

FISCAL YEAR

**23  
24**

**Boldly,  
NY.**

[newyorkwines.org](http://newyorkwines.org)

NEW YORK WINE & GRAPE FOUNDATION

**ANNUAL REPORT**





Photo by Rima Brindamour

NEW YORK WINE &  
GRAPE FOUNDATION

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A MESSAGE FROM OUR  
**EXECUTIVE DIRECTOR**

SAM FILLER



Dear Friends,

This past year, the New York Wine & Grape Foundation Board and Staff remained focused on the needs of growers, winemakers, and other partners as we worked to strengthen the state's agricultural economy. NYWGF aims to play a vital role in promoting New York State's top-quality grapes and wines by implementing innovative programs, practicing sustainability, and forming strategic partnerships to secure a prosperous future for New York wines worldwide.

The following pages provide details on the programs enabled by the State of New York's ongoing investment in NYWGF, supplemented by grant awards and private sector contributions, along with the results those resources delivered.

The New York Sustainable Winegrowing Program is an important new initiative for our industry's long-term identity. Many New York grape growers already follow sustainable vineyard management practices, and the NYWGF program now offers a way to officially certify those practices. Sustainable vineyard practices will soon become the expected standard for US wine consumers, and our program ensures that the New York industry is ready to meet this demand.

It is also essential to note that wine tourism plays a vital role in the New York wine industry and economy. Approximately 60% of all New York wine sales occur in the Tasting Room.

New York has led the way in wine tourism initiatives since 1985, when the first US wine trail was established on Cayuga Lake. NYWGF works to support these regional marketing associations and wine trails to promote increased visitation to the state's wine regions.

NYWGF is also shifting our online presence to engage directly with consumers. Now, wine enthusiasts can log onto our website and review educational, engaging, and entertaining resources about New York grape-growing regions. Additionally, the updated New York Wine Reference Guide and a series of short and long-form videos on YouTube have been provided to improve the learning experience.

We are excited about plans for the upcoming year, which include closely collaborating with regional marketing and wine trail partners to develop a unified strategy for promoting wine tourism opportunities in New York. This initiative aligns with our objective to strengthen the brand identity of New York wines. While we have achieved significant success in engaging with Trade and Media over the past decade, we recognize that consumers play a crucial role in generating more interest in New York wines.

Another critical initiative launched by NYWGF in 2023 was the comprehensive Statewide Vineyard Survey. The USDA National Agricultural Statistics Service (NASS) completed the last comprehensive vineyard survey in 2011. Since 2011, the wine industry has doubled, and two new AVAs were established for the Champlain Valley and Upper Hudson. At the same time, the juice grape industry experienced a period of contraction and declining consumer demand. The Statewide Vineyard Survey is a crucial tool for NYWGF as we serve as the industry's primary economic development and promotional entity. Accurate vineyard data supports our research funding priorities, which are backed by state and private sector funding, and it also underpins our initiatives to promote the industry to trade, media, and consumers worldwide.

In closing, and on behalf of the NYWGF board and staff, let me thank the many, many industry members and key industry stakeholders who have become trusted friends and have offered their support, encouragement, inspiration, and constructive criticism to help ensure that our stewardship of NYWGF's public and private resources yields impactful results.

Cheers,

A handwritten signature in blue ink that reads "Sam Filler". The signature is written in a cursive, flowing style.

SAM FILLER  
Executive Director

# NEW YORK WINE & GRAPE FOUNDATION: A PRODUCTIVE PUBLIC-PRIVATE PARTNERSHIP

The New York Wine & Grape Foundation was founded in 1985 by State Statute to support industry growth through investments in promotion, research, and capacity building. Today, our public-private partnership drives the industry’s growth and makes it a major state economic engine that generates more than \$14.93 billion in direct economic impact.\*

The 2023-2024 State Budget allocated \$1,225,000 through contributions from the Governor and State Legislature. In addition, NYWGF received a grant for \$200,000 from Genesee Valley Regional Market Authority (GVRMA) to support the New York Wines, Online! program. GVRMA also supported the Comprehensive Statewide Vineyard Survey conducted by NYWGF with a grant for \$150,000 that will also support the completion of the survey in 2025. The USDA provided funding for our MAP and ATP Export programs, totaling \$702,528. Activities under the Sustainability Program were supported by a Value-Added Producer Grant in the amount of \$47,500 that will run through 2025. The availability of these grant funds creates an important inducement to encourage private sector industry contributions. NYWGF received \$327,540 from industry contributions during the 2023-2024 fiscal year and \$114,810 in member dues.

Since its inception in 1985, NYWGF and the industry have benefited from the State of New York’s support to conduct basic programs of promotion and research. The private sector contributes similar amounts to match the State funding. The sections that follow summarize the programs, with additional detail in the Appendices.

\*Source: <https://wineamerica.org/economic-impact-study/new-york-wine-industry/> New York Economic Impact Study 2022. Part of the 2022 National Economic Impact Study of the Wine Industry by John Dunham & Associates.

2023-2024 Fiscal Year	
Total Spent on Promotion	\$1,890,656
Total Spent on Research	\$649,945



Photo by Rima Brindamour

# NEW YORK WINES IN THE PRESS

The New York Wines, Online! Tasting events and ongoing press pitches throughout the year helped generate over 50 articles and coverage from state, national, and international media outlets. Below are some highlights of what people are saying about New York wines! (See Appendix 4 for a full list of linked articles.)

**“New York’s winegrowers are crafting acclaimed Riesling, Chardonnay, Cabernet Franc, and Merlot that can be found in top restaurants and wine shops around the world.”**

– Nelson Gerena, The Vintner Project

**“As the range and quality of New York wine continues to grow, trade and hospitality professionals are embracing the state as a premier American wine-producing region. Many top New York City wine lists and retail shops include bottles from several of New York’s wine regions, and New York wines are increasingly being distributed across North America.”**

– Carmelo Giardina, Vine Routes

**"Creative producers across the Empire State are making hybrid pét nats of all colors, shapes and sizes, from a myriad of varieties that proved New York capable of crafting bubbles that suit a fickle climate and even more fickle palates."**

– Christina Pickard, Wine Enthusiast



# MEMBERSHIP 2023-2024

In 2023-24, NYWGF continued to offer benefits designed to help wineries and growers save money, operate more effectively and efficiently, diversify their business models, build industry intelligence, and expand their reach through marketing and sales campaigns designed to connect wineries directly with consumers as well as influential members of the trade and media.

See a full list of NYWGF Members in Appendix 3 on page 28.

