

Seminars, Trade Show, Networking...

Viticulture 2010 Brings Grape and Wine Community Together

Grape growing, wine making, wine marketing, and hot button issues will be presented during three days of seminars at Viticulture 2010 on February 17-19 at the Rochester Riverside Convention Center. The conference will also feature a major trade show for the grape and wine industry, and unique networking opportunities among colleagues from dozens of states and foreign countries, with over 1,000 people expected to attend.

The three-day program is sponsored and organized by the New York Wine & Grape Foundation in conjunction with Cornell Cooperative Extension and a broad-based industry committee. Full participation for all three days is only \$250 (early registration, before January 22), and rooms at the adjoining Hyatt Regency Hotel are only \$99 per night (single or double). Other registration options with different prices are also available, including discounted Student rates and One Day passes. A complete agenda, along with information on registration and accommodations, is available at www.viticulture2010.org. Any questions or comments may be directed to Jennifer Cooper at the Foundation (585-394-3620, ext. 206, jennifercooper@nywgf.org).

WINE AND GRAPE JUICE MARKETING

The kickoff plenary session on Wednesday morning, titled “**The Big Picture—Past, present and future**”, will describe trends in the global grape, juice and wine markets, and what they mean to local growers and wineries. Specific topics include the economic impact of the New York grape and grape products industries; key consumer trends affecting the American wine industry; and perspectives from the world’s largest wine company and grape juice producer. Speakers include:

- John Gillespie, President, Wine Market Council
- Danny Brager, The Nielsen Company
- Jay Wright, Constellation Wines
- Brent Roggie, National Grape Cooperative

The marketing focus will continue in the afternoon by zeroing in on the “Millennial” generation, and ways to reach them through social media and other means. After their general overview of wine market trends in the morning session, John Gillespie and Danny Brager will zero in on this generation in terms of demographics and wine consumption trends, joined by Millennial Andrew Erdle, a Creative Consultant in New York City, on what Millennials want and how to give it to them. (**Marketing to Millennials**)

Later in the afternoon, Andrew Erdle will elaborate on that in a hands-on session (**Web 2.0—Marketing with New Web Technologies**) involving the new “Social Media” like Facebook and Twitter, in conjunction with Donniella Winchell of the Ohio Wine Producers with some winery-specific examples of innovative social media marketing.

“**Regional and Varietal Branding**”, another breakout session, will feature Mark Chandler, President of the Lodi-Woodbridge Winegrape Commission which has done an extraordinary job of transforming an

unknown or disrespected winegrowing region into a respected and popular appellation through programs funded by industry assessments and cooperation. That session will also include brief presentations by representatives from New York's "regional branding" groups on the activities they have undertaken to "brand" their respective regions—Long Island, Hudson Valley, Finger Lakes, Niagara Escarpment, Lake Erie.

"Marketing New York Wines in New York City", one of the toughest challenges the industry has faced, will highlight the highly successful "guerilla marketing" campaign in greenmarkets organized by Rory Callahan of Wine & Food Associates with underwriting by the New York Wine & Grape Foundation—a great example of how to take advantage of today's "locavore/locapour" trend in the world's most competitive wine market.

"The World of Riesling", a second plenary session on opening day, includes presentations on market research about trade and consumer attitudes toward Riesling by John Gillespie, along with presentations by wine journalist Dan Berger (father of the International Riesling Foundation's "Riesling Taste Profile") and Dominik Sona of Weingut Dr. Loosen in Germany on the "terroir" of Rieslings from around the world. That presentation will be followed immediately by the **"Riesling Reverie Lunch"** with prime examples of great Rieslings from around the world accompanied by a luncheon specifically built around them.

"Concord Country" shifts the emphasis to the marketing of grape juice, which accounts for about two-thirds of New York State's total grape acreage and production, primarily in the far western Lake Erie/Chautauqua region of the state southwest of Buffalo. This session includes a presentation on a marketing program on the health benefits of Concord grape juice, combined with the latest in scientific and medical studies confirming those benefits.

HOT TOPICS

Viticulture 2010 will also include several seminars on key issues in various arenas, including:

"Climate Change: Its Impact on Grape Growing and Winemaking" will feature experts Dr. Greg Jones from Southern Oregon University and Dominik Sona from Weingut Dr. Loosen in Germany discussing how climate change is affecting wine regions around the world, how some growers and winemakers are already adapting their practices in response, and the outlook in the northeastern United States and Canada.

"Sustainable Viticulture in New York: What's Next?" is a vital topic, given the demands of huge retailers like WalMart increasingly insisting on products created with sustainable practices, and the emphasize on "green" in the wine industry. The VineBalance program and New York Guide to sustainable Viticulture have provided growers with tools for implementing and evaluating sustainable practices. The panel of experts includes a unique mix of growers, marketers, Cornell Cooperative Extension, Dr. Mark Cordano of Ithaca (Business Management), and Dr. Cliff Ohmart of California, widely recognized as a key leader in the national movement toward sustainability.

"Grower and Winery Relations" includes Lise Asimont (Director of Grower Relations, Francis Ford Coppola Winery) and Mark Chien (Statewide Viticulture Extension, Penn State University), along with a panel of industry members, discussing the importance of good grower-winery relationships to both parties.

