February 11-12, 2008
Arden Shisler Conference Center
Ohio Agricultural Research and Development Center
Wooster, OH

Conference Materials & Abstracts

Jointly organized by:
OSU Viticulture and Enology Program
Ohio Grape Industries Committee
Ohio Wine Producers Association
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Ohio Grape & Wine Conference

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Shisler Conference Center
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Wooster, OH

Conference Materials & Abstracts

Editors:
Imed Dami and Todd Steiner

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Taebyun Ji

Conference organized by:
OSU Viticulture and Enology Program
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Ohio Wine Producers Association
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Results of OSU Variety Evaluation
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Treating Your Yeast Right
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Economic Impact Survey
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Welcome to the 2008 Ohio Grape and Wine Conference

We would like to welcome you to the 2008 Ohio Grape and Wine Conference. This marks the 36th annual conference making it one of the longer running and more successful conferences in the country. We have a tradition of featuring both national and internationally know experts in the field of enology, viticulture and marketing delivering relevant up to date information at our conference. We are once again excited about the featured speakers at this year’s conference and the topics that will be covered in helping further enhance the existing quality of the Ohio commercial grape and wine industry.

In addition to our featured speakers, we are thrilled to have our state specialists from OSU/OARDC, OWPA and OGIC filling the agenda with topics in enology, viticulture and marketing. There will also be two Ohio commercial grape and wine producer panels during the conference covering key topics in Blush/Rose wine making and the production of key Ohio varieties including a tasting.

After hearing many positive comments from conference participants of the newly formatted 2007 Ohio Grape and Wine Conference, we are happy once again to offer the same format of quality educational sessions, special events and excellent trade show all at a reduced rate. Special events will include a Monday grazing lunch with Ohio Quality Wines (OQW) served in the trade show area, the Ohio Wine Reception, and the Monday evening Grand Banquet prepared by Executive Chef Ken Bogucki matching exquisitely prepared food with wines achieving the OQW recognition.

We would like to offer a special thanks to the Ohio Grape Industries Committee as a main sponsor in addition to the other exhibitors and sponsors of the conference. It is through their generosity that helps to make the 2008 Ohio Grape and Wine Conference a success. We would also like to thank The Ohio Wine Producers Association for their help and assistance in achieving the proper liquor control permit for the conference.

It is our intension in continuing to produce an excellent annual conference and look for additional ways and insights of further improving the program by gathering information from you kindly filling out the conference evaluation form.

This will be a good opportunity to renew old friendships and welcome many of the new grape growers and winery representatives into our family. We hope you enjoy the 2008 Ohio Grape and Wine Conference!

Sincerely,

Conference Organizing Committee:

OSU: Imed Dami, Todd Steiner
OGIC: Christy Eckstein, Bruce Benedict
OWPA: Donniella Winchell, Jim Arbaczewski
Shisler Conference Center: Tom Cole, Hannah Roscoe-Metzger
Local vineyard/winery representative: Andy Troutman
Thank you to the following sponsors for supporting the 2008 Ohio Grape & Wine Conference

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## Ohio Grape and Wine Conference

**11-12 February, 2008, Shisler Center-OARDC, Wooster**

### Monday, February 11

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<td>9:30 a.m.</td>
<td>Welcome - Dr. Bill Randle, Chair Horticulture and Crop Science at OSU</td>
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<tr>
<td>9:45 a.m.</td>
<td>Recent Advances in Winegrape Variety and Clonal Evaluations in Temperate Climates, Jim Wolpert</td>
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<td>10:30 a.m.</td>
<td>Ever Rising Bound Sulfur Dioxide Levels? Reconsidering Oxidation, SO₂ Additions and The Role of Acetaldehyde, Ramon Mira de Orduna</td>
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<td>11:15 a.m.</td>
<td>The Power of Buying Local, Heidi Orsini</td>
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<td>Noon</td>
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<td>1:30 p.m.</td>
<td>Winegrape Management for Quality Control in Cold Climates, Alice Wise</td>
<td>1:30 p.m. Meritage and Other Premium Wine Blends, Steve DiFrancesco</td>
<td>Marketing to the Generations, Doniella Winchell</td>
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<td>2:00 p.m.</td>
<td>Novel Approaches to Grape Insect Management, Roger Williams</td>
<td>2:15 p.m. A Regulatory/Compliance Update from TTB and ODLC, Jerome Cajka and Gary Jones</td>
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<td>Grape Disease Control Update for 2008, Mike Ellis</td>
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<td>Weed Control Update for 2008, Doug Doohan</td>
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<td>3:45-5:30 p.m.</td>
<td>Ohio Wine Producers Association (OWPA) - Business Meeting</td>
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# Ohio Grape and Wine Conference