## TIER 1 MEMBERSHIP

Benefits industry conference discounts, Cornell wine lab subsidy, grape grower marketing and sales education, discounted entry in the New York Wine Classic, access to a variety of informational webinars, and access to the new Grants and Incentives Guide.

## TIER 2 MEMBERSHIP

For those looking to expand or diversify sales or build the capacity of their business, Tier 2 membership benefits provide access to both basic and enhanced webinars, individual consulting, a 50% subsidy on Cornell’s Wine Lab services, TiPS Tasting Room training subsidies, and more.

## TIER 3 MEMBERSHIP (WINERIES ONLY)

Our highest level of membership is for wineries that want to expand their reach through marketing and sales campaigns designed to reach target markets. Previously known as the NY Drinks NY program, our Tier 3 membership benefits connect wineries directly with consumers and influential members of the trade and media.

## BUSINESS PARTNERS

For Business Partner members we provided additional opportunities to engage with wineries through our sponsorship, advertising, and educational programs. We continued our work with Business Associate member Mengel, Metzger, Barr & Co., LLP, to provide a members-only Help Desk to help members tackle the complex issues of alcohol regulations and excise taxes, tax credits, tax preparation, grant applications, business planning, and more. Our Business Partner American National Insurance provided sponsorship support as the Keynote Speaker sponsor and Business Program at B.E.V. NY.



Montezuma Winery located in the Finger Lakes  
(Photos by Rima Brindamour)





BUSINESS DEVELOPMENT

The world is changing rapidly and NYWGF supports wineries and growers statewide to adapt with the changing times and take advantage of every opportunity. The following resources were provided to the industry throughout the year.

B.E.V. NY CONFERENCE & 2024 UNITY AWARDS



In March 2024, NYWGF and Cornell University were proud to jointly present the B.E.V. NY Conference at a new venue in Canandaigua, NY. This location injected new vigor into the event, which saw industry leaders engage in two days of learning, tasting, and networking. The conference commenced with an insightful Business Keynote on The State of the Wine Industry delivered by Kathy Kelley, Ph.D., a distinguished Professor of Horticultural Marketing and Business Management at Penn State College of Agricultural Sciences. This keynote set the tone for an enriching event filled with educational sessions and industry collaboration.

A highlight of the conference was the presentation of the 2024 Unity Awards during the luncheon. NYWGF was honored to recognize the achievements of industry stalwarts, including Cameron and Maren Hosmer, owners of Hosmer Winery, who received The Jim Trezise Lifetime Achievement Award. Additionally, Cesar Baeza, President of Baeza Wine Connection, was bestowed with the Phyllis Feder Unity Award. These accolades underscore the dedication and excellence of individuals who have significantly contributed to the wine and grape industry, reinforcing the community's spirit of unity and progress.



NYWGF proudly continued its relationship with “Sponsoring Partner” American National Insurance (ANI) in 2023, underscoring the critical role of corporate allies in supporting the wine and grape industry. ANI's sponsorship was instrumental in making B.E.V. NY a resounding success. In addition, ANI's support helped NYWGF's services reach our friends in New Jersey, enabling members of the Garden State Winegrowers Association to participate in valuable business development webinars throughout the year. ANI’s support continues to help bring much needed services and resource to New York and the East Coast’s grape and wine industry.

The continued support from partners like American National Insurance and collaborations with esteemed institutions like Cornell University are vital in sustaining and advancing the industry’s growth and success.



IMPROVING BUSINESS PRACTICES WITH WINERY BENCHMARKS

In FY 2023, NYWGF provided a subsidy to thirteen (13) Tier 2 and 3 winery members to support the Farm Credit East Winery Benchmarks program. This program is a unique assessment that allows wineries to see how their business compares to industry peers. The program is designed to serve as an annual management report and business improvement process. Peers and consultants together discuss issues related to winery financial performance and strategy to better align with market goals for the future.

EDUCATIONAL WEBINARS

In 2023 NYWGF partnered with experts at Wine Folly, the WISE Academy, Farm Credit East, the New York State Dept. of Labor, My Efficient Vineyard, and Mengel, Metzger, Barr & Company, among others, as well as many other NYWGF Business Partners to provide wineries with access to courses on sales, marketing, and financial management and more.



Overall NYWGF hosted twenty-nine (29) Webinars from April 2023 through March 2024. These sessions welcomed 879 winery and grower participants during the year, with over 500 views of the recorded sessions. Popular topics included:

- Update on New Wine Grapes with Improved Cold Tolerance & Disease Resistance
- Tasting Room Sales: Lessons Learned from the NY Mystery Shopping Project
- Agrichemical Remote Sensing to Improve Sustainable Grape Disease Management
- Biochar: Observed Vineyard Impact & Practical Insights for Application
- Consumer Journey Mapping Educational Workshop (Part 1 & 2)
- Tips and Troubleshooting for Wine Screwcaps



## BRAND EXPANSION INITIATIVE

New York Wines are getting the attention they deserve. Information about our industry is frequently sought by global trade, media, and consumers wanting to learn more about the region, its history, major viticultural regions, winemaking trends, winemakers, growers, and more. To ensure brand recognition and an accurate understanding of the New York wine industry, NYWGF now provides consistently updated, high-quality education about our industry's history, facts, innovations, and future vision.

**“We are proud to play our part in supporting the efforts of those already working so diligently to expand the brand presence of New York Wines, both here in the states and throughout our international markets. The NYWGF Board of Directors is dedicated to continued investment in projects and programs like these that improve our marketing outreach every year.”**

- Wendy Wilson Oakes, Board Chair of NYWGF

In September 2023, NYWGF proudly announced the culmination of its Brand Expansion project in partnership with Born Collective. The goal of this initiative, which began in April 2022, was to create tools and resources designed to increase the recognition of the New York wine and grape industry to global trade, media, and consumer audiences.



**A bolder choice**

New York is a bolder winemaking region and a bolder wine drinking choice. A less beaten path of small wineries with the spirit to turn a cool climate into something vibrant, exciting, and adventurous.

**Bolder  
NY.**

NYWGF now provides a comprehensive 'New York Wines Marketing Toolkit' online, including a range of new regional assets, an updated Boldly, NY. logo, and all-new 'New York Wines' and 'Sustainable Winegrowing' logos. Assets and Brand Guidelines are available for download on-demand free on **[newyorkwines.org](http://newyorkwines.org)**.

The New York Wines Marketing Toolkit was created based on feedback from wineries, restaurants, retailers, and other stakeholders. The toolkit includes regional graphics and taglines for each of New York's seven major AVAs, informational flyers, a brochure, maps, posters, videos, sample advertising, and social media language that will help accurately and artfully tell the story of our community, including its commitment to sustainability.





