

WINE GRAPE INFORMATION FOR PENNSYLVANIA AND THE REGION

From Penn State Cooperative Extension

Table of Contents

1. Focus on Chardonnay in Chester County
2. Grape Disease Guides - The Wilcox Magnum Opus
3. Spring in the Vineyard
4. Report from the PWA Annual Meeting
5. Vintage 2012: Pennsylvania Wine Industry's Future
6. 2007 American Society for Enology and Viticulture Eastern Section Conference in PA!
7. Wine Marketing Short Course at UC Davis

TOMORROW! Friday, May 4. SW PA Wine Growers Meeting at CT Miller Winery, Avella, PA (Washington County) 10 a.m. to 3 p.m. Hosted by Janet and Ted Miller in cooperation with Washington County Cooperative Extension. Mark Chien will talk about disease control for 2007 and spray coverage. Bob Green will talk about winery sanitation. Please contact Lee Young to register and for information. 724-228-6881.

Twilight Meeting: Focus on Chardonnay, Old Stone Farm, Chester County

Last year we had problems in Chardonnay. Lots of it never got off the vine due to disease, primarily powdery mildew from what I saw. We want to make sure this doesn't happen again this year. Eric Miller, the wine maker at Chaddsford asked Jim Travis and me to hold a Chard summit for his growers and he has kindly offered to open it up to all growers. We will focus primarily on Chardonnay culture and disease control. My feeling is that if you can control disease on Chard you can probably be successful on all varieties. But we will also talk about how to get Chard fully ripe and review the growing season to date. Please bring your own questions and ideas about Chardonnay. The meeting is free and open to all wine grape growers. No pre-registration is needed. Please come, dress for the weather and bring a chair if you wish to sit.

When: Wednesday, May 16 from 5 p.m. to 7 p.m.

Where: Old Stone Farm. 688 Strickersville Rd, Landenberg, PA 19350

Hosts: Mark and Mary Gruber

Disease Guides Galore!

To the best of my knowledge the NY-PA Pest Management Recommendations for Grapes: 2007 is not yet released. But why wait? There are two outstanding supplements already available to help you plan your spray strategy and program for 2007. The first is the now famous magnum opus from Dr. Wayne Wilcox, grape pathologist at Cornell University. Every year he reviews the past season of grape growing and research and summarizes it all in a wonderful document chock full of valuable information. The final section "Putting it All Together" is where the rubber hits the road and you get the best

advice for formulating an effective spray program. Of course, his work is done by the Finger Lakes in NY, there are differences in climate conditions so you need to understand how to translate the information to your vineyard. Read this document thoroughly and many times. You can find it at Dr. Tim Martinson's grape blog at <http://blogs.cce.cornell.edu/grapes/files/2007/04/wilcox-disease-management-2007.pdf>.

Note: Dr. Martinson has shifted to the position of viticulture extension coordinator for all the wine regions of New York. His former position as Finger Lakes Grape Program coordinator is currently being filled.

Maryland has a new plant pathologist working on grapes and small fruits. Anne DeMarsay came from Rutgers and now works at the University of Maryland. She has already proven to be a valuable regional asset for wine growers. She has put together a concise disease guide using resources from surrounding states and her own materials. It is easy to understand and use and should be a valuable guide for growers in Pennsylvania. You can find it on the web at <http://www.marylandwine.com/mgga/growing/pesticides/MDWineGrapeSprayGuidelines2007.pdf>

I will send out an announcement when the NY-PA guide is released and available at extension offices in Pennsylvania and New York. In the meantime, plan and prepare!

Spring in the Vineyard

Spring is a dangerous time in the vineyard. In 2005 buds got hit by cut worms. Last year it was flea beetles. So growers need to be vigilant about these early season insect pests. Scouting is the answer, not preventative insecticide sprays. Know how to ID these insects and plan for treatment, both cultural and chemical. Dr Greg English-Loeb, entomologist at Cornell University has published an excellent update called **Management of Grape Insect and Mite Pests - 2007**. You can reference this at http://pss.uvm.edu/grape/IPM/2007GrapeInsectAndMiteManagement_Loeb.pdf. Thank you to Dr. Lorraine Berkett at UVM for this resource. Buds are pushing and shoots should appear soon. Be ready with your spray program especially if you had problems last year. I expect that once the heat arrives shoots will grow like weeds. Speaking of weeds, now is the time to get out there with tillage, hoes, contact herbicides for the beginning of season long control. Since we are getting a late start you should anticipate a late harvest and that means planning for rot and bird preventative measures. Let's hope for a warm summer and good harvest weather, that's the only way to make up lost time at the front end of the season.

PWA Annual Meeting

Our wine association has a very interesting and productive meeting in Harrisburg last week with outstanding speakers. Three theme areas were covered: viticulture, enology and marketing. In the latter Mr. Jim Anderson from the Wine and Grape Board at the Missouri Department of Agriculture spoke about how the industry there has grown