**11-12 February, 2008, Shisler Center-OARDC, Wooster**

## Tuesday, February 12

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## Concurrent Sessions

### Viticulture

- **1:30 p.m.** Winegrape Management for Quality Control in Temperate Climates, Jim Wolpert

### Enology

- **1:30 p.m.** Getting Your Wines Through "Malo" Before Winter - Co-Inoculation as an Alternative, Ramon Mira de Orduna
- **2:00 p.m.** Results of OSU Variety Evaluation, Dave Scurlock
- **2:15 p.m.** Treating Your Yeast Right, Sigrid Gertsen-Briand
- **2:30 p.m.** Economic Impact Survey, David Marrison
- **3:00 p.m.** Break and Refreshments

### Marketing

- **1:30 p.m.** Successful Marketing is Innovative and Fun, Mark Saunders

## General Session

- **3:15-5:15 p.m.** Grower and Vintner Panel on Ohio Grape Varietals - with wine tasting
- **5:15 p.m.** Conference Closes
About Our Featured Speakers and Special Guests

Steve DiFrancesco is Winemaker for Glenora Wine Cellars and Knapp Vineyards in the Finger Lakes of New York. He earned a BS from Stetson University and has since enjoyed 29 harvests in the Finger Lakes, and one in Chile. Mr. DiFrancesco worked with Guy DeVaux and Charles Fournier at Gold Seal Vineyards, with their excellent sparkling wines, from the late 70s to the mid 80s. He then worked with high-quality, barrel-aged red hybrids at Bully Hill Vineyards. Mr. DiFrancesco was an assistant winemaker at Glenora in the late 80s, as part of an ambitious expansion program with an emphasis on Sparkling Wines. He then became the winemaker at Lucas Vineyards in the early 90s, and helped expand production in high-quality, still and sparkling wines. Mr. DiFrancesco returned to Glenora in 1995 as winemaker and has helped expand their reputation and production. In 2000, the owners of Glenora purchased Knapp Vineyards and Mr. DiFrancesco is responsible for winemaking at both properties. Riesling is at the forefront of production for both wineries, though other varieties produced include other aromatic white vinifera, sparkling wines, and red vinifera, as well as hybrids and natives.

Sigrid Gertsen-Briand graduated from McGill University in Montreal with a degree in Microbiology. Started as quality control in the lab of Mosti Mondiale, a fresh juice and kit company before working with Pelee Island Winery in southwestern Ontario. Now a technical service representative for Lallemand North America for the last 4 years, spreading the gospel of bacteria, yeast and nutrients to help perfect your wine. Born and raised on the east coast, presently exploring and living on the west coast as the busy schedule with Lallemand allows.

Ramón Mira de Orduña studied microbiology, biochemistry, and molecular biology at the University of Tübingen in Germany and the Universidad Autonoma of Madrid (Spain) and obtained his MSc in microbiology in Tübingen. Ramon carried out doctoral studies on the microbiology of wine lactic acid bacteria at Massey University in New Zealand and was a postdoctoral fellow at the Cool Climate Oenology and Viticulture Institute of Brock University in Canada. After 5 years as Assistant Professor at the University of Guelph, Ramon accepted an appointment as Associate Professor at Cornell University one year ago, January 2007. His studies concentrate on the effect of wine lactic acid bacteria on wine quality and yeast bacterial interactions.

