

## *Veraison to Harvest* Newsletter in 2020

### 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 2020, we produced 8 issues of [Veraison to Harvest](#), from August 28 through the end of harvest on November 8. Each newsletter had 6-12 pages of content (see complete article list in appendix).

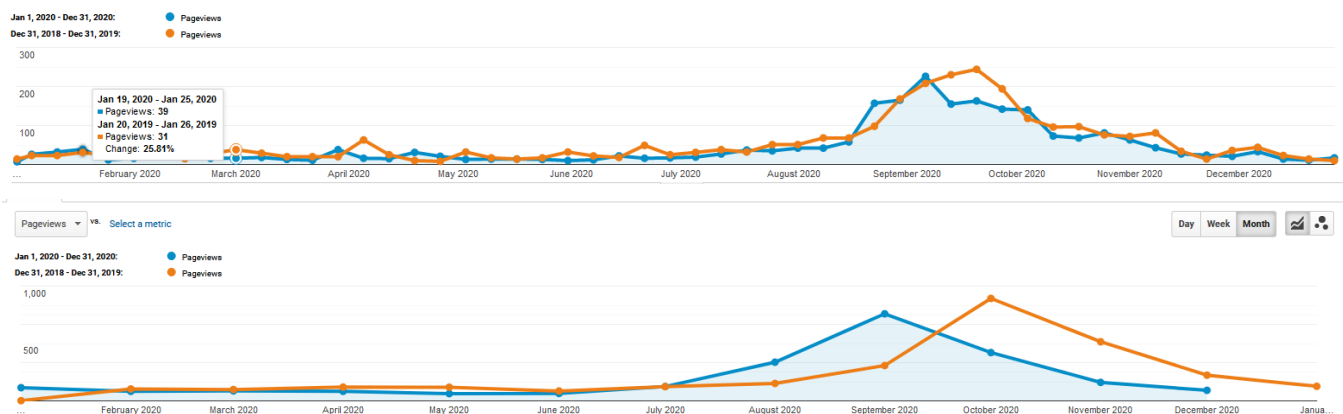
Here are some statistics on the 44 articles and tables that made up *Veraison to Harvest*:

- **14 authors**, representing 7 extension associates ( Lake Erie, Finger Lakes, Hudson Valley, Long Island, NYS IPM program, Statewide Viticulture and Enology programs, and four faculty programs (Gold, Vanden Heuvel, Jiang, Bates)
- **7 ‘around New York’** regional summaries from Lake Erie, Finger Lakes, Long Island, Hudson Valley, and Niagara County.

- **7 weeks of fruit maturity and YAN sampling** starting in 78 vineyards (first sample), down to 19 in issue #8. W included samples from Niagara County, supplied by growers Robin Ross (Arrowhead vineyards).
- **12 Concord articles**, including 7 “Lake Erie” summaries by Jennifer Russo, 5 berry growth curve articles (Terry Bates) and Kevin Martin’s Concord harvest wrap-up article.
- **6 Photo Essays:** (Tasting rooms adapt to COVID-19, Vignoles Harvest at CLEREL, Downy Mildew on Clusters in Spray Trial, Robots and Sensors for Vineyard Research and Management, Machine and Hand harvest at CLEREL, Orb-weaving spiders at LIHREC, Hurricane winds deposit salty soil on Long Island Vines),
- **7 feature and project-focused articles.** This year’s articles featured Concord planting at AgriTech tests leafroll disease impact (Martinson & Fuchs), Update from the Cornell Craft Beverage Analysis Lab (Gerling), Robots and Sensors for Vineyard research (Martinson, Gold, Jiang), Corona Virus Food Assistance program expanded to include wine grapes (WineAmerica and NYS WGF), New York Sick Leave Requirements: What we Know, Still Don’t know, and Action Items (Stup), Growers: You May be eligible for Coronavirus FAP 2.0 (Kevin Martin), Supporting Vineyard Management with Precision Climate Reporting (Jim Meyers).
- **5 summary articles.**
  - 2020 Growing and Winemaking Season in Review: 2020 was a dream come true (if you’re a grape). (Chris Gerling, Hans Walter-Peterson, Jim Meyers, Tim Martinson)
  - Lake Erie Region Update. Harvest summary and financial year in review (Kevin Martin)
  - Fruit Composition Trends 2016-2020 (Martinson)
  - Long Island: Some Lessons Learned in 2020 (Alice Wise)
  - YAN by variety over three years (Martinson & Gerling)
- **Funding:** We received word on Sept 30 that the funding was reduced by 20%. We solicited ads and financial support from industry suppliers. We received ad-based support in our final issue from HelenaAgri, Nutrien, Lakeview Vineyard Equipment, and Eastern Winery Exhibition. Bully Hill Vineyards separately provided a major contribution. As a result, we made up approximately half of the budget shortfall. We are grateful to these contributors for their support

