

Veraison to Harvest Newsletter in 2021

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 Composition 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 2021, we produced 10 issues of *Veraison to Harvest*, from August 27 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*:

- **11 authors**, representing 8 extension associates (Lake Erie, Finger Lakes, Hudson Valley, Long Island, NYS IPM program, Statewide Viticulture and Enology programs, and three representatives of E&J Gallo.
- **9 ‘around New York’** regional summaries from Lake Erie, Finger Lakes, Long Island, Hudson Valley, and Niagara County.
- **9 weeks of fruit maturity and YAN sampling** starting in 76 vineyards (first sample), down to 16 in issue #9..

- **14 Concord articles**, including 8 “Lake Erie” summaries by Jennifer Russo, 6 berry growth curve articles (Terry Bates) and Kevin Martin’s Concord harvest wrap-up article.
- **5 Photo Essays:** Vine Microtensiometer Installed at Teaching Vineyard; Legislators, Ag Commissioner Ball, and College Administrators Tour Grape Germplasm Collection at Cornell Agritech; CAPS program takes down pheromone traps; Spatial map of "Black Leaf" Concord potassium deficiency symptoms; Thanks to our Crew.
- **7 feature and project-focused articles.** Raising Awareness of Spotted Lanternfly In Tasting Rooms (Russo); Notes from the Food Research Laboratory (Gerling); Sustainability in the Winery (Chris Gerling); Cornell grape breeding: From field to wine evaluation (Martinson); Spatial map of "Black Leaf" Concord potassium deficiency symptoms (Bates); Chaptalization: Sugar, We're Goin' Up (Gerling); Research Update: Cuticle Enhancement Product (Walter-Peterson, Wise, Martinson)
- **5 summary articles.**
 - 2021 This Title is Currently Backordered: The 2021 Grape and Wine Season In Review. (Chris Gerling, Hans Walter-Peterson)
 - Lake Erie Region Update: Record Crop, Higher Prices, Lengthy Harvest, and Upcoming Challenges (Kevin Martin)
 - The Eastern NY Growing Season (Meyers)
 - E&J Gallo's First East Coast Harvest (Haggerty, Schrader, Majewski)
 - Fruit Composition Trends 2017-2021 (Martinson)
- **Funding:** We received full funding in 2021. Thanks to the NY Wine and Grape Foundation for their continued support for *Veraison to Harvest* over the past 15 years.

Impacts.

Page views. Here are the statistics from 2020. My apology, but the Google Analytics data reported in previous years seems to have been changed, and I am unable to access it. I’ll have to assume that page views and the pattern of access was similar in 2021.

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.

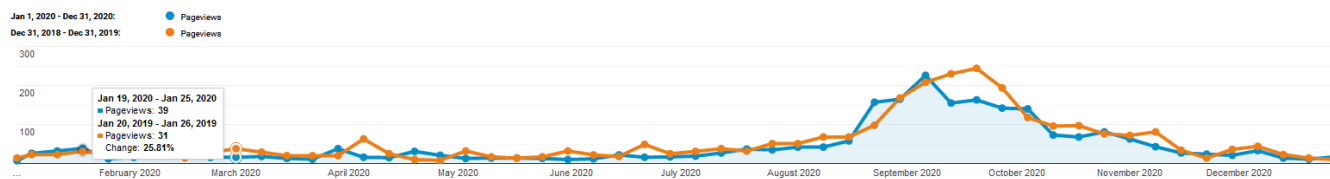


Figure 1. Weekly breakdown of total page views in 2019 (orange line) and 2020 (blue line). The number of page views peaked in September and October.

Audiences. This is the 15th 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.

Statement from Tim Martinson:

I am retiring at the end of January 2021. Over the past 15 years it has been my privilege to have worked with my colleagues in the Lake Erie, Finger Lakes, Eastern NY, and Long Island to bring detailed fruit composition data and insights to the industry across the entire state of NY through the *Veraison to Harvest* newsletter. My Enology extension colleagues Chris Gerling and Anna Katharine Mansfield (and their staff) have been instrumental in making this work, along with my technician Bill Wilsey. I hope the information imparted has been useful to the industry and others. I’ve been fortunate to work with great colleagues and a fantastic group of growers and winemakers. Thanks for the opportunity. Here is some feedback from 2019:

-Tim Martinson

“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. -

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 2021
List of Articles and Authors

2021 Véraison to Harvest #10

- This Title is Currently Backordered: The 2021 Grape and Wine Season In Review (Gerling, Walter-Peterson)
- Lake Erie Region Update: Record Crop, Higher Prices, Lengthy Harvest, and Upcoming Challenges (Martin)
- E&J Gallo's First East Coast Harvest (Haggerty, Schrader, Majewski)
- The Eastern NY Growing Season (Meyers)
- Fruit Composition Trends: 2017-2021 (Martinson)
- Thanks to Our Supporters
- Thanks to our Crew (20 people that contributed to *Veraison to Harvest*)

2021 Véraison to Harvest #9

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

2021 Véraison to Harvest #8

- Around New York (Martinson, Meyers, Russo, Caldwell, Wise)
- Research Update: Cuticle Enhancement Product (Walter-Peterson, Wise, Martinson)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Caldwell, Meyers, Wise, Martinson)

2021 Véraison to Harvest #7

- Around New York (Martinson, Meyers, Bates, Walter-Peterson, Wise)
- Concord Berry Curve (Bates)
- Chaptalization: Sugar, We're Goin' Up (Gerling)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Caldwell, Meyers, Wise, Martinson)

2021 Véraison to Harvest #6

- Around New York (Martinson, Meyers, Bates, Walter-Peterson, Wise)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Caldwell, Meyers, Wise, Martinson)
- Cornell grape breeding: From field to wine evaluation (Martinson)
- Spatial map of "Black Leaf" Concord potassium deficiency symptoms (Bates)

2021 Véraison to Harvest #5

- Around New York (Martinson, Meyers, Bates, Caldwell, Wise)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Caldwell, Meyers, Wise, Martinson)
- Sustainability in the Winery (Chris Gerling)
- CAPS program takes down pheromone traps (Caldwell)

2021 Véraison to Harvest #4

- Around New York (Martinson, Meyers, Russo, Walter-Peterson, Wise)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Martinson)
- Lake Erie Concord Grape Berry Curve (Bates)
- Legislators, Ag Commissioner Ball, and College Administrators Tour Grape Germplasm Collection at Cornell Agritech (Martinson)

2021 Véraison to Harvest #3

- Around New York (Martinson, Meyers, Russo, Walter-Peterson, Wise)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise, Martinson)
- Notes from the Food Research Laboratory (Gerling)

2021 Véraison to Harvest #2

- Around New York (Martinson, Caldwell, Wise, Meyers, Bates)
- Lake Erie Concord Berry Curve (Bates)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)
- Raising Awareness of Spotted Lanternfly In Tasting Rooms (Russo)

2021 Véraison to Harvest #1

- Around New York (Martinson, Caldwell, Wise, Meyers, Bates)
- Lake Erie Concord Berry Curve (Bates)
- Vine Microtensiometer Installed at Teaching Vineyard (Walter-Peterson)
- Fruit Composition Report (Gerling, Russo, Walter-Peterson, Meyers, Wise)