Heidi Orsini is a marketing veteran with extensive agency and client experience specializing in the food industry. Over her 20-year career she has extensive marketing expertise in all aspects of advertising and marketing including marketing research, strategic planning, analysis, brand, product and project management, marketing and advertising communication, sales promotion, new product development, and menu management. Heidi was President of HAO Marketing, a marketing consulting firm specializing in developing customized marketing programs for Ohio food companies. Before that, Heidi was a former marketing executive at Ron Foth Advertising and Bob Evans Restaurants where she managed the marketing programs. Recently, she assumed the position of Breakfast Brand Strategist at Wendy’s International where she will be launching “Breakfast” companywide. Heidi holds a BA in Media Management from Marietta College. She currently serves on the board of the Columbus Chapter of the American Red Cross, American RSDHope, and participates in the Women’s Foodservice Forum.
Mark Saunders is the Director of Fun at the family-run Saunders Farm where he works with his wife Angela and his parents Bill and Anne. Mr. Saunders studied History at the University of Guelph before spending five years traveling the world and living in Europe. In 1993 he returned to his family strawberry farm to help take it in a new direction. Mr. Saunders is now the General Manager and also looks after event planning and the sales and marketing of Saunders Farm. He volunteers his time and abilities to many organizations and is President of the Ontario Farm Fresh Marketing Association and North American Farmer’s Direct Marketing Association. Mr. Saunders is also a founder of “Ottawa’s Countryside,” an award-winning marketing cooperative. He has spoken at more than 40 conferences in Britain, the U.S., and across Canada. Mr. Saunders and his wife are very busy at home with an eight-year-old son, Aiden, five-year-old daughter, Molly, and 4-year-old daughter Julia.

Donniella Winchell is currently the Executive Director of the Ohio Wine Producers Association, and chair of their Vintage Ohio wine festival. She is a member of the advisory boards of the Winegrape Growers of America and the WineAmerica State Associations, as well as an active participant in WineVision, the national strategic planning initiative. She was a founding member of the board of directors of the Ashtabula County Convention and Visitors Bureau, and on the Ohio Division of Travel Advisory Committee and was appointed to the Facilities Committee for the Lodge and Conference Center at Geneva on the Lake. She has served two terms as a trustee of the Ohio Travel Association, was a trustee of the Lake Erie Coastal Ohio and is now on their marketing committee and serves on several other travel, economic development and wine related councils. Winchell is a graduate of Allegheny College with a BA in history and taught in Ohio public schools before retiring to raise a family. She joined the Ohio Wine Producers Association in 1978 and became full time director in 1984. The Winchell family also owns Cross Country Promotions, a marketing services agency and brochure distribution service as well as a family entertainment center, Adventure Zone, in the resort community of Geneva on the Lake, Ohio. She and her husband have three grown children, five beautiful granddaughters and two handsome grandsons.

Alice Wise: As the Viticulturist for Cornell Cooperative Extension of Suffolk County since 1991, Alice Wise conducts applied research and educational programs for the Long Island wine industry in New York. Ms. Wise manages a 2.5 acre research vineyard based in LIHREC. The vineyard consists of a variety trial and a second block where experiments on viticulture and pest management are conducted. Research projects are also done in commercial vineyards. Projects are often done in cooperation with faculty at the Cornell University NYS Agricultural Experiment Station in Geneva.

James “Jim” Wolpert is a native of Indiana. Mr. Wolpert received his Bachelor of Science from Purdue University in Horticulture in 1973, and took further training at Michigan State University, receiving a Master’s degree in 1978 and a PhD in 1983. Both projects involved research on production practices and how they influence cold hardiness of 'Concord' grapevines. In 1983, Wolpert went to UC Davis as Postdoctoral Fellow in the Department of Pomology where he investigated production problems of pistachio nut trees. In 1985, Mr. Wolpert joined the Department of Viticulture and Enology as Viticulturist Extension Specialist, where he is responsible for applied research and grower education programs for winegrapes in northern California. His main areas of research are performance of rootstocks, winegrape clones and
varieties, as well as improvements in vineyard design and cultural practices as they influence wine quality. Mr. Wolpert has been invited to speak at industry meetings in Colorado, Michigan, Missouri, New York, New Mexico, Ohio, Oregon, Tennessee, Texas, Virginia, and Washington, as well as in Canada, Germany, Italy, Mexico, New Zealand, and Spain, and is the author of more than 50 scientific and technical publications. Mr. Wolpert is past-President of the American Society for Enology and Viticulture and is recently past Chair of the Department of Viticulture & Enology where he held the title of Marvin Sands Endowed Department Chair.

