



LAKE ERIE REGIONAL GRAPE PROGRAM

Electronic Crop Update for May 23, 2013

IN THIS UPDATE:

WEATHER DATA

UPDATE FROM NORTH EAST, PA.

GRAPE IPM

BUSINESS MANAGEMENT

UPCOMING EVENTS

Please visit our LERGP Website at: <http://lergp.cce.cornell.edu/> for a detailed calendar. 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)

WEATHER DATA: Edith Byrne

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DATE/YEAR	HIGH	LOW	DAILY PRECIP.	GDDs	TOTAL APRIL GDDs	TOTAL JAN GDDs
Week 5/8/13	67	54	0.34	10.5	178	255
Week 5/15/13	77	51	0.03	14	221.5	298.5
Week 5/22/13	87	67	0.00	27	344	421
Week 5/22/12	66	58	0.00	12	281.5	412
AVERAGE	69.9	50.1	0.06	10.44	248.07	274.02
GDDs accumulated May 2013 = 272				GDDs accumulated May 2012 = 224.50		
GDDs accumulated April 2013 = 72				Average GDDs accumulated May = 162.46		
		2013	2012			
Average High May		70.05	68.59			
Average Low May		52.77	51.64			
This year compared to AVERAGE: JAN. GDD: Ahead 14.08 / APR. GDD: Ahead 9.19						
This year compared to 2012: JAN. GDD: Ahead 0.86 / APR. GDD: Ahead 5.99						
MAY Rainfall accumulation = 1.31"						
APRIL Rainfall accumulation = 3.44"						
Rainfall accumulation 1/1/13 through 5/15/13 = 10.46"						

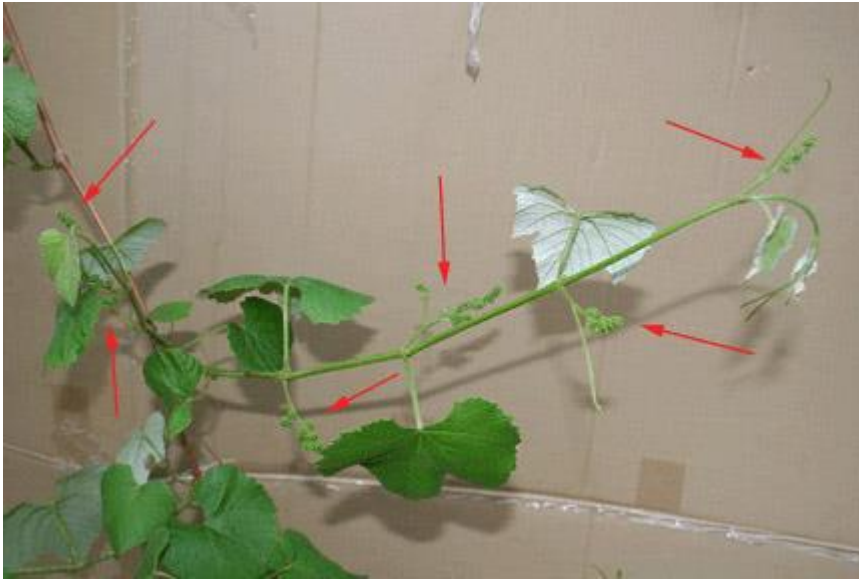
FROM NORTH EAST, PA: Bryan Hed

Weather: Here at the North East PA lab, we have accumulated 266 growing degree days during the first 22 days of May, already surpassing our 14 year average of 234 for the entire month! Our gdd total since April 1 equals 340.5 (a hefty gain of 118.5 over the past week). We have recorded 1.48" rainfall in May (well below average) with just 0.22" over the past week. According to Skybit and Accuweather, more rainfall is predicted today (May 23) into Friday morning, but clearing over the weekend with much cooler temperatures.

Phenology: Concord shoots have grown rapidly over the past week, more than doubling in length. Here by the lake, Concord shoots are ranging from 8-14" in length (averaging about the 10-12" shoot stage), with 5-6 leaves exposed.

