

## *Veraison to Harvest* Newsletter in 2019

### Progress Report

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**Introduction.** *Veraison to Harvest* is an online newsletter distributed every Friday from late August through the end of harvest. The audience consists of approximately 1,400 subscribers and enrollees in the Finger Lakes grape program, Lake Erie regional grape program, Long Island grape program, Eastern NY Horticulture program (Hudson Valley) and the Statewide Enology Extension program. Each issue features:

- *Around New York* regional crop development summaries (Lake Erie, Finger Lakes, Hudson Valley, Long Island)
- *Concord Berry Curve (T. Bates)* – Brix, berry weight for Concord industry
- *Fruit Maturation Table*: Fruit composition of key juice and wine grape cultivars
- *Focus Feature*: Brief article highlighting relevant production issues and ongoing research/extension projects
- *Photos*: each week features photos of grapes, seasonal activities, or projects.

Each week the newsletter is posted on Friday at the [Veraison to Harvest web page](#)

#### **Results.**

In 2019, we produced 9 issues of [Veraison to Harvest](#), from September 6 through the end of harvest on November 8. Each newsletter had 6-12 pages of content (see complete article list in appendix).

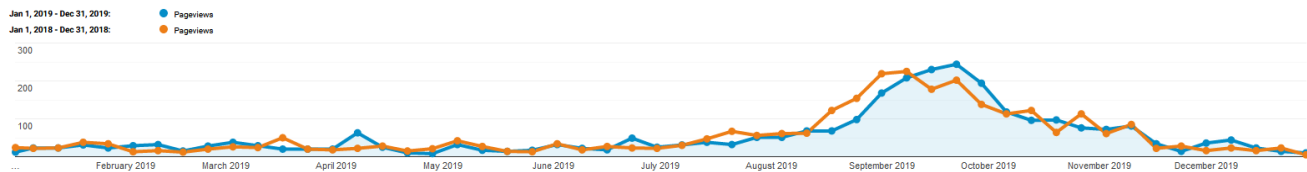
Here are some statistics on the 44 articles and tables that made up *Veraison to Harvest*:

- **15 authors**, representing 8 extension associates ( Lake Erie, Finger Lakes, Hudson Valley, Long Island, NYS IPM program, Statewide Viticulture and Enology programs, and four faculty programs
- **8 ‘around New York’** regional summaries from Lake Erie, Finger Lakes, Long Island, Hudson Valley, and (new this year) Niagara County.
- **8 weeks of fruit maturity and YAN sampling** starting in 78 vineyards (first sample), down to 19 in issue #8. For the first time, we included samples from Niagara County, supplied by growers Robin Ross (Arrowhead vineyards) and Larry Manning (Freedom Run vineyards)

- **15 Concord articles**, including 8 “Lake Erie” summaries by Jennifer Russo, 6 berry growth curve articles (Terry Bates) and Kevin Martin’s Concord harvest wrapup article.
- **6 Photo Essays:** (Weed Control by Sheep, Be aware of spotted lanternfly, Tour of USDA Tart Cherry, Grape, and Apple Collections, Loose-clustered Vignoles, Genetic Mapping Population from Cornell Grape Breeding Program , Powdery Mildew Phenotyping Robot Increases Efficiency in Evaluating Resistance, Why We Have Disease Management Trials)
- **8 feature and project-focused articles.** This year’s articles featured sour rot predictions, Use of mycorrhizal fungi to enhance vine health, Cornell’s new ‘Craft Beverages Institute’, Managing bindweed, Loose-clustered Vignoles, Winery fermentation trials, Powdery mildew ‘phenotyping robot’, and how severe downy mildew defoliation delays ripening.
- **3 summary articles.**
  - 2019 Growing Season in Review: The September Factor. (Chris Gerling, Hans Walter-Peterson, Jim Meyers, Tim Martinson)
  - Lake Erie Region Update. Brix Accumulation, Rain, and Yield: Measuring the Impact(Kevin Martin)
  - Fruit Chemistry Trends 2015-2019 (Martinson)

### Impacts.

**Page views.** According to google analytics, from Jan 1, 2019 to December 31, 2019, there were 2871 page views, from 2,070 unique visitors – about equal to the previous year. Not surprisingly, readership was highest from late August through November (corresponding to publication dates), reaching a peak of around 900 page views in September. Clearly, the site is a well-used resource.



**Figure 1.** Weekly breakdown of total page views in 2018 (orange line) and 2019 (blue line). The number of page views peaked in September and October.

**Audiences.** This is the 13<sup>th</sup> year of *Veraison to Harvest*, which is a joint effort of all the grape extension programs in New York. Its purpose is to provide timely, objective information about the ripening and harvest season to the New York grape and wine industry. *Growers have cited several impacts:*

- Ability to compare fruit composition numbers with results from their samples.
- Find out how fruit ripening is progressing in other parts of New York
- Learn about seasonal weather issues impacting harvest and winemaking practices
- Compare progress of current season with last year and long-term averages
- For new producers: Learn how ripening progresses across different varieties and what the numbers mean.
- Learn about the scope of research projects currently underway at Cornell.

*Other audiences include:*

- General public and wine consumers interested in information about the harvest and vintage.
- Trade Publications such as ‘Wines and Vines’ and ‘Wine Business Monthly’
- Cornell Undergraduates
- Finger Lakes Community College. Used as a teaching tool in their [Viticulture and Wine Technology](#) program classes.