State Specialists, Extension Educators, and State agency and agribusiness representatives will present topics relevant to viticulture, enology, and marketing. Speakers include: Jerome Cajka, Dr. Imed Dami, Bruce Benedict, Dr. Doug Doohan, Dr. Mike Ellis, Marc Hunger, Gary Jones, Dave Marrison, Dave Scurlock, Todd Steiner, and Dr. Roger Williams.

We would also like to recognize the following ODA/OGIC, OSU/OARDC special dignitaries to the 2008 Ohio Grape and Wine Conference: Greg Hargett (Deputy Director, Ohio Dept. of Agriculture; Chief, ODA Marketing Team), Dr. Bobby Moser (Vice President for Agricultural Administration & Dean; Vice President for University Outreach), Dr. Bill Randle (Department of HCS Chair), Dr. David Benfield (OARDC Associate Director), Dr. Bill Ravlin (OARDC Assistant Director), and Dr. Steve Baertsche (OSU Assistant Director of Extension).
Recent Advances in Winegrape Variety and Clonal Evaluations in Temperate Climates

James A. Wolpert
Viticulture Extension Specialist
Department of Viticulture and Enology
University of California, Davis

The list of winegrape varieties utilized in California has increased for two reasons: 1) importations of traditional varieties European has greatly increased since the establishment of National Grapevine Importation Center at UC Davis, in conjunction with more efficient virus detection and elimination techniques; and 2) the desire for more diverse wines by consumers has created a market for new varietal wines. Varieties from France, Spain, Italy, Portugal and Greece are fueling this change. In addition to Syrah (Shiraz), Viognier and Pinot grigio are better known, varietal wines from Tempranillo, Mourvedre, Roussanne and Graciano can be found as well. While a major focus is on varietal wines, it is important not to overlook the importance of these varieties as blending agents, adding color, tannin and varietal complexity to existing wines, to make them more attractive by consumers. Current and future plans for variety evaluation will be addressed, as well as the importance of the new national variety and clone evaluation program (USDA project number: NE-1020). A West Coast perspective on relevance and importance to Ohio growers and vintners will be offered.

In addition to varieties the evaluation of clones is also a major effort in California. Clones are naturally occurring, genetic variants of established varieties. Because they are naturally occurring these mutations are more numerous in old long-cultivated varieties, such as Pinot noir, than in newer varieties such as the French hybrids. The importance of clones also suggests a maturing of an industry. Only after it is accepted that a variety can be grown successfully in a region is the question of “which clone is best” is a relevant one.

Clonal evaluations in California have largely focused on viticultural characterizations. Overviews will be presented for the varieties that matter most to Midwest growers including Chardonnay, Cabernet Sauvignon and Merlot.

Notes
Ever Rising Bound Sulphur Dioxide Levels?
Reconsidering Oxidation, SO₂ Additions and The Role of Acetaldehyde

Nick Jackowetz¹, Amélie Dubé Morneau², Nicolas Terrade³, Daisuke Watanabe¹ and Ramón Mira de Orduña¹

¹Department of Food Science & Technology, NYSAES, Cornell University, Geneva, NY 14456-0462
²Department of Food Science and Human Nutrition, Washington State University, Pullman, WA 99164
³Department of Food Science, University of Guelph, Guelph, ON, N1G 2W1, Canada