Diseases: I think most, if not all vineyards are at the 5-6 leaf stage or beyond for the commencement of [downy mildew](#) season. At 10-12" of shoot growth, it's time to apply another fungicide (or your first, for very low risk juice grape vineyards). This application should at least contain a material that protects vines from downy mildew, [black rot](#), and [Phomopsis](#). If you had a fair amount of [powdery mildew](#) in the vineyard last year, you should also include a material for that disease at this time as well. There are some very inexpensive powdery mildew materials that can be tank mixed with a mancozeb material to cover all the major diseases. For wine grapes, a material for powdery mildew is a must at this time.

This is also a good time to scout for symptoms of [Eutypa](#). On affected arms, new shoots beyond Eutypa cankers will appear stunted and yellowish (chlorotic) with cupped leaves, and they are easiest to identify at about this stage of shoot growth. These infected sections of the vine will eventually die and add more inoculum to the vineyard. Infected sections of the vine should be removed at least 6 inches back into healthy wood, removed from the vineyard, and either buried or burned.

GRAPE INTEGRATED PEST MANAGEMENT: Tim Weigle***Can You Say Crop Potential?***

Looking around in area vineyards it appears that we are set up for a good crop. Of course, the crop potential will vary from vineyard to vineyard but as the photos show, at least in this vineyard if we have a good set there is the potential for a very nice crop. The photos show 6 clusters, four on the primary shoot and 2 on the secondary (*photo to the left*). The second photo (*below, right*) shows that there is even a nice shoulder on one of the clusters on the secondary shoot.

So what does this have to do with your vineyard IPM strategy? Well, just as many cut back on spray programs last year after the devastating freeze and frost events reduced the crop potential, the reverse is true if you have the potential for a large crop. This year is shaping up to be one where you may need to invest a bit more in your vineyard IPM strategy to protect the fruit and the foliage in order to help the vines ripen a larger crop.

It is critically important to go after the primary infections from the major diseases to keep them from becoming established and producing secondary infections. With the warm temperatures we have been experiencing shoot growth has progressed rapidly. Terry Bates bloom prediction is showing bloom to be ahead of average (although we are not sure how the cooler weather this weekend will affect the prediction so stay tuned for next week's prediction) so you should be thinking of the timing of your pre bloom fungicide applications.

Speaking of bloom, at the Coffee Pot meeting yesterday, Rick Dunst brought in a few bio-indicators that bloom is coming. He had a wild grape cluster from the Forestville area that was in bloom and also mentioned seeing bloom on suckers in a 3309 rootstock planting and with locust in the area. I was able to find wild grape bloom on a shoot that was on the ground in the Fredonia area while those in the trees were still pretty tight. I also could not find locust in bloom in those areas. This shows the importance of getting out and finding out what is happening in and around each of your vineyard blocks. Fredonia and Forestville are not that far apart but showed some drastically different events going on.



Keep in mind that wild grape bloom is the trigger for starting the grape berry moth model on NEWA. Start checking the wild grapes around your blocks on a regular basis so you will have an accurate date for your area to plug into the model.

Table 1. Infection events reported on NEWA for May 23, 2013

Station	Phomopsis	Powdery Mildew	Black Rot	Rainfall
Versailles	No	No	No	0
Sheridan	Yes	Yes	Yes	0.16
Silver Creek	No	Yes	No	.23
Portland Escarpment	No	Yes	No	.13
Portland (CLEREL)	No	Yes	No	.28
Portland Route 5	No	Yes	No	0 Estimated
Ripley	No	Yes	No	.33
North East Escarpment	No	Yes	No	.29
Harborcreek	Yes	Yes	Yes	.45
North East Lab	Yes	Yes	Yes	.23
Ransomville	Yes*	Yes	Yes*	.18
Appleton North	Yes*	Yes	Yes*	.14
Appleton South	Yes*	Yes	Yes*	.24
* These represent combined wetting periods from May 21 and May 23 with a significant drying period in between.				

Use a Modified CSA Model to Increase Direct Sales

Direct to consumer sales has been the backbone of profitability for small and medium sized wineries. Research indicates wineries that sell more than 50% of their product directly to consumers experience faster rates of growth and higher profit margins than wineries that sell less directly.

Wineries have used CSA type marketing efforts to attract local repeat customers to increase their direct sales. Sometimes this means consumers take ownership over an individual block of vineyard or batch of wine. Typically buy-in requires $\frac{1}{4}$ - full barrel arrangements. Other wineries, take a more hands on approach. A customer gets a row of grapes, at least 50 vines. That customer may be involved in caring for the grapes, visiting during harvest and press. The product that results from the assigned row is then finished into wine for the customer.