Here's what some growers, Cornell lecturers, and a trade publication writer and editor say about *Veraison to Harvest*:

*"As the Eastern Editor for Wine Business Monthly, I cover the news about harvest east of the Rockies. Learning what is happening about harvest in New York State is easy, however, because Veraison to Harvest provides information about all the state's different growing regions on a weekly basis"*

*-Linda Jones McKee, Wine Business Monthly*

*"I look forward to Veraison to Harvest each week during harvest. As a grower, seller and buyer of wine grapes it is important for me know what is going on around the state. Veraison to Harvest is another tool in my box."*

*-Jim Thompson, Long Island grower.*

*"I find the newsletter. Veraison to Harvest very helpful. Besides letting me know what's going on at Cornell Cooperative Extension in Riverhead, it gives me information on the Finger Lakes and upstate grape growing season. Always good to have as much information on the season as possible. I looked forward to receiving it."*

*- Donna Rudolph, vineyard manager, Bedell Cellars.*

*I use Veraison to Harvest data in VIEN 2205, Grapes to Wines lab. Students compare our own grapes during ripening to what we are seeing across the state, and use the V2H data from the plots we pick, to help decide when to harvest for class.*

*- Kathy Arnink, Cornell Enology Lecturer. -*

*I use Veraison to Harvest as a sanity check in my classes for students doing their own grape analysis when deciding when to harvest. Although Veraison to Harvest does not include all the varieties we use in class, it does provide another data point when thinking about sugar and acid levels in relation to harvest date for student wines.*

*-Dwayne Bershaw, Enology Lecturer, Cornell.*

*"We look at Veraison to Harvest data in order to follow various varieties. It gives students a sense for where certain varieties sit during the ripening period and helps them familiarize themselves with the "late" and "early" ripeners.*

*- Russell Moss Viticulture Lecturer, Cornell.*

## Appendix.

### Impact Statement.

[\*Veraison to Harvest\*](#) provides New York growers and winemakers with weekly information on fruit composition of important varieties statewide, regional updates on production and winemaking issues throughout the ripening period, and updates on on-going Cornell research and extension projects. A joint project of the Finger Lakes, Lake Erie, Long Island, Eastern NY, Statewide Viticulture and statewide Enology extension programs, the newsletter is distributed to 1500 enrollees of Cornell Cooperative Extension programs.

### Publications.

Veraison to Harvest 2019  
List of Articles and Authors

## **2019 Veraison to Harvest #9**

- The 2019 Growing and Winemaking Season in Review
- The September Factor (Gerling, Walter-Peterson, Martinson, Meyers)
- Brix Accumulation, Rain, and Yield: Measuring the Impact (Kevin Martin)
- Grapes of the Future (Wiepz, Martinson)
- Fruit Composition Trends 2015-2019 (Martinson)
- Downy Mildew Defoliation Delays Ripening (Martinson)
- Thanks to our supporters
- Thanks to our Crew

## **2019 Veraison to Harvest #8**

- Around New York (Martinson, Walter-Peterson, Wise, Meyers, Russo)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Ross, Manning)
- Why We Have Disease Management Trials (Photo, Martinson)

## **2019 Veraison to Harvest #7**

- Around New York (Martinson, Walter-Peterson, Wise, Meyers, Russo)
- 2019 Lake Erie Concord Berry Curve (Bates)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Ross, Manning)
- Powdery Mildew Phenotyping Robot Increases Efficiency in Evaluating Resistance (Photo, Martinson, van Zoeren)

## **2019 Veraison to Harvest #6**

- Around New York (Martinson, Walter-Peterson, Wise, Meyers, Russo)
- 2019 Lake Erie Concord Berry Curve (Bates)
- Trials without Tribulations: Best Practices for Winery Fermentation Trials (Gerling)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Ross, Manning)
- Genetic Mapping Population from Cornell Grape Breeding Program (Photo, Martinson, van Zoeren, Reisch)

## **2019 Veraison to Harvest #5**

- Around New York (Martinson, Walter-Peterson, Wise, Meyers, Russo)
- Preliminary Results from "Loose-clustered" Vignoles Clonal Trial (Martinson, van Zoeren, Bates, and Zhong)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Ross, Manning)
- 2019 Lake Erie Concord Berry Curve (Bates)

## **2019 Veraison to Harvest #4**

- Around New York (Martinson, Walter-Peterson, Wise, Meyers, Russo)
- 2019 Lake Erie Concord Berry Curve (Bates)
- Improved Management of Bindweed in Vineyards (Walter-Peterson, Brown, and Caldwell)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Ross, Manning)
- Loose-clustered Vignoles (Photo) (Martinson)

## **2019 Veraison to Harvest #3**

- Around New York (Martinson, Walter-Peterson, Wise, Meyers, Russo)
- 2019 Lake Erie Concord Berry Curve (Bates)
- Same Place, More People, New Names: Updates from Geneva Enology (Gerling)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Ross, Manning)
- Tour of USDA Tart Cherry, Grape, and Apple Collections (Photo) (Martinson)

## **2019 Veraison to Harvest #2**

- Around New York (Martinson, Caldwell, Wise, Meyers, Russo)
- 2019 Lake Erie Concord Berry Curve (Bates)
- Testing Soil Microbial Stimulators for Enhancing Vine Health (Vanden Heuvel and Berdeja)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Ross, Manning)
- Be Aware of Spotted Lanternfly (Martinson)

## **2019 Veraison to Harvest #1**

- Around New York (Martinson, Caldwell, Wise, Meyers, Russo)
- 2019 Lake Erie Concord Berry Curve (Bates)
- Are we set up for another 'Sour Rot' year? (Martinson)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Ross, Manning)
- Weed Control by Sheep (Martinson, Vanden Heuvel, Lerch)