## DOMESTIC MARKETING

NYWGF has continued to invest in expanding the brand presence and product availability of New York wines in key markets throughout FY 23-24. Our comprehensive promotions program provides wineries with important support services to ensure that they make the most of our activities and to help expand their business and marketing plans.

Marketing Activities included:

### PROVI: NEW YORK WINES ORDERING HUB

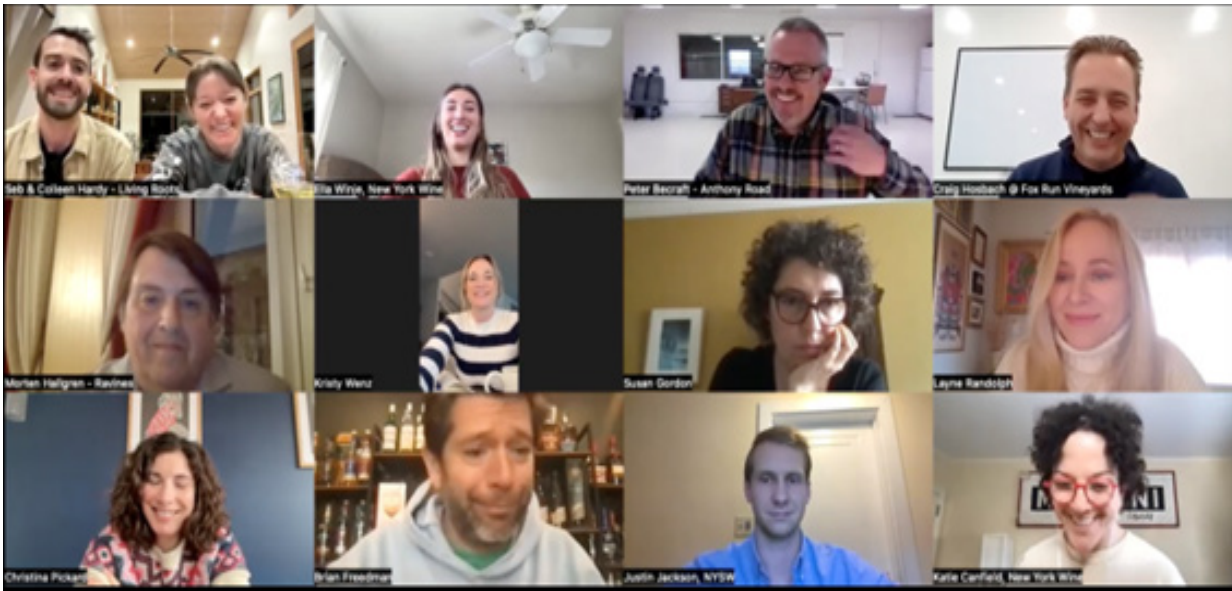
From September 20th through November 28th, 2023 NYWGF partnered with Provi (formerly SevenFifty.com) to create a regional New York Wines ordering hub on their platform. This was promoted to site visitors via biddable banner ads for the duration of the promotion.

In total, over the duration of the campaign, there were 3,507 orders placed for New York wines totaling \$417,213 in value. This is a 49% increase by value over the same period in 2022 (\$279,492).

### NEW YORK WINEMAKER SALONS

From October 2023 through March 2024, NYWGF hosted 3 Winemaker Salons for prominent U.S. media. Each session focused on an important and timely theme in the New York wine industry.

The salon was a unique opportunity for journalists to interact with New York producers in real time, via Zoom. Up to 4 New York Winemakers were invited to attend these meetings to showcase wine supporting each theme. Sample packs of wines were shipped to the 6 media attendees for each salon.



## REGIONAL DEEP DIVE VIRTUAL SERIES



NYWGF partnered with wine writer and expert Elaine Chukan Brown to host a four-part Virtual Regional Deep Dive Virtual Series. During this series, Elaine spoke with producers from across the state’s diverse wine regions, alongside other important industry players, to explore the deep roots and fresh ground

that define New York wines today. The series took place from July 26th through August 15th, 2023. Wine samples from six Tier 3 wineries were shipped to 25 trade and media to taste along with Elaine and her guests in each class. 100 trade and media VIP guests were welcomed to each of the four live sessions, with an additional 571 people viewing the recordings online.

### CORKBUZZ "NY DRINKS NY" MASTERCLASS

On March 11th, 2024 NYWGF hosted a “NY Drinks NY” Masterclass with Adrienne Cooper and Maiah Johnson Dunn at Corkbuzz restaurant in New York City. A selection of wines and menu items was carefully curated to complement each other and enhance the overall experience. Winemakers from key regions were in attendance to provide a deep background on their vineyards and winemaking process. The event saw the attendance of 14 trade professionals, making it an intimate yet impactful gathering.

**“We thought the event was well done. And I really enjoyed meeting the winemakers and tasting their wines along with the other wines poured. We are already in touch with Chris to bring some of his wines in and hopefully have him lead a tasting class here in Harlem.”**

- Daneen Steele, Harlem Wine Gallery





VIRTUAL VINEYARD TOUR WITH TRADE & MEDIA

On March 19th and 26th, 2024, wine writer and expert Christina Pickard hosted two Virtual Vineyard Tours with 8 trade and media personnel. Over the course of 2 days, Christina moderated tours through 6 wineries recreating an in-person feel as if attendees were at the winery speaking with the winemaker/principal of each featured winery. The goal of the various elements of the tour was to provide first-hand experience of the unique stories, terroir, and location of each winery/vineyard presented.

FINGER LAKES IN-BOUND MEDIA TOUR

NYWGF hosted top journalists Jim Clarke (New York Times, Fortune, World of Fine Wine, SevenFifty Daily/Beverage Media, Bloomberg) and Shana Clarke (Fortune, NPR, Conde Nast Traveler, Wine Enthusiast, SevenFifty Daily) for a tour of Finger Lakes wineries alongside Finger Lakes wine region expert Bob Madill. The four-day tour consisted of visits with 23 different wineries and included tours and tastings at individual wineries, winemaker lunches and dinners, and other activities that immersed them in the Finger Lakes wine country.