Among the aldehydes formed during vinification, acetaldehyde plays an essential role. Quantitatively, it is the most important wine carbonyl formed mainly by yeast and by oxidation of ethanol. Because acetaldehyde is a volatile with an aroma, which is generally undesired in dry tables wines, because of its role in the color development of red wines, and because it strongly binds to the wine preservative sulphur dioxide, efficient management of acetaldehyde concentrations in wines is highly desirable. Its formation can be controlled by careful grape handling, reasonable use of sulphur dioxide, control of must and wine microorganisms including the selection of suitable yeast, and judicious oxygen management in the winery. Yet, under difficult harvest conditions, including damaged fruit, high acetaldehyde concentrations may already be encountered in the must, and the need to control must microbiology by higher sulphur dioxide additions may lead to additional increases. Under such conditions, techniques for the specific and efficient removal of acetaldehyde from wines would be desirable. We have studied the degradation of free and SO₂-bound acetaldehyde by wine lactic acid bacteria with the aim of using these microorganisms as a tool for the removal of acetaldehyde. Adaptation of wine lactic acid bacteria to high acetaldehyde concentrations led to the selection of bacteria with high degradation potential. A strong acetaldehyde degrading strain was used to reduce acetaldehyde and thus, bound and total SO₂ levels in oxidized wines of two varieties, which don’t normally undergo malolactic fermentation: Gewürztraminer and Sauvignon Blanc. Inoculation with a selected strain led to an efficient reduction of acetaldehyde levels, which, compared with the untreated and SO₂ stabilized control, reduced bound and total SO₂ levels by approximately 130 and 90 mg l⁻¹ for the Gewürztraminer and Sauvignon Blanc, respectively. Sensory analysis of the resulting wines did not reveal negative effects of acetaldehyde reduction. Control and acetaldehyde reduced Sauvignon Blanc could not be distinguished by a consumer panel in a discrimination test. The study demonstrated that efficient reduction of acetaldehyde can be achieved post-AF with wine lactic acid bacteria. The malolactic fermentability and specifically, the concentration of bound SO₂ have to be considered for this method.

Notes
The Power of Buying Local

Heidi Orsini
President HAO Marketing
4025 Windermere Road
Columbus, OH 43320
Contact #: (614)256-3954

How do you market your business? How do you leverage the Power of Buying Local to your advantage? In this session, we will review the OSU research about consumer attitudes about buying local, their motivations and their thoughts on Ohio Proud. In addition, we'll explore the creative/marketing process and discuss specific action items so that you can develop effective marketing plans and marketing tools to improve your business performance.
This discussion focuses on practices specific to management of vinifera winegrapes on Long Island. Many of the techniques are used in other regions; however, the timing or execution may be different. There are also issues, such as management to minimize winter injury, that are not fully addressed in Long Island viticulture. Vinifera winegrapes are less forgiving than hybrid or American varieties. They are less cold hardy, more susceptible to fungal diseases, tend to be less productive and ripen later (obviously there are exceptions). We endure the challenges to pursue the production of high quality fruit and wine. This is the bottom line - ripe fruit.

I will skip over the basics such as site preparation, matching variety/rootstock to the site, vine training system and so on to focus on some specific areas of vineyard management. In my experience, the best vineyard managers do a good job with fungal disease management, vine nutrition and canopy management. There are certainly many other important areas of viticulture, such as irrigation and sustainable practices, but for the purposes of this discussion, I’d like to focus on these areas as they are crucial for the production of high quality fruit in the eastern U.S.

We spend much of our research and extension efforts on disease management. Only clean, healthy canopies have the ability to fully ripen fruit. Also, fungal diseases can cause total crop loss very quickly. Be aware of what the potential problems can be, that is, study fungal disease symptoms and pathogen life cycles. Purchase a sprayer that delivers the volume needed and does a good job with coverage. On Long Island, many growers use recycling sprayers which effectively reduce pesticide use and mitigate drift. Research what a commercial spray schedule entails, pay attention to the performance of spray materials Scout your vineyards other than from the tractor. Post-infection treatments are an important tool when infections are spotted.

Vine nutrition is a complicated and controversial topic. Soil health is important yet often neglected. For example, Long Island soils are low in organic matter and easily compacted. They benefit from OM additions as well as from subsoiling in row middles. Use enough nitrogen to maintain healthy vines and produce economic yields but avoid practices that lead to leaching. Maintain proper ratios of cations – K, Ca, Mg. All three are important. Though a skeptic in years past, I have learned the importance of micronutrients. Conduct as much soil and petiole testing as you can afford. Use a reliable lab with credible recommendations. Finally, do your own small scale experiments with fertilizers. Academia will never be able to address all the nuances of fertilization for all varieties/all sites, nor will they be able to evaluate every product. It is up to growers to experiment, share information and continually adjust and fine tune their program.