We do not have many customers interested in volumes that large. Finding a few can improve the reliability in vinifera. Sharing quality and volume risk can be something the right customer finds interesting and acceptable. It helps, of course, to start with a great vintage so the customer can survive the more challenging years.

Arrangements typically last one year so starting with a challenging year can quickly turn your best customers against such an arrangement. It also provides a great outlet for those interested in owning a winery. Rather than jumping in head first, a customer with a great deal of involvement may have enough "ownership" over a bottle to satisfy his winemaking itch.



May 2013

The Changing Face of Community Supported Agriculture

Avi Miner, Cornell Cooperative Extension-Tompkins County
Ithaca, NY

As the movement to eat a more locally sourced diet has grown, food producers have become increasingly creative with direct marketing to reach a larger customer base. Community Supported Agriculture (CSA) has become popular because of its flexibility, risk management benefits, and potential for close relationships with customers.

For Tompkins County the current movement began in 1990, and experienced slow but steady growth for about fifteen years. During that time, vegetable shares were the predominant option, with some meat shares also available. CSAs generally adhere to several traditional principles, although in recent years the model has experienced significant evolution. The basic principles of CSA include:

- Community members agree to purchase a farmer's harvest in advance of the growing season and a farmer agrees to grow the food necessary to meet that commitment.
- All or most of the cost for a portion, or "share", of the harvest is paid up front, providing farmers with funds to purchase supplies for the season.
- When the harvest season begins, CSA members receive a share of the harvest each week.
- Opportunities for shareholders to visit the farm informally throughout the season for pickups, u-pick crops, and special events.

Over the past five years, Tompkins County has become an excellent showcase for the benefits and versatility of the CSA model. In 2012 over 3,400 customers in and around Tompkins County were enjoying a wide variety of products from area CSAs. In 2010, the number of shareholders was around 2,200, showing a 55% increase in shares over two years. This increased participation is due only in part to growth in the number and size of traditional vegetable CSAs. Many notable changes have also occurred in how CSAs are run and what products they offer. The annual March CSA Fair sponsored by Cornell Cooperative Extension of Tompkins County had 15 vendors in 2011 and 30 in 2013.

First and foremost, the range of products available through CSA is wider than just vegetables and meat. New products include a variety of artisan cheeses from throughout the Finger Lakes region, berries, bread, value-added products such as prepared foods, fresh cut flowers, herbal products, fruit, apple cider (fresh and hard), mushrooms, animal fiber, and even art. This explosion in product availability is evidence that more farms are seeing a benefit to engaging customers in a more active and continuous way than just single purchases.

As more farms adopt CSA marketing options, co-marketing and collaboration between farms has given rise to organizations like the Full Plate Farm Collective, a group of several CSAs that customers can sign up for at the same time. This adds convenience for both farms and customers by combining pick-up locations for

several CSAs into one location that creates good visibility for all participating farm enterprises and becomes a weekly fun event for shareholders to attend. The Full Plate Farm Collective has further capitalized on this method by aggregating produce from several mixed vegetable and fruit farms into a single, more comprehensive share. Another method of collaboration is for CSAs to partner up in order to offer multiple pickup locations, making shares available to a larger customer base.

In addition to new products, CSAs in Tompkins County have branched out from the basic principles listed above. Several have adopted a pre-paid loyalty discount model in which customers pay a set amount up front and get an additional amount as a bonus. For example, at The Piggery's farm store the minimum is \$100 and customers get an immediate ten percent boost: \$100 turns into \$110 of store credit issued on a card. Similarly, vegetable CSAs that vend at multiple farmers' markets benefit from this model because it offers increased flexibility for customers and reduces the farmer's effort spent tracking which customer has picked up their share or how many shares to pack for a given location. Shareholders who buy a pre-paid card can buy products according to their own needs and schedule.

One drawback to the pre-paid discount loyalty card is that risk is not truly shared between the farmer and the shareholder. A crop failure may cause potential shareholders to hold onto their credit for a long time, delaying their next purchase. This can mean the farm earns less from each shareholder, because the initial investment is much lower than for a traditional CSA.