**“A few producers were sufficiently insightful and generous to pour older wines. These became benchmarks and a very valuable reference point for the credibility of the region. We also tasted a few barrel and tank samples for the new 2023 vintage that were also very useful as references. Overall, Riesling, Cab Franc and sparkling wines provided the baseline for the visit. The big reveal for Jim and Shana was the very significant progress that Cab Franc had made since their last time in the FLX in 2018.”**

– Bob Madill, NYWGF Promotions Committee Chair



AMERICAN WINE SOCIETY CONFERENCE

In November 2023, NYWGF showcased an impressive selection of 16 New York wines to an audience of over 600 wine enthusiasts at the American Wine Society (AWS) Conference in St. Louis, Missouri. This event highlighted the diverse and high-quality offerings from the Finger Lakes and other New York wine regions. The showcase was designed not only to introduce these wines to a broader audience but also to educate attendees about the unique characteristics and craftsmanship behind each bottle.

The event was led by the renowned wine writer and educator, Deborah Parker Wong, whose expertise and passion for New York wine added a layer of sophistication and insight to the proceedings.

CRUSH CONSUMER WINE EXPERIENCES

Crush Wine XP, an experienced wine education organization based in New York City, was contracted to lead three 45-minute Zoom sessions, each with 4 different winemakers.

These sessions were held from November 2023 through February 2024 and, as of March 2024, had reached a total of 140 “live” attendees and continue to garner additional views through the on-demand video channel promoted by Crush Wine XP and NYWGF to their consumer audiences.



RAFELE RISTORANTE NYC WINEMAKER DINNER



The Winemaker Dinner on March 27th, 2024 was an unforgettable evening for wine enthusiasts, hosted at Rafele Ristorante in NYC by Crush Wine Experiences and NYWGF. This exclusive event featured esteemed wineries Hermann J. Wiemer Vineyard & Winery, Lamoreaux Landing Wine Cellars, and Stoutridge Vineyard. Attendees had the opportunity to indulge in 10 carefully selected wines paired with 4 exquisite food courses, creating a sophisticated culinary experience.

The sold-out event included 40 guests, reaching the venue's full capacity, ensuring an intimate yet vibrant atmosphere for the evening.



NEW YORK WINE REFERENCE GUIDE - SEMINAR SERIES

Building on the success of the updated *New York Wine Reference Guide* and in an effort to widely disseminate the important information inside, NYWGF unveiled a comprehensive wine education seminar series to bring that guide to life for wineries, trade, and media. Launched in Spring 2023, attendees joined writer and educator Dan Belmont as he led a nine-part series designed to help them build essential knowledge about the history, styles, varietals, and exciting innovations of New York wine. The nine videos have already garnered more than 1,900 video views.



NEW YORK WINE CLASSIC

In 2023, NYWGF continued their partnership with the Beverage Testing Institute (BTI) to score entries for the New York Wine Classic which focuses solely on New York wines. Top awards are highly respected by the trade and are often added to winery advertising. Winners have access to point-of-sale materials including digital medals, bottle stickers, bottle neckers, shelf talkers, and case cards.

CONTENT DEVELOPMENT

To help build the narrative and amplify the unique perspectives of New York's winemakers and grape growers, the NYWGF continued with the commission of editorial content to be published on [newyorkwines.org](https://newyorkwines.org).

- [New York Wineries Find Success Embracing Consumers Desire to Fit Wine Into A Healthy Lifestyle](#)
- [How New York Wineries Stoke Bottom Lines By Building Relationships](#)
- [How New York Wine Is Popping Up on Menus in Japan, the U.K., and Denmark](#)
- [New York's Wine Country in the Winter Has Something for Everyone](#)
- [The Sun That Nurtures New York's Grapes Now Powers Many New York Wineries](#)
- [The Continuing Work of Reducing the Need for Chemicals in New York's Vineyards](#)
- [How Wine Clubs Help Producers Boost Their Bottom Line and Build Community](#)
- [New York May Have a New Vineyard Sustainability Certification But Sustainable Efforts Are Nothing New in the State's Vineyards](#)

VINEYARD SURVEY

NYWGF proudly unveiled its highly anticipated Statewide Vineyard Survey in February 2024. In collaboration with Agency 29, Ag Access, and Deep Planet, NYWGF will help chart a new course for the state's wine and grape industry.

For the first time since 2011, NYWGF is undertaking a comprehensive data collection effort, focusing on serving growers better by providing essential benchmark figures. The Vineyard Survey, spanning 2024 and 2025, will be the cornerstone for accurate and consistent documentation of New York State's grape acreage and varietals.

Supported by grant funding from the Genesee Valley Regional Market Authority and the New York State Department of Agriculture and Markets, the collected grape production data will offer benchmark figures crucial for comparing New York wine-growing regions, both within the state and internationally.

At the survey's conclusion, NYWGF plans to release an annual vineyard survey report, driving better decision-making about scientific and economic investments in the industry for years to come.

"We are pleased to announce this historic collaborative effort designed to accurately document New York State's grape acreage. Each of our partners brings unmatched expertise in different areas, and we are confident that will result in an invaluable report for our community. It is critical to the industry's continued strategic growth that stakeholders have this data to inform planting, investment, research, and marketing decisions. We are proud to champion this process for all New York growers."

- Sam Filler, Executive Director of NYWGF





INTERNATIONAL MARKETING

For over 30 years, NYWGF has directed an international marketing initiative to support New York Wine sales and brand recognition abroad. This program is funded annually by the USDA’s Market Access Program (MAP) and Target Markets are identified by an Industry Advisory Group. In 2023, NYWGF’s Export Program tracked a record \$796,824 in sales from 20 participating wineries. That’s up from \$57,115 in 2020, an increase of 1,295% in three years.

Marketing activities supported by the Export Program include New York Wine Seminars, Tradeshows, Advertising, and Trade Missions. In 2023, New York winemakers and marketing representatives visited key international markets to conduct wine education events, meet with trade buyers and media, and explore the current market environment. Trade Missions have regularly proven to be one of the most successful marketing activities for New York wines, effectively bringing together qualified buyers and winemakers to establish strong personal and professional connections.

The Export Program’s activities are exciting and robust! We encourage all who are interested in this program to visit [newyorkwines.org/industry/new-york-wines-export-program](https://newyorkwines.org/industry/new-york-wines-export-program) to view our monthly newsletters. There, you can keep up to date on all our efforts to promote New York wines abroad.



“Lots of diversity in plantings to be explored! Nice community, lots of camaraderie ... reflects nicely on what we like most about many European producers.”

- Ben Phillips, Retail Sales Manager, Propeller Wine, UK

“We have been a member of the NYWGF for many years now and participate in all levels of the Export Program. For a winery as small as we are, we spend an outsized amount of our budget on NYWGF membership, because it is worth every penny of it. Through NYWGF, we have been able to find distribution in a number of markets. We shipped our first palates to China, currently have wines in transit to South Korea, and have (fingers crossed) found a partner in the UK. It’s also helped us strengthen our previous markets in Quebec and Japan, and I hope, will soon lead to finding distribution in Vietnam.”