Canopy and crop management are as important as disease and nutrition management yet are often short-changed. That said, availability of labor, degree of mechanization and quality goals all factor in. Premium wines however require premium canopy and crop management. Some of the more common practices on Long Island:
Canopy management (VSP trained vinifera vines)
- Shoot thin to ± 4 shoots/foot of row.
- Lift catch wires on a timely basis, tuck shoots (VSP trained vines w/catch wires).
- Leaf pull the cluster zone if the canopy is dense (quality and disease mgt. benefits)
- Shoot positioning.
- Hedge tops and sides of vines 1-3X per season.

Crop management
- Maintain historical cluster numbers (before and after thinning) and cluster weights.
- Thin clusters off of stunted shoots; thin clumps of clusters; thin diseased clusters.
- Thin rot susceptible varieties after fruit set.
- Thin vigorous vines last.
- Train your crew well, follow up on their work.
- Experiment with different crop levels and gauge resulting fruit and wine quality.
- Before harvest, be prepared to thin fruit in the field or to sort after harvest-before crush.

As with all aspects of viticulture, there are many variations on canopy and crop management. Each year is a learning experience.

Notes
Meritage and Other Premium Wine Blends

Steve DiFrancesco
Winemaker
Glenora Wine Cellars and Knapp Winery
Finger Lakes, New York

While many of the premium wines of the world are varietals from a specific vineyard, there are a few notable exceptions. The wines of Bordeaux and the Rhone are typically blends of two or more varieties, and the wines of Champagne are not only blends of different varieties, but these varieties are sought out from diverse vineyard locations as well.

We’ll explore a few of the successful blend types in the world of wine.

**Meritage, or Bordeaux Variety Blends:** The main red varieties in Bordeaux are Merlot, Cabernet Sauvignon, and Cabernet Franc. There are small amounts of Malbec and Petite Verdot, as well. The Carmenere was thought to have been wiped out by *Phylloxera*, but has resurfaced in Chile, from plantings that pre-dated the *Phylloxera* epidemic in Europe in the late 1800’s. Each variety has characteristics that complement each other. Cabernet Sauvignon has firm tannins and structure, while Merlot gives softness, fruit, and body. Cabernet Franc gives herbal flavors. In my opinion, Cabernet Franc benefits greatly from blending. I feel that Cabernet Franc’s greatest asset in the Northeast is its winter hardiness.

We tend to think of Cabernet Sauvignon as the main grape variety of Bordeaux. However, according to Tom Stevenson, from the *New Sotheby’s Wine Encyclopedia* (1997), Merlot makes up 32% of the vineyards in Bordeaux, while Cabernet Sauvignon makes up 18%. He therefore feels that the Cabernet Sauvignon gives backbone to Merlot, rather than that Merlot gives softness to Cabernet Sauvignon. The white Bordeaux varieties are Semillon and Sauvignon Blanc. The Meritage Association is a group based in California that promotes the idea of Bordeaux blends as premium wines, in spite of the “table wine” labeling requirements that have a cheap image to many consumers. For a modest fee per case of wine sold, the trademarked name “Meritage” can be used on the label. The wines thus named are expected to be at least two or more of the Bordeaux varieties, without non-Bordeaux varieties blended in.

**Champagne Cuvées:** *Assemblage* is the name for the “assembly” of different components to make a cuvée. A cuvée is the final blend that will be bottled into tirage for the secondary fermentation. In assemblage, the winemakers blend together different components with the expectation that the final blend is superior to any of the components. The classic varieties of Champagne are the Pinot Meunier, Pinot Noir, and Chardonnay, though Pinot Blanc is accepted by some outside the Champagne region as a classic variety. The terroir of Champagne is varied with many microclimates. This allows Champagne makers to produce unique components that will be assembled later. I call this a “Champagne method” of winemaking. Champagne is a cool climate, like most of northeastern North America, with variable harvests. This approach can be used for any type of wine, not just sparkling. If contracted vineyards are diverse, then localized
issues can be minimized. By keeping vineyard lots separate, blending can minimize issues of variable quality.