## Impacts.

**Page views.** According to google analytics, from Jan 1, 2020 to December 31, 2020, there were 2391 page views, from 1776 unique visitors – down slightly from 2019 (2,873 page views, 2072 unique visitors) . Not surprisingly, readership was highest from late August through November (corresponding to publication dates), reaching a peak of around 800 page views in September. Clearly, the site is a well-used resource.



**Figure 1.** Weekly breakdown of total page views in 2019 (orange line) and 2020 (blue line). The number of page views peaked in September and October.

**Audiences.** This is the 14<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.

Last year, we included quotes from readers on the impact of *Veraison to Harvest*. Here we reprint what some growers, Cornell lecturers, and a trade publication writer and editor said about *Veraison to Harvest* following the 2019 season:

*“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” ripeness.*  
*- 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 2020  
List of Articles and Authors

## 2020 Veraison to Harvest #8

- The 2020 Growing and Winemaking Season In Review: 2020 Was a Dream Come True (if you're a grape) (C. Gerling, H Walter-Peterson, T. Martinson)
- Lake Erie Update: Harvest Summary and Financial Year in Review (K. Martin)
- Long Island: Some Lessons Learned in 2020 (A. Wise)
- YAN by Variety over Three Years (T. Martinson and C. Gerling)
- Fruit Composition Trends 2016-2020 (T. Martinson)
- Thanks to Our Supporters
- Thanks to Our Crew

## 2020 Veraison to Harvest #7

- Around New York (Martinson, Wise, Walter-Peterson, Russo, Meyers, Bates)
- Growers: You May Be eligible for the Coronavirus Food Assistance Program 2.0 (Kevin Martin)
- Supporting Vineyard Management with Precision Climate Reporting (Jim Meyers)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)
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## 2020 Veraison to Harvest #6

- Around New York (Martinson, Wise, Walter-Peterson, Russo, Meyers, Bates)
- Enhancing Vine Health with Commercial Arbuscular Mycorrhizal inoculants in vineyards (Vanden Heuvel, Berdeja, and Ye)
- New York Sick Leave Requirements: What we Know, Still Don't know, and Action Items (Stup)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)

## 2020 Veraison to Harvest #5

- Around New York (Martinson, Wise, Walter-Peterson, Russo, Meyers, Bates)
- Drink Local, Learn Digital: Help Us Make Virtual B.E.V. NY Great (Gerling)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)
- Coronavirus Food Assistance Program Expanded to Include Wine Grapes (WineAmerica & NY Wine and Grape Foundation)

## **2020 Veraison to Harvest #4**

- Around New York (Martinson, Wise, Walter-Peterson, Russo, Meyers, Bates)
- Robots and Sensors for Vineyard Research and Management (Martinson, Gold, and Jiang)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)
- Downy Mildew on Clusters in Spray Trial (Photo, Martinson)

## **2020 Veraison to Harvest #3**

- Around New York (Martinson, Wise, Walter-Peterson, Russo, Meyers, Bates)
- The Welcome Chaos of Harvest: Update from the Cornell Craft Beverage Analysis Lab (Gerling)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)
- Vignoles Harvest at CLEREL (Photo, Bates)

## **2020 Veraison to Harvest #2**

- Around New York (Martinson, Wise, Walter-Peterson, Russo, Meyers)
- Concord Berry Curve (Bates)
- Concord Planting at Cornell AgriTech Tests Grapevine Leafroll Disease Impact (Martinson)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)
- Tasting rooms adapt to COVID-19 (Photo, Martinson)

## **2020 Veraison to Harvest #1**

- Around New York (Martinson, Caldwell, Wise, Meyers, Bates)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)