- Christopher P. Bates, Master Sommelier | Element Winery, IOE, Colloquial Wines



“I’m very happy. These wines are fresh, clean, lowish abv. Will these work in UK restaurants? YES, I think they will.”

- James Hocking, MD, James Hocking Wines



# NEW YORK SUSTAINABLE WINEGROWING

Around the world there is a growing movement demanding transparent and responsibly produced products that are good for society and the environment. Wine is at the forefront of this growing demand given its luxury status and story-driven marketing. Currently, sustainably produced wines are able to claim an elite status in the wine industry with producers seen as going above and beyond for the sake of their employees and the land. But younger generations no longer see sustainability as a badge of honor; rather it is expected of all companies that want their patronage. While New York is no stranger to sustainable wine production, credible communication with consumers has been lacking. The New York Sustainable Winegrowing certification launched in 2022 fills this gap and is imperative if the state wishes to continue and grow as a world-renowned wine region.

The mission of the [New York Sustainable Winegrowing program](#) is to advance the environmental, social, and economic sustainability of New York’s wine and grape industry through regionally defined sustainability standards, third-party certification, grower education, and stakeholder engagement. The vision of the program is to elevate New York State as a world class wine and grape region that protects the environment, conserves natural resources, and improves the lives of our stakeholders.

In May 2023, the program announced its first round of certified vineyards. Forty-nine vineyards throughout all of New York’s AVAs underwent inspection by independent auditors and were found to meet the standards of VineBalance 2023, a workbook outlining sustainable viticulture practices in New Yorks cool climate. Certified vineyards received sustainably branded signs and access to the programs’ Trustmark along with a suite of marketing materials including fact sheets, posters, and social media templates.

Grapes grown in these certified vineyards from 2023 onward may be turned into wine, and any wine made from at least 85% of these grapes is able to bear the Trustmark on their bottle. The



Trustmark provides wineries with a way to credibly communicate the sustainable efforts of their vineyards and grape growers. The first wines bearing the Trustmark are on shelves now.

The New York Sustainable Winegrowing certification is based on science-backed best practices verified by independent third-party certification providing a reliable indication of responsible production. However, without public awareness of what the Trustmark represents, consumers will not be able to use it as a tool to guide their purchases. In September of 2023, the NYWGF received a Value-Added Producers Grant from the USDA for \$47,500 for the marketing of sustainable New York wine. Planned activities include media tours, tastings, informational webinars and resources for producers including marketing and tasting room training.

To kick start marketing, the NYWGF partnered with the Porto Protocol to host two in person tasting events and two online panels as part of New York Climate week. These events highlighted the unique challenges of wine production in the state, strategies local viticulturalist use to overcome them, and the collaboration of vineyards throughout the world in creating a responsible wine industry.

In October of 2023 VineBalance 2024 was released and signups for certification opened for the 2024 growing season with 20 new vineyards completing the workbook and undergoing in person audits. The forty-nine vineyards certified in 2023 updated their Vinebalnce workbook and action plans to reflect changes in their viticultural practices and submitted an annul report maintaining their certification in 2024.

Participation in New York Sustainable Winegrowing will help to measure the New York grape industry’s contribution to conserving New York State’s natural environment. Documenting these practices through VineBalance will position grape growers as key contributors to the goals of the landmark 2019 NYS Climate Leadership and Community Protection Act (CLCPA). The establishment of a statewide sustainable vineyard certification program will elevate the ability of New York vineyards to be a proactive force in tackling climate change, and supporting rural economies.



Richard Olsen-Harbich, Bedell Cellars, recipient of the 2024 Sustainability Award (Photo Provided)



RESEARCH PROGRAM

Since its creation in 1985, NYWGF has sponsored an ambitious and comprehensive program in close coordination with the wine & grape industry and academia. As with the promotion program, private sector funding is used to leverage the state funds. NYWGF’s annual research budget is normally between \$350,000-\$600,000 to support many projects, mostly conducted by Cornell University’s New York State Agricultural Experiment Station in Geneva, NY and the Cornell Lake Erie Research and Extension Lab in Portland, NY.

The private sector funds come from various organizations, businesses, and individuals to support all research related projects, but focused on the two main areas of research: viticulture and enology.

The NYWGF’s Board Research subcommittee oversees the solicitation of research proposals based on industry generated priority themes. They meet with the researchers at a reporting session held each February where they can ask questions about current projects and research proposals for the next fiscal year. The committee meets in March and reviews all proposals and makes a recommendation to the NYWGF Board for final allocations to individual projects.

The projects funded in Fiscal Year 2023-2024 are listed later in this report.

RESEARCH PROJECTS AWARDED 2023-2024

Researcher	Viticulture Topics	Project Cost
Acevedo	Effect of spotted lanternfly feeding on grapevine mineral uptake and hormone responses	\$22,894
Fuchs	Driving rogueing to manage viruses in diseased vineyards	\$39,488
Gerling	Veraison to Harvest Newsletter and Fruit Sampling 2023	\$26,464
Gold	Plant protection sensing to improve sustainable grape disease mgmt	\$36,284
Hed	Evaluation of fungicide efficacy, spray intervals/timing & crop load on powdery mildew leaf disease development on Concord grape	\$14,634
Hed	Side by side evaluation of clones and hybrids of Vitis Vinifera "Riesling" in the Lake Erie Region of PA	\$15,237
Loeb	Understanding late-season damage from grape berry moth	\$13,060
Loeb	Distribution of Tree of Heaven & Assessing Risks for SLF Establishment in NY Vineyards	\$24,456
Londo	Cold hardiness monitoring and microclimate optimization of grapevines in NY 23-24	\$39,744
Russo	Increasing the reliability and scope of NEWA weather & pest model information	\$54,996
Scott	Use of a high throughput assay to detect insecticide resistance in Drosophia melangogaster	\$57,361
Sosnoski	Evaluating vision-guided spray technology for selective sucker control in grapes	\$13,649
Tako	Upcycling grape pomace as dietary alternative to antibiotic growth promoters in brioler production	\$59,557
Vanden Heuvel	Determining bud mortality via thermal imaging to guide pruning practices (yr 4)	\$22,040
Wise	Novel methods to reduce late season cluster rot in vinifera vineyards	\$9,586
Wise	Evaluation of Hybrid Winegrape Varieties on Long Island	\$10,000