Wide Awake Bakery has also opted for a different model. Breadshare members reserve a set number of loaves ahead of time and pick them up on a weekly or biweekly basis, skipping weeks when they are on vacation or don't need bread. Payment and balance tracking of breadshare members is accomplished through third-party software called Farmigo. This system works well for a bakery because of the need to know in advance how many loaves to bake for a given week. Like the store credit pre-paid card method, this sacrifices risk sharing in favor of greater convenience and flexibility for the customer.

New products and models lend themselves to an environment in which CSA enthusiasts can easily sign up for multiple CSAs, covering a large portion of their grocery needs with products such as bread, meat, cheese, and stored winter crops keeping CSAs going year round. A CSA that goes year round will need to do less marketing work to re-recruit last year's members. In Tompkins County, it is possible to eat local vegetables almost year round, between CSAs that are offering Summer/Fall and Winter shares and the Good Life Farm, the sole farm to fill the Spring CSA niche so far. Beyond Tompkins County, the "full diet" CSA is gaining popularity. This gives shareholders some of everything and often works well with farm cooperatives with a large variety of products.

Modifications and rapid growth in the Community Supported Agriculture model over the past five years have proved its flexibility in creating symbiotic benefits for farmers, customers, and the local food economy in Tompkins County and beyond. Farms are finding that CSA often combines nicely with or even replaces other direct marketing channels such as farm stands and farmers' markets.

Avi Miner is a Local Food Community Educator in the Agriculture Program at Cornell Cooperative Extension of Tompkins County.

"Smart Marketing" is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. Please cite or acknowledge when using this material. Past articles are available at <http://marketingpwt.aem.cornell.edu/publications.html>.

NEW WEBSITE AND PASSWORD FOR ACCESS TO ELECTRONIC CROP UPDATE AND MORE

Edith Byrne

In today's Electronic Crop Update you will want to look at the full on-line version! But when you click on the link, you will be taken to our new [website](http://lergp.cce.cornell.edu/) which we are happy to introduce you to (<http://lergp.cce.cornell.edu/>). You will see a brand new home page that is pretty cool looking! We have four local shots taken around the Lake Erie region representing Fall, Winter, Spring and Summer.

At the very top of the page you will see **Welcome! And Log In Enroll**. Because you are receiving this Electronic Crop Update via email means you are an LERGP member. Click on the **Log In** link and under password please enter **"grape2013"**. That is the member password for our site. What this gives you is access to the on-line version of the Electronic Crop Update that I mentioned in the first paragraph. You can click on **view latest Electronic Crop Updates** and you will be immediately taken to the Update. You also have access to all Crop Updates and Newsletters by clicking on **review all Newsletters link**. Please do not give the password to anyone who is not a member.

Below the images you will find *Announcements* and *Upcoming Events*. The *Announcements* are what we want to draw your attention to, such as the Coffee Pot Meetings starting up. *Upcoming Events* is a little more specific... You will see our Google Calendar which we hope you are used to looking at. In addition, you can **view all events**, and **view details** of specific events. If you go ahead and click on the **view all events** link you will be taken to a page where you can see the events for May, June and July listed. From there you can see back to earlier months, or ahead to later months. We have not included all the Coffee Pot Meetings as of yet, but are in the process of doing so. Something that is new is an online registration and I will go into more detail for you in an upcoming email.

In the red panel under the Lake Erie seasonal images, you will find the links for **Business Management, Cultural Practices, IPM** and **Vine Nutrition and Soils**. You can click on those for content from our specialists.

In future emailing's we will have more tutorials on what is available on our website. **REMEMBER**, your password into the site is **grape2013!**

As always if you need any help at all navigating the website, please give Edith a call at 716-792-2800 ext. 209.



Go to <http://lergp.cce.cornell.edu/> for a detailed calendar of events. **Please remember to RSVP for those events that require one!**

COFFEE POT MEETINGS: All Coffee Pot Meetings are held on Wednesdays

1 DEC credit available

Coffee Pot Meetings are free. Come find out what is happening in our local vineyards and talk with the Team. Look for notices in Electronic Crop Updates, Upcoming Events Notices, and on the Website and mark your calendars! We look forward to seeing you at several of our Wednesday meetings this year!