**Rhone Blends:** The most known varieties of the Rhone are the Syrah, Viognier, and Grenache, which is actually the Garnacha of Spain. There are several other varieties in the Rhone, too, and the famous Chateauneuf-du-Pape can be a blend of 13 different red and white varieties. The Australian wine industry has been successful with their “Shiraz”/Bordeaux variety blends.

**Tuscan Blends:** Sangiovese is the main variety of Tuscany (Chianti). This variety is somewhat light with firm acidity. Much to the chagrin of many in the Italian wine business, some winemakers began blending “foreign” varieties with their Sangioveses to add body and structure. These varieties are typically Bordeaux varieties, especially Cabernet Sauvignon, and Syrah. Even more shocking was the use of French 225 liter barrels. These wines didn’t qualify for DOC status, and began being called “Super Tuscans.” I’ve found Sangiovese vines to be cold tolerant, though the crop isn’t necessarily so. The two vineyards we deal with seem to be fairly different clonally. The variety benefits from blending with deeper colored, fuller-bodied reds.

**Eastern Blends:** There are a few successful combinations of varieties that I’ve seen in the east. At least two Finger Lakes wineries make Cayuga/Vignoles blends. The Cayuga gives fruit salad flavor while the Vignoles gives acidity, complexity, and pineapple flavor. Concord benefits from Red Hybrid components. Concord doesn’t have great color, while the hybrids do. Typically, the Red Hybrids are better blended than on their own. Glenora makes a wine called “Signature.” It is a blend of Pinot Blanc, Chardonnay, and Riesling. In past vintages, all the components were barrel fermented, even the Riesling, though the current vintage is BF Pinot Blanc and Chardonnay, with SS fermented Riesling.

**Notes**
Marketing to the Generations

Doniella Winchell
Executive Director
Ohio Wine Producers Association

Each generation of the five identifiable groups living in contemporary society [the Elderly, the Silents, the Boomers, the X and Y Geners plus the Millennials] was shaped by the major events and cultural trends that emerged and evolved during their formative years.

In order to reach each group effectively, it requires a good understanding of those unique ‘triggers’ before a successful marketing program can be developed. And for a business to effectively penetrate each group, individual strategies must be created.

The presentation will explore those strategies and look forward to suggest some specific tactics that would work in each case.

Notes
Novel Approaches to Grape Insect Management

Roger N. Williams  
Professor  
Dept. of Entomology, OARDC/OSU  
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In the summer of 2007 we had some unusual insect populations in Ohio and surrounding states. Not only were Japanese beetle populations high but perhaps the most devastating in the past 30 years. Likely this was only an atypical year and hopefully this pattern will subside in the future. We will discuss approaches that could be taken to curb such populations. Other abnormality this past season included the drastic reduction of grape berry moth and foliar phylloxera in our experimental vineyard and other vineyards in NE Ohio. The Multicolored Asian Lady Beetle was also lower than expected.

Integrated Pest Management (IPM) means utilizing management practices that reduce crop losses, minimize human risk, lessen environmental impact, and improve vineyard profitability. This presentation covers new and safer pesticides along with new technologies and better understanding of how pest biology and behavior are paving the way for growers to obtain more effective pest management.

Notes
Dr. Mike Ellis
Professor
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Dr. Mike Ellis will provide an update on new fungicides and new developments in grape disease management. He will also review the critical times for fungicide applications for grape disease control in Ohio. A fungicide program for mature vineyards that do not have a crop due to winter injury will also be discussed.