Subtotal Viticulture Projects \$459,450

Researcher	Enology Topics	Project Cost
Sacks	Expanding the range of rapid analysis approaches to semi-polar volatiles & non-volatile precursors in grapes	\$115,126

Subtotal Enology Projects \$115,126

Researcher	Business Topics	Project Cost
Gardner	Teaching consumers to love ny native/hybrid grape wines-dvlp educ and comm strategy	\$9,830

Subtotal Business Projects \$9,830

Total Awarded Research \$584,406



Katie Gold, recipient of the 2024 Research Award  
(Photo provided)



ORGANIZATIONAL STRUCTURE

BOARD OF DIRECTORS

- Wendy Oakes**, *Chair*  
Leonard Oakes Estate Winery
- Mike Colizzi**, *Vice Chair*  
Kashong Glen Vineyards
- Katie Roller**, *Secretary*  
Opici Upstate & Metro NY
- Philip Gelsomino**, *Treasurer*  
Gelsomino & Co. CPA
- Kwaw Amos**  
Gotham Winery
- Mark Amidon**  
National Grape Cooperative Association
- Michael Brooks**  
Bed-Vyne Wine & Spirits
- Oskar Bynke**  
Hermann J Wiemer Vineyard
- Matt Doyle**  
Doyle Vineyard Management
- Stefan Fleming**  
Empire State Development
- Nicole Leblond**  
Department of Agriculture & Markets
- Bob Madill**  
RJM Consulting
- Anna Katherine Mansfield**  
Cornell AgriTech
- Charlie Marshall**  
The Marshall
- Mike Nozzolio**  
Harris Beach
- Ami Opisso**  
Lieb Cellars
- Linda Purdy**  
Pendleton Farms

- Max Rohn**  
Wölffer Estate
- Matt Schraeder**  
E. & J. Gallo Winery
- Julie Suarez**  
Cornell University
- Leah Van Scott**  
Greater Rochester Enterprise
- Jeniffer Taylor**  
Bully Hill Vineyards
- Lauren Williams**  
Department of Agriculture & Markets
- STAFF

**Sam Filler**, *Executive Director*

**Dana Alexander**, *Director of Operations*

**Jennifer Cooper**, *Membership & Events Manager*

**Meg Hopkins**, *Communications Manager*

**Kim Hughes**, *Director of Finance*

**Justin Jackson**, *Sustainability Manager*

**Valerie Venezia-Ross**, *Director of Programs and Marketing*
- Programs:** Promotion, Research
- Products:** Grape Juice, Wine, Table Grapes
- Regions:** Chautauqua/Lake Erie, Niagara Escarpment, Finger Lakes, Hudson Valley, Upper Hudson Valley, Champlain Valley of New York, Long Island, Other

CONSULTANTS AND OUTSIDE CONTRACTS

The following consultants, institutions or organizations received monies from NYWGF during FY 23-24. The listing includes a brief description of the projects and the amounts committed during the fiscal year.

Consultant/Service Provider (Project)	Commitment
Advance Local Events (Contract for planning svc for BEVNY2024)	\$20,000
Agency 29 (Contract for vineyard survey)	\$34,561
A & M Consulting and Communications Inc. (FAS Market Access Program/ATP LCBO program consultant)	\$64,172
Asahi Agency (FAS Market Access Program; export program consultant)	\$39,573
B Cause Marketing Inc./Born Collective (Contract for Global messaging and Sustainability marketing plans)	\$81,300
Dan Belmont (Contract for NY wine guide update)	\$21,263
Bottle books (Contract for Global Trade Directory)	\$6,565
Bryant Christie Inc. (FAS Market Access Program; export program management consultant)	\$71,425
Cornell University & Cooperative Extension offices statewide (Contracts for Viticulture & Enology research projects and Wine Lab)	\$669,193
Lindsay Dean (Contract to design award plaques)	\$1,125
Deep Planet (Contract for vineyard survey)	\$12,400
DTC Wine/Sandra Hess (Contract for webinar host svc)	\$1,250
Farm Credit East (Contract for grants guide and winery benchmark svc)	\$7,450
Finger Lakes Economic Development Council (Contract for NYWGF office space)	\$19,620
FLX International LLC (FAS Market Access Program; export program consultant)	\$33,750
Gregory Gardner (Contract for Marketing Research project)	\$3,000



Consultant/Service Provider (Project)	Commitment
Lawrence Francis (Contract for services to create grower podcast service)	\$8,964
HROne (Contract for HR services, mandatory trainings, payroll svc)	\$3,361
Heveron & Company CPAs (Contract for annual audit services)	\$11,400
Megan Johnston (Contract for professional development svc for staff)	\$4,340
Ketchin Sales & Marketing (ATP program consultant for Canada)	\$3,007
Tim Martinson (Contract for Sustainability farm inspection services)	\$7,000
Nixon Peabody (Contract for legal services)	\$18,739
O'Donnell Lane (Contract for consultant svc for domestic program and events)	\$110,500
Pennsylvania State University (Contract for Viticulture research projects)	\$37,176
R&R Teamwork/Think Drink Global (FAS Market Access Program consultant)	\$107,691
Robin Shreeves (Contract for content creation services)	\$2,400
Sawtooth Vineyard Mgmt & Consulting/Chris King (Contract for Sustainability farm inspection services)	\$5,500
SCT Computers (Contract for monthly maintenance, managed services etc.)	\$1,967
Stericycle (Contract for onsite shredding of expired sensitive documents)	\$870
US Export Consultants (Contract for event planning at Vinexpo Paris)	\$2,031
Kathleen Wilcox LLC (Contract for content creation services)	\$2,600
Wine Folly (Contract for NY regional guide)	\$30,000
Wise Academy (Contract for capacity building webinar svc)	\$8,905
<b>Total Consultants and Outside Contracts</b>	<b>\$ 1,408,229</b>





NYWGF MEMBERS 2023-2024

GRAPE GROWERS

Amberg Grapevines	Michael Mullins
Anthony Pagano, Jr.	Naeser Vineyards
Apple Barrel Orchards	Old State Vineyards
Bedient Farms	Olde Chautauqua Farms
Bruce Henderson Farms	Orton Farms
C & D Wager	ParaDeys Vineyards
Cato Vineyards	Pendleton Farms
Clearview Farms	Rockhouse Vineyards
Cornell University Horticulture	Sawmill Creek Vineyards Inc.
Darcy Boys Winegrowers	Sawtooth Vineyard Mgmt & Consulting
Double A Vineyards	Shale Creek Vineyards
Doyle Vineyard Management	Simmons Vineyards
Edward C. Dalrymple Farm	Sunrise Hill Vineyards
Erdle Farm	Travis Hill Farm and Vineyard
George Disbrow	Trebor Vineyards
Hillbilly Farm Winery	Tuller Vinifera Vineyards
JM Joy Farms, LLC	Turan Vineyards
Joyful Vineyards	Two Gorges Vineyards
Kashong Glen Vineyards	Valcour Vineyards
Knight Vineyards	VanDette Farms
Lake Road Vineyards	Vinehaven Vineyards
Lakewood Farms	Virgil Road Vineyard
McCullough Vineyard Inc.	