tremendously in the past decade and made hybrid and Norton their core varieties. The growth is driven by a program charge on all wines sold in MO that raises over \$1.2M for research, education and promotion of MO wines. They have just recently opened the Institute for Continental Climate Viticulture - <http://iccve.missouri.edu/> and are hiring additional vit/enol research and extension personnel. The key to success (if success equates to funding) is engaging the political community (governor, legislature, etc) and making them aware of the positive impact of the wine industry on the state's economy and agriculture. Jim works at the MO Dept of Ag and works full-time on behalf of the wine industry. He is a tremendous asset to that industry. John Walker is a VP at Scheffey Integrated Marketing in Lancaster and understands how important marketing is to small businesses. He is practical and pragmatic and offered some great suggestions and insights into the world of getting the public to think your product is special. It is! You just have to let them know about it. Jeanette Smith gave presentations about grower and winery relations - this is such an important one especially between wineries and independent vineyards. We need to make this work if we are to make better wines here. She introduced her disease and insect guide posters and explained each in detail. They would be an extremely handy reference resource for all PA growers and I suggest you get a copy of each. You can find information and an order form at <http://www.vinesmith.com/>. Lorenza Conterno from Cornell presented information about winery sanitation that is so basic and critical to all wineries, large and small and Tom Payette talked about phenolics in wine which has become increasingly recognized as one of the most critical quality components especially for red wines. Lorenza's research was funded in part by our own PWMRP research funds.

If you were not at the meeting, what, beyond these interesting topics, could we do to get you there? I am very interested to know and would like to hear from you. I promise complete anonymity and you do not have to identify yourself. But if we are to advance as an industry we must never stop learning. Besides supporting our wine association, this was a great educational meeting. I'd like for everyone to be there. Please send me a note by fax or e-mail or call me. Thanks!

Vintage 2012

This is it. This is the watershed, turning point, landmark, historical, whatever you want to call it event and document for this wine industry. It seeks to generate about \$2M of funding to support marketing and promotion, research and education for the wine industry in Pennsylvania. We did the economic impact study and found out that the wine industry has \$661M of impact on the state economy. We can easily double or triple that number. We have to make better wine and sell more of it. Other states, most notably Virginia, New York, Missouri, Ohio, Michigan, North Carolina, and Texas all have programs in place that were implemented by their state legislatures to raise funds for these activities. It's our turn now. A small group of people including David Othmer (Haywagon Vineyard), Lee Miller (Chaddsford), our fearless and tireless government liaison Fran O'Brien, Stephen Menke and I have been crafting this document for almost two years. John Kramb, Don Chapman, Bob Mazza and Sherry Sowers have also been involved in the development process. It was released to wineries at the PWA Annual

Meeting. Now it needs critical review and action. If there is to be a wine industry in Pennsylvania as opposed to a lot of autonomous businesses who happen to make wine, the community needs to do the grass roots political work to get turn this document into funding for much needed resources. If you would like a copy of 2012, please contact Jennifer Eckinger at the PWA office 717-234-1844.

Just a reminder.. we already have a very active and effective organization in the Pennsylvania Wine Marketing and Research Program at work for us. Vintage 2012 hopes to expand on its efforts. The research committee has just funded four projects for this year. I will list those after the researchers are contacted. Ed Jansen is the chair of the research committee.

The PWMRP board consists of: Don Chapman, John Landis, Carl Helrich, Bob Mazza, Doug Moorhead, Karl Zimmerman and Sal Maiolatesi.

It is important for everyone to recognize the efforts of these volunteer members of industry serving on various industry association boards and activities including PWA and PAW and to consider your own service to the greater good. Stephen and I appreciate all the fine work they do for very little or no reward other than the satisfaction of helping you.

American Society for Enology and Viticulture Eastern Section Annual Meeting in Allentown, PA (Lehigh Valley). July 15-17

ASEV-ES will host its annual meeting in Pennsylvania this year. It is a great honor to be the host state for this organization that represents the wine industry in the east and midwest. Eastern Section is a chapter of the national society and is very active in promoting research and education and providing scholarships in viticulture and enology to graduate students in the US and Canada. This meeting really needs the support and attendance of everyone associated with wine production in Pennsylvania. The seminar topic this year will be Soil Moisture and Vine Vigor. We will invite prominent speakers from across the US to address this critical topic for growers across our region. As always, there will be student and invited research papers presented. This is the best forum for learning about the latest in vit/enol research that will benefit your wine making. There will be a winery bus tour on the day before the meeting begins. Please mark the date on your calendar and plan to attend. I also encourage all winery and vineyard professionals in our industry to become members of ASEV-ES. It is important to have a vibrant and active society doing research on the issues that matter to us most.

What: American Society for Enology and Viticulture Eastern Section Annual Conference

When: Sunday, July 15 through Tuesday, July 17, 2007

Where: The Holiday Inn Conference Center Lehigh Valley in Fogelsville, PA (intersection of I-78 and Rt 100, west of Allentown). <http://www.hilehighvalley.com/>

More information and registration will be forthcoming but please mark this important

meeting on your calendar and plan to attend. Please call me or Stephen Menke if you have any questions. I would like to thank our host wineries, Pinnacle Ridge, Galen Glen, Vynecrest and Clover Hill for their generosity and participation in the bus tour event.

A **Wine Marketing Short Course** is offered by UC Davis Extension and the Dept of Vit/Enol from July 9-27 in Davis, CA. You can take any single day or all three weeks of the course. It is an intensive lesson in the serious business of the business of wine and includes many outstanding speakers. It isn't cheap, \$2700 for the entire 3 week course but if you are serious about selling wine it might be worth the time and expense. You can find information about the short course at www.extension.ucdavis.edu/.

Mark L. Chien
Wine Grape Educator
Penn State Cooperative Extension
1383 Arcadia Road
Lancaster, PA 17601
Tel: 717-394-6851
Fax: 717-394-3962
E: mlc12@psu.edu