



# finger lakes vineyard update

March 14, 2013



## Final Vineyard Update for 2012 Enrollees

*Hans Walter-Peterson*

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We have been sending out reminders for a little while now about enrolling in the Finger Lakes Grape Program for 2013. We will be putting together our 2013 mailing list this week, which means if you have not enrolled for the coming year, this will be your final Vineyard Update that you receive.

The fee for those located in the counties that are directly served by the FLGP - Ontario, Yates, Steuben, Seneca and Schuyler - remains at \$60 for this coming year. For those outside of those counties, the fee remains at \$100 this year as well. You can also use the form to order hard copies of the 2013 edition of the NY/PA Grape Pest Management Guidelines for \$25.

The subscription forms can be downloaded from our website at <http://flg.cce.cornell.edu/enroll/>, or contact our office at 315-536-5134 to have a copy mailed to you if you prefer. Make sure to choose the form that applies to where your vineyard or business is located - either within the FLGP counties, or outside of those five counties.

Be sure to renew now to make sure that you continue to receive the Vineyard Updates, the Vineyard Notes newsletter, and other benefits of being enrolled in the Finger Lakes Grape Program.

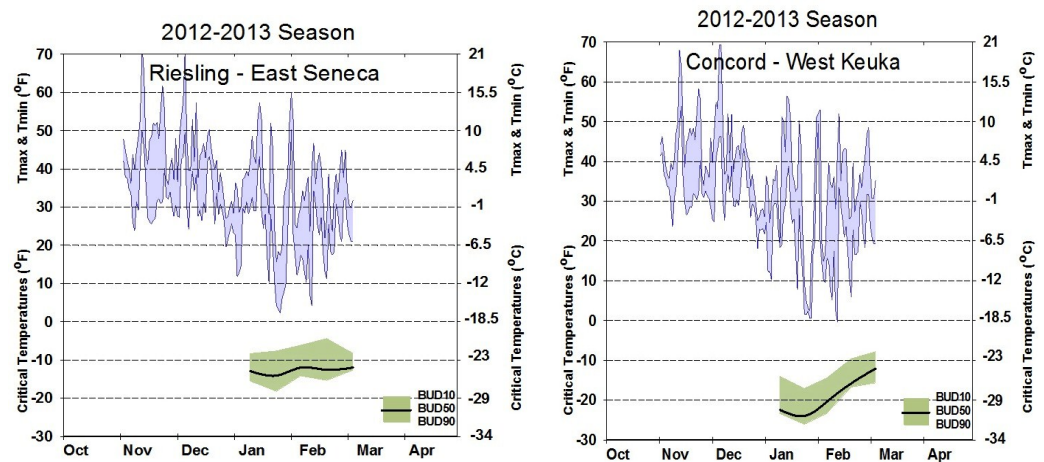


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## Bud Hardiness Update

*Hans Walter-Peterson*

Our most recent set of samples for the annual bud hardiness monitoring project were taken on March 4 and posted to [the project's webpage](http://grapesandwine.cals.cornell.edu/cals/grapesandwine/outreach/viticulture/weather.cfm) last Friday (or paste <http://grapesandwine.cals.cornell.edu/cals/grapesandwine/outreach/viticulture/weather.cfm> into your browser). They continue to show that bud hardiness remains quite good for all of the varieties tested at each of our sampling locations. Concord LT<sub>50</sub> values are still in the range of -11° to -13°F in the Finger Lakes, and Riesling LT<sub>50</sub> values range from -9° to -11°F. The cool temperatures that we are experiencing this winter, along with excellent hardiness in the middle of the season, are keeping buds from deacclimating to levels that would make us concerned about winter injury at this point in the year. As we approach budbreak, we will do a visual bud injury assessment to make sure that what we are seeing in our freezer tests this winter reflect what is happening to the vines in the field.



You can see results for these varieties, along with Cayuga White and Cabernet Franc, at each of our sampling sites by visiting the webpage.

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## NY Grape & Wine Classifieds Spam Troubles

*(cue the "Spam" song from Monty Python in the background...)*

*Hans Walter-Peterson*

If you have visited the New York Grape & Wine Classifieds site lately, you've probably noticed a lot of ads showing up that have absolutely nothing to do with grapes, wine, or anything remotely related to the industry. We have had to deal with low levels of spam listings ever since we started the site, but the site has been bombarded with spam messages recently. We aren't sure if it's due to a weakness in the software that runs the system or if something else is happening. Whatever the reason, it's incredibly annoying and, frankly, embarrassing given the content of some of the listings that are showing up. We are trying to check the site every day to clear these listings out and keep the site running the way it should.