WINERIES

A Gust of Sun	Bet the Farm Inc.
Adirondack Winery	Better Daze Winery
Airy Acres Vineyard	Billsboro Winery
Anthony Road Wine Company	Black Diamond Farm & Cider
Anyela's Vineyards	Boundary Breaks
Applewood Winery	Bregg Winery Inc
Arbor Hill Grapery & Winery	Bright Leaf Winery
Atwater Vineyards	Brotherhood, America's Oldest Winery
Barnstormer Winery	Bully Hill Vineyards, Inc.
Barrington Cellars	Buttonwood Grove Winery
Belhurst Estate Winery	Casa Larga Vineyards
Benmarl Winery	Channing Daughters Winery

WINERIES (CON'T)

Chateau LaFayette Reneau	Liberty Vineyards & Winery
CJS Vineyards	Lieb Cellars
Clover Pond Vineyard	Living Roots Wine & Company
Colloca Estate Winery	Lucas Vineyards
Damiani Wine Cellars	Macari Vineyards
Dr. Konstantin Frank Winery	Mazza Chautauqua Cellars
E. & J. Gallo Winery	McCall Wines
Element Winery	Meadowdale Winery
Fjord Vineyards	Middleburgh Winery
FLCC Viticulture & Wine Technology Corp	Milea Estate Vineyard
Forge Cellars	Millbrook Vineyards & Winery
Four Maples Vineyard & Winery	Montezuma Winery
Fox Run Vineyards	N Kendall Wines
Frontenac Point Vineyard & Estate Winery	Neverstill Wines
Fulkerson Winery	New Vines
Glenora Wine Cellars	Northern Cross Vineyard
Gotham Winery	Nostrano Vineyards
Grace Tyler Estate Winery	Old Tavern Farm Winery
Grindstone Island Winery	Osmote Wine
Hazlitt 1852 Vineyards	Pail Shop Vineyards
Heart & Hands Wine Company	Palmer Vineyards
Helderberg Meadworks	Paumanok Vineyards
Hermann J. Wiemer Vineyard	Pellegrini Vineyards
Heron Hill Winery	Pindar Vineyards
Hillick & Hobbs Estate	Pleasant Valley Wine Company
Hosmer Winery	Point of the Bluff Vineyard
Hudson Valley Cider/Rose Hill Farm	Prejean Winery
Hunt Country Vineyards	Quartz Rock Vineyard
Inspire Moore Winery & Vineyard	Ravines Wine Cellars
JD Wine Cellars	Red Hook Winery
Johnson Estate Winery	Red Newt Cellars
Kelloggsville Farm Winery	RGNY
Keuka Lake Vineyards	Robibero Family Vineyards
Keuka Spring Vineyards	Rolling Hills Estate Winery
Knapp Winery	Ryan William Vineyard & Winery
Lakeland Winery	Sannino Bella Vita Vineyard
Lakewood Vineyards	Schulze Vineyards and Winery
Lamoreaux Landing Wine Cellars	Schwenk Wine Cellars
Lenz Winery	Shalestone Vineyards
Leonard Oakes Estate Winery	Shaw Vineyard



NYWGF MEMBERS 2023-2024 (CON'T)

WINERIES (CON'T)

Sheldrake Point Winery  
Silver Thread Vineyard  
Six Eighty Cellars  
Sparkling Pointe  
Steвер Hill Vineyards  
Stoutridge Vineyard  
Suhru Wines  
Tabora Farm & Winery  
Ten Thousand Vines  
The Winery at Marjim Manor  
Thirsty Owl Wine Company  
Thorpe Vineyard  
Three Brothers Wineries & Estates  
Toast Winery  
Treleaven Wines  
Trestle 31

Usonia Wine  
Valkyrie Crafted Libations  
Ventosa Vineyards  
Victory View Vineyard  
Vineyard View Winery  
Vizcarra Vineyards  
Wagner Vineyards  
Weis Vineyards  
White Hill Vineyard  
Whitecliff Vineyard & Winery  
Wild Arc Farm  
Willow Creek Winery  
Wine U Design  
Wölffer Estate Vineyard  
Young Sommer Winery  
Zugibe Vineyards

BUSINESS PARTNERS

Advance Media  
AEB  
Agency 29  
American National & Farm Family Insurance  
Arryved Point of Sale  
AssuredPartners  
BASF  
BioWorks  
Bison Bag Co.  
Bond, Schoeneck & King PLLC  
Camp Good Days Finger Lakes Int'l Wine  
Competition  
Century Enrollment and Benefit Services LLC  
Conversational Traveler LLC  
Cornell AgriTech  
Crafting A Brand  
Cultivate FLX

Economy Products & Solutions  
Ekos  
Experience! The Finger Lakes  
Farm Credit East  
FLX International LLC  
Four Points Inc.  
GR8PE by Stil-Bène  
Greenspoon Marder  
Growers Co-op  
Helena Agri-Enterprises LLC  
HR One  
Hudson Valley Wine Magazine  
Imbibe Solutions  
InnoVint, Inc.  
Interpreting Wine  
Jenifer Vogt  
Know Your Roots LLC

BUSINESS PARTNERS (CON'T)

Lyons National Bank  
Mainfreight Inc.  
New York Kitchen  
New York State Pollution Prevention Institute  
New York State Tourism Industry Association  
Niagara Label  
Northeastern Resources LLC  
Nutrien Ag Solutions  
Rising Tide Global  
Saratoga Associates  
Somm Says  
Stork Insurance Agency

Sun Farmer's Group, LLC.  
This Is Cooperstown  
TLF Graphics  
Traphagen Law PLLC  
True Eats  
Van Alstine/Macaran  
Veraqua  
Vinroom  
Waterloo Container Co.  
Wine and Beer Supply  
WISE Academy  
Works Design Group



Hosmer Winery  
(Photo by Rima Brindamour)



# PRESS MENTIONS

The New York Wines, *Online!* Tasting events and ongoing press pitches throughout the year helped generate several articles and coverage from various media outlets.