“The Big Issue: Wine in Grocery Stores”, wrapping up the conference on Friday afternoon will include a current legislative update on where the issue stands in Albany, perspectives on what possible legislation could mean for the New York grape and wine industry, and views from representatives both pro and con on the most inflammatory, confusing, misrepresented, and misunderstood issue affecting the industry.

“Do’s and Don’ts—What’s legal and not in the wine business”, with guidance from representatives of the federal Tax and Trade Bureau and the New York State Liquor Authority about the laws, rules, and regulations governing wine production, distribution and sales in New York. This session will also include a special section on Micro-distilleries, a fast-growing sub-segment of the agriculturally based alcohol products industry in New York.

“Artisan Distillation Workshop—Farm Distilleries in New York State: Opportunities and Challenges” is a special half-day session on the growth of a nascent micro-distilling industry using New York fruit, production techniques, and potential profitability as seen by several current producers.

“The Business Climate—Albany, Washington, and Global Political Outlook” will remind grape and wine producers that the business climate shaped by public policy—immigration laws, environmental regulations, international treaties—is every bit as important as the weather climate in determining the success of their businesses. Panelists include Julie Suarez of New York Farm Bureau, Bill Nelson of WineAmerica, and Jim Finkle of FIVS.

“Financial Strategies for Wineries” could not be a more timely topic in today’s economy, and Steve Richards from Farm Credit of Western New York is the ideal source for sound advice, having consulted for many New York wineries. In addition, Cornell University’s Dr. Miguel Gomez will provide a session on “Tasting Room Customer Service and Financial Performance”.

“Crop Insurance” with USDA Risk Management Specialist Dennis Chapman will bring growers and wineries up to date on changes to the program and regulations.

VITICULTURE & ENOLOGY

New York growers, juice producers, and wine makers are fortunate to have one of the world’s foremost research and extension facilities: Cornell University, Cornell Cooperative Extension, and the Geneva Experiment Station. For the past 25 years, the New York Wine & Grape Foundation has funded millions of dollars of research, including in recent years a “Total Quality Focus & Sustainability” program. There will be a room full of “poster presentations” on those projects, as well as the following presentations:

- **Vineyard Practices to Improve Fruit Quality**(Dr. Nick Dokoozlian, E & J. Gallo Winery; Gill Giese, Surry Community College; Dr. Helen Fisher, University of Guelph; Dr. Terry Bates, Cornell University)
- **New York Vineyard Site Selection Maps and Website**(Dr. Alan Lakso, Cornell University)
- **Potential of Growing Vitis Vinifera Varieties on Their Own Roots**(Dr. Greg Loeb, Cornell University)
- **Effect of Late-season Fungicide Applications on Wine Quality**(Dr. Wayne Wilcox, Cornell University)

- **Introduction to Grape & Wine Phenolics** (Dr. James Harbertson, Washington State University; Kristin Alongi and Meera Iyer, Cornell University)
- **Disease Management and Spray Technology**(Tim Weigle, Cornell Cooperative Extension; Drs. Robert Seem, Wayne Wilcox and Andrew Landers, Cornell University)
- **Insect Management and the Costs of a Vineyard IPM Program**(Andy Muza, Penn State University; Dr. Greg Loeb, Cornell University; Dr. Rufus Isaacs, Michigan State University; Tim Weigle, Cornell Cooperative Extension)
- **Vineyard Mechanization** (Dr. Nick Dokoozlian, E & J Gallo; Dr. Michael Thomsen, University of Arkansas; Nick Pehle, Stone Hill Winery (MO))
- **Simple and Rapid Methodology to Measure Sulfur Residues in Winegrapes** (Dr. Gavin Sacks, Cornell University)
- **Management of Malolactic Fermentation** (Dr. Ramon Mira de Orduna, Cornell University)
- **Phenolic Extraction and Tannin Addition**(Dr. James Harbertson, Washington State University; Dr. Anna Katharine Mansfield, Cornell University)
- **Tasting Session: Sensory Evaluation of Wine Flaws**(Chris Gerling and Dr. Anna Katharine Mansfield, Cornell University).

TRADE SHOW

As at previous Viticulture conferences (2000, 2003, 2007), this one will feature a major trade show with vendors of all kinds—mechanical harvester companies, barrel makers, insurance agencies—ready and eager to do business right on the floor. Thursday afternoon is devoted entirely to the trade show, which will also be the site of special receptions and other events.

NETWORKING

Viticulture 2010 provides a unique opportunity to renew acquaintances and make new ones among 1,000 attendees from New York, a couple dozen other states, and abroad. The 2009 harvest provided a great example of the importance of networking, as many New York grape growers were able to sell surplus grapes to out-of-state wineries through a program funded by the New York Wine & Grape Foundation and conducted by Cornell Cooperative Extension. Here the buyers and sellers will all be in one place, live and in person, with a chance to meet over a glass of wine or dinner. Among the highlights:

Unity Banquet on Thursday night is the annual celebration of people in the New York grape and wine community who have made extraordinary contributions to the industry's advancement. An elegant meal will be complemented by numerous awards to the people who deserve them.

“New York Wine & Cheese”, “Wine Trails”, and the “Monty Stamp Ice Cream Social are three special receptions included in the full registration, as are breakfast and lunch for all three days, including a special **“Farms of New York”** luncheon on Thursday.

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