We are also trying to work with people in Cornell Extension's IT unit to see if there's better security measures we can implement or if there are better software options that we can use to run the service. In the meantime, we appreciate your patience and apologize if this is making the service more difficult or annoying to use. We know many people around the state (and beyond) have come to rely on the Classifieds site to help them make connections to purchase or sell the things they need for their business, and we will do everything we can to keep it working the way it should.

### **Classifieds Service User Survey**

If you used posted a listing on the classifieds site in 2012, you should have received an email message from us asking you to fill out a short survey asking for some information about how useful the service was for you this year. We have done this each year since we started the site to help us evaluate the impact the site has for the industry. In 2011, based on the survey results we received, we were able to tell county legislators, state agencies and others that the Classifieds site generated over \$1.3 million in economic activity (the impact statement is included at the end of this edition of the Vineyard Update). Being able to communicate these kinds of impacts is critical for us, so we appreciate your help in taking a few minutes to fill out the survey for us.

If you used the Classifieds site last year but did not receive a message with the link to the survey, please email Mike Colizzi at [mac252@cornell.edu](mailto:mac252@cornell.edu) and he will send it to you again. Thank you again for your help with this important aspect of our work.

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## UPCOMING EVENTS

### Webinar - Grapevine Red Blotch Disease: An Emerging Issue

Wednesday, March 27 3:30 - 5:00 PM

Preregistration is required by March 25. To register, visit [https://cornell.qualtrics.com/SE/?SID=SV\\_9RWAGgg3sXYHC85](https://cornell.qualtrics.com/SE/?SID=SV_9RWAGgg3sXYHC85)

Grapevine red blotch disease was first identified in 2008 as a syndrome that affects fruit ripening. Virologists in New York and California have identified a graft-transmissible virus, called Grapevine red blotch-associated virus (GRBaV) that is associated with the symptoms. Infected vines have been identified in California, New York, Virginia, Maryland, Pennsylvania, Texas and Washington.



Join Cornell University virologist **Marc Fuchs**, University of California Cooperative Extension Farm Advisor **Rhonda Smith**, and University of California-Davis Foundation Plant Services director **Deborah Golino** for an informational session on red blotch disease. We will describe the virus, its impact on vine health, what informal field observations have told us, and what measures are being taken to test and identify infected vines and planting material.

- *GRBaV, its association with Red Blotch disease and presence in vineyards.* **Marc Fuchs**, Department of Plant Pathology and Plant Microbe Biology, Cornell University (with contributions from Mysore Sudarshana and Keith Perry).
- *An Extension Perspective: Field observations and impact on vines.* **Rhonda Smith**, UCCE Farm Advisor, Sonoma County.
- *Testing and identification of vines and planting material.* **Deborah Golino**, UC Davis Foundation Plant Services.

We intend this webinar to be interactive, with time set aside between presentations to answer your questions. Bring your questions and submit them during the webinar via the 'chat bar'.

**Tim Martinson**, Senior Extension Associate, Cornell University, will moderate.

**To register, fill out the on-line form posted here:**

[https://cornell.qualtrics.com/SE/?SID=SV\\_9RWAGgg3sXYHC85](https://cornell.qualtrics.com/SE/?SID=SV_9RWAGgg3sXYHC85)  
by 8 AM EST on Tuesday, March 26. You will receive an email with connection instructions.



## NY Grapes & Wine Classifieds Has \$1.3 Million Economic Impact in 2011

“Our numbers are small, but I can’t overemphasize the value of the Classifieds to us. Using the Classifieds we have found sources of grapes we really needed. We never would have found them otherwise. We’ve also been able to sell unused equipment easily and cheaply. I view the Classifieds as a very important resource. We don’t know what we would do without it”

-Annie Bachman,  
Lakeshore Winery  
Romulus, NY

A recent survey conducted by the Finger Lakes Grape Program (FLGP) has found that its New York Grapes & Wine Classifieds website had an economic impact of more than \$1.3 million on the grape and wine industry in New York State in 2011.

For many years, grape growers and wineries in the Finger Lakes region, and all around New York, had a difficult time trying to make connections when it came to buying and selling fruit or bulk wine. Many hours were spent on the telephone or driving around to different farms to try to find buyers and sellers to do business with.

In 1998, the FLGP created a web-based service where growers and wineries could list grapes and bulk juice or wine that they had available, or were looking to buy from one another. This system gave growers and wineries a single place to go to make those contacts, and made the hectic job of selling excess fruit or wine more manageable.

With financial support from the New York Wine & Grape Foundation, the FLGP created a new version of the system in 2009, which has the ability to accommodate more ads and more categories than the previous version. The new site uses a newer, more robust web technology that is easy for the FLGP to manage, and for growers to use.