- 1. April 4: [Meet Aravelle, a New Riesling Hybrid 42 Years in the Making](#), Christina Pickard, Wine Enthusiast.
- 2. April 7: [Highlights of the B.E.V NY Conference](#), Tim Martinson, Wine Business Monthly.
- 3. April 22: [10 New York State Wines to Drink Now](#), Eric Asimov, The New York Times.
- 4. April 25: [Buy this Booze: The 30 Best Chardonnays for 2023](#), VinePair Staff, VinePair.
- 5. April 27: [4 New York Pinot Noir Producers You Should Know](#), Nelson Gerena, The Vintner Project.
- 6. April Edition: [Around Town – New York Wines Paired with Barbeque](#), Marlana Blitz, Beverage Media.
- 7. May 2: [Should I Pick My Rosé Based on Color or Grape Variety?](#), Hannah Staab, VinePair.
- 8. May 4: [8 Charming Finger Lakes Rieslings for \\$35 or Less](#), Larry Rubin, Wine Spectator.
- 9. May 10: [Elaine Chukan Brown: A return to hybrids](#), Elaine Chukan Brown, Decanter.
- 10. May 22: [10 American Wine Regions That Deserve More Recognition](#), Hannah Staab, VinePair.
- 11. May 23: [Unprecedented frost hits New York’s Finger Lakes wine region](#), Maiah Johnson Dunn, Decanter.
- 12. May 24: [The 30 Best Rosé Wines of 2023](#), VinePair Staff, VinePair.
- 13. May 29: [New York State’s Pinot Noir potential and 18 wines to try](#), Maiah Johnson Dunn, Decanter.
- 14. June 5: [Kelby James Russell launches winery in New York’s Finger Lakes region](#), Martin Green, Decanter.
- 15. June 7: [The 20 Best Sparkling Rosés for 2023](#), Vinepair.
- 16. June 30: [Move Over Napa: It’s All About Finger Lakes Wine Vacations](#), Michele Robson, Forbes.
- 17. July 6: [New York State of wine: 10 bottles that prove this region is on the rise](#), Carmelo Giardina, Vine Routes.
- 18. July 6: [The 30 Best Sauvignon Blancs for 2023](#), VinePair staff, VinePair.

- 19. July 18: [Governor Hochul Announces Historic Agreement to Export New York State Wines to Puerto Rico](#), Chris Boyle, LongIsland.com.
- 20. August 2: [Wine 101: America: The Finger Lakes](#), Keith Beavers, VinePair podcast.
- 21. August 3: [This crisp \\$17 rosé wine brims with aromas of berries and herbs](#), Dave McIntyre, The Washington Post.
- 22. August 4: [The Best Long Island Wineries to Visit Right Now](#), Christina Pickard, Wine Enthusiast.
- 23. August 7: [Long Island Celebrates 50 Years of Winemaking](#), Maiah Johnson Dunn, Decanter.
- 24. August 13: [Long Island Wineries Work to Bolster Awareness and Reputation](#), John Mariani, Forbes.
- 25. September 13: [The 24 Best Merlots for 2023](#), VinePair Staff, VinePair.
- 26. September 25: [New York Wine & Grape Foundation Unveils New Logos, Resources to Promote State’s Unique Wine Regions and Commitment to Sustainable Winegrowing](#), Wine Business Monthly DNE.
- 27. October 6: [The Hybrid \(Re\) Revolution](#), Christina Pickard, Wine Enthusiast.
- 28. October 18: [The 10 Best Rieslings for 2023](#), VinePair Staff, VinePair.
- 29. October 19: [The Top-Rated Wines from New York’s Finger Lakes AVA](#), Kevin San Jose, Wine Enthusiast.
- 30. November 15: [The 50 Best Wines of 2023](#), VinePair.
- 31. November 17: [For Thanksgiving, 20 Wines Under \\$20](#), Eric Asimov, New York Times.
- 32. November 20: [Thanksgiving wine pairings and 15 American wines to try](#), Brianne Cohen, Decanter.
- 33. November 30: [US Ramps Up Wine Exports](#), Kathleen Wilcox, Wine Searcher.
- 34. December Issue: [Wine Spectator The Top 100 – The Most Exciting Wines of 2023](#).
- 35. December 1: [How to Pair Wines with Party Snacks](#), Food & Wine.
- 36. December 4: [In New York State, Sparkling Wine May Be the Future](#), Wine Enthusiast.
- 37. December 7: [Top 100 Cellar Selections 2023](#), Wine Enthusiast.
- 38. December 13: [Top 100 Wines of the USA 2023](#), James Suckling.
- 39. December Issue: [Wine Spectator The Top 100 – The Most Exciting Wines of 2023](#).
- 40. January 1, 2024: [The 15 Best Non-Alcoholic Wines, According to Customer Reviews](#), Wine Enthusiast.



41. January 15, 2024: [15 Winemakers to Watch in 2024](#), VinePair, Hannah Staab.

42. January 15, 2024: [Introducing Hot Brands 2023: Weis Vineyards](#), Wine Business Monthly.

43. January 16, 2024: [The 30 Best White Wines for 2024](#), VinePair, Keith Beavers.

44. January 30, 2024: [The 15 Best Sweet Wines for 2024](#), VinePair, Keith Beavers.

45. February 5: [Valentine’s Day Gift Guide 2024: Chardonnay is the Color of Love](#), Forbes, Noël Burgess.

46. February 12: [Valentine’s Day Gift Guide 2024: Last-Minute U.S. Sparkling Wines](#), Forbes.

47. February 12: [White Hybrids](#), Matthew’s World of Wine and Drink, Matthew Gaughan.

48. February 14: [6 of the Best U.S. Syrahs From the East Coast](#), Edward Deitch, VinePair.

49. February 27: [The 26 Best Red Blends for 2024](#), Keith Beavers, VinePair.

50. March 7: [We Asked 20 Sommeliers: What’s the Most Underrated Wine? \(2024\)](#), Ashlie Hughes, VinePair.

51. March 13: [A World—New and Old—Of Riesling](#), Forbes, Lana Bortolot.

52. March 18: [The World’s Top 10 Wine Destinations for 2024](#), Hannah Staab, VinePair.

53. March 20: [The 30 Best Sauvignon Blancs for 2024](#), Hannah Staab, VinePair.

54. Wine Enthusiast April 2024 Issue: [Variety as the Spice of Life](#), Ava Dossier, Wine Enthusiast.





# Boldly, NY.

**[newyorkwines.org](http://newyorkwines.org)**

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