 4:30 – 6:00 PM*  
*Heron Hill Winery*  
*9301 CR-76, Hammondsport, NY*

Our next Tailgate Meeting will be on Tuesday, May 28 at Heron Hill Winery in Hammondsport. These meetings are a time for growers and the FLGP staff to discuss what's going on in the vineyards, ask questions, and learn from each other. There is no set agenda for the most part, so bring questions, observations, thoughts, etc. and let's talk about them. Each meeting has been approved for 1.5 pesticide recertification credits by DEC.

Here is the remaining schedule for Tailgate Meetings this year:

- June 11, 2024 Thorpe Vineyards, 8150 Chimney Heights Blvd., Wolcott NY
- June 25, 2024 Dr. Frank Vineyards, Beattle Hill Rd, Hector, NY
- July 8, 2024 (Monday) Simmons Vineyard, 3243 Fingar Road, Bluff Point NY
- July 23, 2024 Knapp Vineyard, 2770 Ernsberger Road, Romulus, NY
- August 13, 2024 Randall Standish Vineyards, 5506 NY-21, Canandaigua, NY
- August 20, 2024 Miles Wine Cellars, 168 Randall Crossing Rd, Himrod, NY

#### Webinar: Farmer Mental Health in New York State: A Story of Crisis and Advocacy from the Makers of the Documentary "Muckville"

Wednesday, May 29 1:00 PM

Presented by [NY FarmNet](#)

[Click here to register for this webinar](#)

Join us for a powerful conversation and live Q&A featuring the creators of the documentary "Muckville." "Muckville" examines the ongoing mental health and suicide epidemic on American farms through the eyes of a 4th generation onion farmer in New York's Black Dirt region. During this webinar, we will screen the documentary and host a live Q&A focusing on Chris and Jeff's passion for advocating for farmer mental health. Audience members will also be given the opportunity to have their questions answered live by Chris and Jeff during the webinar. Join us on May 29 from 1:00 – 2:00 PM for an impactful story of struggle, advocacy, and hope.

Disclaimer: This webinar contains suicidal content and discussion, some viewers may be affected. New York FarmNet's aim is to increase awareness and promote a greater understanding of mental health issues impacting the agricultural industry.

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#### Novel Technologies for Ag Field Meeting

Tuesday, June 4 4:00 – 5:30 PM

*Cornell AgriTech Robbins Research Farm (click here for location)*

*Geneva, NY*

Artificial intelligence (AI), autonomous platforms, and novel pest management tools and strategies have the potential to dramatically alter grape production systems. This includes technology to assist with phenotyping and selection efforts, the detection and treatment of diseases, and the elimination of weeds under vine rows using fewer herbicides and less soil disturbance. On June 4, Researchers at Cornell AgriTech will host Naio Technologies, demonstrate the TED robot (Ted - Naïo Technologies ([naio-technologies.com](http://naio-technologies.com))), at Cornell AgriTech's Lucy Robbins Farm and discuss the potential for autonomous tool carriers to assist with breeding and pest management efforts. The labs of [Dr. Yu Jiang](#) (Digital Agriculture), [Dr. Katie Gold](#) (Plant Pathology), and [Dr. Lynn Sosnoskie](#) (Weed Science) will also showcase their own research with respect to crop and disease mapping and using electrical weeders and targeted, precision sprayers to suppress unwanted vegetation. Drs Jiang, Gold, and Sosnoskie, as well as representatives for Naio Technologies, will take the opportunity to talk with stakeholders about current and future needs regarding novel technologies in perennial crops, which will help shape local, regional, and national research efforts.

[Click here to see the speakers and topics at the meeting.](#)



### 2024 GDD & Precipitation

FLX Teaching & Demonstration Vineyard – Dresden, NY					
Date	Hi Temp (F)	Lo Temp (F)	Rain (inches)	Daily GDDs	Total GDDs
5/15/24	66.7	56.3	0.13	11.5	207.1
5/16/24	74.5	59.0	0.00	16.8	223.9
5/17/24	75.0	58.5	0.07	16.8	240.6
5/18/24	74.3	59.4	0.08	16.9	257.5
5/19/24	80.6	56.3	0.00	18.5	275.9
5/20/24	85.5	59.5	0.00	22.5	298.4
5/21/24	88.0	64.6	0.00	26.3	324.7
Weekly Total			<b>0.28"</b>	<b>129.1</b>	
Season Total			<b>6.36"</b>	<b>324.7</b>	

GDDs as of May 21, 2023: 275.5

Rainfall as of May 21, 2023: 6.99"



### Seasonal Comparisons (at Geneva)

#### Growing Degree Days

	2024 GDD <sup>1</sup>	Long-term Avg GDD <sup>2</sup>	Cumulative days
April	69.9	64.2	+1
May	236.6	255.5	+10
June		484.3	
July		647.2	
August		596.8	
September		361.1	
October		113.9	
TOTAL	306.5	2522.9	

<sup>1</sup> Accumulated GDDs for each month.

<sup>2</sup> The long-term average (1973-2023) GDD accumulation for that month.

<sup>3</sup> Numbers at the end of each month represent where this year's GDD accumulation stands relative to the long-term average. The most recent number represents the current status.

### Precipitation

	2024 Rain <sup>4</sup>	Long-term Avg Rain <sup>5</sup>	Monthly deviation from avg <sup>6</sup>
April	4.73"	2.86"	+1.87"
May	1.78"	3.04"	
June		3.58"	
July		3.48"	
August		3.19"	
September		3.43"	
October		3.39"	
TOTAL	6.51"	22.97"	

<sup>4</sup> Monthly rainfall totals up to current date

<sup>5</sup> Long-term average rainfall for the month (total)

<sup>6</sup> Monthly deviation from average (calculated at the end of the month)

### Additional Information

Become a fan of the [Finger Lakes Grape Program on Facebook](#), or follow us on [Twitter \(@cceflgp\)](#) as well as YouTube. Also check out our website at <http://flgp.cce.cornell.edu>.

Got some grapes to sell? Looking to buy some equipment or bulk wine? List your ad on the [NY Grape & Wine Classifieds website](#) today!

#### Finger Lakes Grape Program Advisory Committee

**Eric Amberg**- Grafted Grapevine Nursery

**Dave Orzel**– Nutrien Ag

**Matt Doyle**- Doyle Vineyard Management

**Tara Farnan**- Barrington Cellars

**Chris Gerling**- Cornell University Extension

**Mike Colizzi**- E & J Gallo

**Tina Hazlitt**- Sawmill Creek Vineyards

**Cameron Hosmer**- Hosmer Winery

**Herm Young**– Young Sommer Winery

**John Santos**- Hazlitt 1852 Vineyards

**Steve Sklenar**– Sklenar Vineyard

**Justine Vanden Heuvel**- Cornell University

**Peter Weis** – Weis Vineyards

**Adam Folts**—Vineyard View Winery

**Ian Wagner**—Wagner Vineyards

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## Cornell Cooperative Extension Finger Lakes Grape Program

**Hans Walter-Peterson**—Team Leader  
**Donald Caldwell**—Viticulture Technician  
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<https://blogs.cornell.edu/flxgrapes/>

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