With listings provided free of charge to New York wine and grape industry members, the Classifieds includes sections for grapes, wine, juice, equipment and services, as well as a help wanted section. While the majority of the users of the Classifieds system are from the Finger Lakes region, growers and wineries in other parts of the state, such as Long Island, Lake Erie and the Thousand Island regions, also use the site.

In January 2012, the FLGP developed an online survey that was sent to all of the sites users in the previous year to estimate its economic impact in 2011. Respondents were asked to provide their best estimates of how much fruit, wine and equipment that they bought or sold as a result of the Classifieds system.





## NY Grapes & Wine Classifieds Impacts by County/Region, 2011

	Ontario	Schuyler	Seneca	Steuben	Yates	Other NY	Non-NY	Total
Grapes	\$34,036	\$80,910	\$332,392	\$24,785	\$296,823	\$102,053	\$5,177	<b>\$876,176</b>
Wine	\$7,350	\$58,500	\$107,600	\$0	\$21,000	\$147,000	\$9,000	<b>\$350,450</b>
Equipment	\$0	\$67,000	\$10,325	\$5,000	\$2,100	\$1,900	\$2,500	<b>\$88,825</b>
<b>Total</b>	<b>\$41,386</b>	<b>\$206,410</b>	<b>\$450,317</b>	<b>\$29,785</b>	<b>\$319,923</b>	<b>\$250,953</b>	<b>\$16,677</b>	<b>\$1,315,451</b>

### Overall Impacts

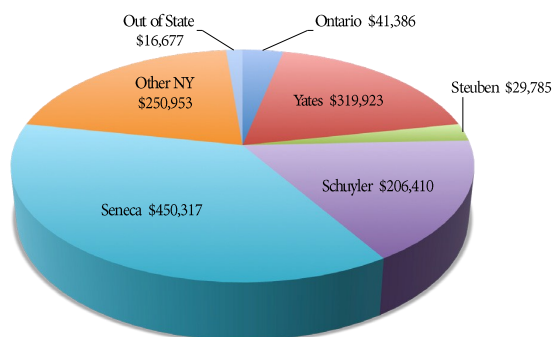
When the results of this survey are combined, the total amount of economic activity generated by the New York Grape & Wine Classifieds site in 2011 was \$1,315,451, which represents a 28% increase over 2010. The system had the largest impacts in Seneca County (34% of all activity), Yates County (24%), grape growing regions outside of the Finger Lakes (19%), and Schuyler County (16%). Several businesses reported that they used the site to buy or purchase bulk wine or equipment but did not report the value of those transactions, so the true impact of the site is even higher than this. In addition, we received responses to our survey from only 63 of the sites 127 users in 2011, indicating that there was likely other activity that we were unable to document.

While it is possible that some of the transactions that happen because of the Classifieds site would occur anyway, it is likely that many, if not most, would either not take place at all, or the fruit or wine would be sold at a later time for a reduced price. If a grower realizes in the middle of harvest that they have more fruit from a vineyard than they anticipated, the Classifieds site enables them to let many people know at once about its availability. This increases the chances that the fruit can be picked when it is still sound and of high quality, instead of waiting while the grower tries to find time to make numerous phone calls, and the remaining fruit decreases in quality and value.

The site was developed and is maintained by FLGP staff, with \$5,000 in initial financial support from the New York Wine & Grape Foundation. The large economic benefit that this system has documented over the past 3 years, with a relatively small investment of time and funding, is a strong indication of the value of the Classifieds system to the states grape and wine industry.

Economic Impact of NY Grape & Wine Classifieds, 2011:

**\$1,315,451**



2011 County-Level investment in the Finger Lakes Grape Program: \$69,218

Return on Investment to FLGP Member CounRes from Grape & Wine Classifieds:

**\$15.14 in economic activity for every \$1 spent**

“Two years ago, Cornell's Grape & Wine Classifieds system helped to connect me to a winery in the Midwest. That first year, they bought 88 tons of grapes from me. This year, they bought 68 tons of fruit, with a value of \$94,000. I never would have found this new market without the Classifieds site”

-Mel Hoover  
Yates County Grape Grower

The NY Grapes & Wine Classifieds  
<http://flgclassifieds.cce.cornell.edu/>

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

Become a fan of the [Finger Lakes Grape Program on Facebook](#), or follow us on [Twitter \(@cceflgp\)](#). Also check out our website, "The Grape Lakes – Viticulture in the Finger Lakes" at <http://flg.cce.cornell.edu>.

*Finger Lakes Vineyard Update* is an e-mail newsletter produced by the Finger Lakes Grape Program and sent out by subscription. For subscription information, please call us at 315-536-5134 or look for subscription forms at <http://blogs.cornell.edu/flgp/enroll/>.

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