May 29, 2013

10:00 am to 12:00 pm

Dave Nichols Farm/Vineyard, 1906 Ridge Road,
Lewiston, NY 14092



The 10am May 29th meeting is sponsored by:

Crop Growers LLP is an independent agency that sells and services only crop insurance, enabling us to specialize on the 28 different crops we insure.

We have been insuring crops for over 10 years in the 9 states of the Northeast, with our main office in Cortland NY that houses our central processing/service center.

The Crop Growers team of 14 agents in regional offices is committed to helping growers in our territory find the best risk management plan for their business using the Federal Crop Insurance Program. With a "No surprises at claim time" focus, they work hard to sell the products based on the grower's needs and not commissions. We at Crop Growers are glad to sponsor this program and thank our clients for their continued business, look forward to an opportunity to meet with others to review their risk management needs.

	May 29, 2013	2:00 pm to 4:00 pm	Rich Erdle Farm Vineyard, 12229 Hanford Dr., Silver Creek NY 14136
	June 5, 2013	10:00 am to 12:00 pm	21 Brix Winery, 6654 West Main Road, Portland, NY 14769 <i>SPEAKERS: Mark Chien, Denise Gardner</i>
	June 5, 2013	2:00 pm to 4:00 pm	Courtyard Winery (Randy Graham) 10021 West Main Road - Route 20 North East, PA 16428 <i>SPEAKERS: Mark Chien, Denise Gardner</i>
	June 12, 2013	10:00 am to 12:00 pm	Chuck Alessi @ Marion J. Fricano Memorial Town Park, Upper Shelter, 11083 Gowanda State Park, North Collins, NY 14111 <i>SPEAKER: Kevin Martin</i>
	June 12, 2013	2:00 pm to 4:00 pm	Donna Merritt Farm/Vineyard, 1964 Rte. 39, Forestville, NY 14063 <i>SPEAKER: Kevin Martin</i>

HOPS PRODUCTION IN THE LAKE ERIE REGION

DATE: Saturday June 15, 2013 (*Pre-register by Friday June 7, 2013*)

TIME: 8 am to 4 pm

LOCATION: Cornell Lake Erie Research & Extension Laboratory, 6592 West Main Road, Portland, NY 14769

COST: \$75.00 General | \$65.00 NeHA Members

(you can join or renew your membership at: www.northeasthopalliance.org)

Participants will learn about commercial hops production; starting with classroom instruction on production practices from Hops growers from MD, PA and NY, as well as Cornell University Extension staff.

You will also have a Hop Yard tour for a first-hand look at the hop yard construction and a discussion with hops growers on practices they use in their hop yards. The event will wrap up with local brewers discussing their use of hops in the brewing process as well as the market for Lake Erie Hops.

REGISTRATION: *Pre-register by Friday June 7, 2013*

Contact Kate Robinson

Phone: (716) 792-2800 ext. 201

Email: kjr45@cornell.edu

Class size is limited, be sure to sign up early to ensure a spot in the class

PDF Registration Form: http://nygpadmin.cce.cornell.edu/pdf/event/pdf64_pdf.pdf

Or enroll online at: http://lergp.cce.cornell.edu/event_preregistration.php?event=64

WINEMAKER'S ROUNDTABLE: *Red Hybrids*

DATE: Monday June 17, 2013

TIME: 4:00 – 6:00

LOCATION: South Shore Wine Company, 1120 Freeport Road, North East, PA 16428

TOPIC: *Red Hybrids*

These are informal meetings designed to provide a venue for sharing information, getting to know each other and increasing our collective knowledge and winemaking skills to raise the quality and visibility of wines from our regions.

Please bring wines that you wish to discuss, whether problem wines or wines with merit. All provide an opportunity for learning! This meeting is open to all commercial winemakers in the region and beyond, so encourage your colleagues to attend. Lake Erie and Niagara regions share commonalities that do not exist

between our regions and other regions in NY, PA or OH; exploring these similarities will help us all understand the potential of our own region. Please make the effort to attend as many of the meetings as you can as each of us has something to contribute to the greater good.
No RSVP is required, and there is no charge.

PLEASE NOTE: Next Electronic Crop Update will be Thursday May 30, 2013

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. 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:

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THE LAKE ERIE REGIONAL GRAPE PROGRAM at CLEREL

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