Notes
Essential Elements in Blush/Rose Winemaking
(Ohio Commercial Wine Making Panel Presentation)

Panel Presenters:
Nick Ferrante (Ferrante Winery & Ristorante)
Joe Henke (Henke Winery)
Mike Williams (The Winery at Versailles)

Since Blush/Rose wines have been in fairly high demand over the past several years, this informative panel presentation will cover detailed information and insight of critical cellar practices in making a quality Blush/Rose table wine. Essential parameters such as specific grape varieties, yeast strains, fermentation properties, additional cellar practices and color use and stabilization will be covered during this presentation to include a tasting.

Notes
Weed Control Update for 2008

Dr. Doug Doohan
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Successful weed management in the vineyard requires a pre-planned approach that takes into consideration the major weeds needing control, their biology, and factors that promote healthy vine growth. Several broad-spectrum herbicides are registered for grapes and when applied at the right time can dramatically improve weed control. However, some physical weed control, i.e. cultivation and hand weeding, will be needed occasionally in almost every vineyard. Using correctly physical weed control in combination with herbicides is the essence of integrated weed management.

During 2004-2005 we surveyed 31 vineyards in Ohio for the presence of weeds after herbicides were applied. Crabgrass was the single most commonly found weed. Dandelion and crabgrass were very common in vineyards that were treated primarily with glyphosate (Roundup), suggesting strongly that the herbicide leads to increased pressure from these species. It is possible, but not confirmed, that dandelion found in glyphosate-managed vineyards may be glyphosate resistant. Further research will be needed to answer this question. However, growers should be careful not to over-rely upon glyphosate or any other herbicide alone. Repeated use of the same herbicide will not only increase the likelihood of resistant biotypes but will most certainly lead to the vineyard being taken over by species that are simply tolerant of the herbicide or escape the herbicide by germinating after herbicide use. A second significant finding of the survey was that weeds were more prevalent and troublesome in Vinifera vineyards that had been hilled for winter protection. Hilling, and removal of the hill in spring, stirs the soil stimulating weed seeds to germinate and reduces herbicide effectiveness by dilution. Herbicide-treated mulch is an alternative to soil-hilling for winter protection, and should provide significantly better weed control as well.

Chateau and Matrix are new herbicides for grapes. Chateau can be applied to established vineyards or as a shielded spray in newly planted vineyards. Chateau controls a wide-range of emerged broadleaf weeds and provides residual control for up to 2 months after application. Chateau has been in use for about 3 years and is a valuable addition to the weed control toolbox. Matrix received a registration for grapes late in 2007. Matrix will most likely be used in a tank-mix combination with a burn-down herbicide such as glyphosate. Matrix is residual and may also be tank-mixed with Princep or Karmex. Matrix provides suppression of certain perennials, and is very good on seedling dandelions. It is very safe to use in the vineyard. Finally, Sandea is an experimental herbicide that is now being evaluated for residues in harvested grapes under the IR4 program. The purpose of IR4 research is to lead to the federal tolerance for residues in the harvested fruit. Once a tolerance is established by the EPA, the herbicide can be registered. Sandea’s greatest contribution to vineyard weed management will be nutseed control.
Agritourism Opportunities and Ideas

Mark Saunders
Director of Fun,
mark@saudersfarm.com

Ag-Tourism opportunities-
AgTourism is one of the fastest growing sectors within Tourism. It captures many trends including buying local, local food and the desire for participating in authentic experiences. Mark will show you how he planted the seeds of creativity on his family farm near Ottawa and has been harvesting awards, smiles and more value ever since.

1. Saunders Farm overview
From producer of Produce to producer of Agritainment

2. Definition: AgriTourism...
- is a style of vacation or visit which is normally on farms.
- offers consumers the opportunity to purchase products grown directly on their farms, experience a healthy activity in the country and build a stronger rural economy.
- is becoming wide-spread and includes any farm open to the public at least part of the year. Tourists can pick fruits and vegetables, ride horses, taste foods, learn about products, shop in farm shops and farm stands for local and regional produce or handcrafted gifts, and much more.
- is Food and Country FUN!

3. Agri-tourism is the ANTIDOTE to carbon-copy communities and big-box stores
- *Big box stores have changed ‘Local’ everywhere*
- *Farm experiences preserve local history, local pride, local flavour.*

4. Why Agri-Tourism now?
- People are taking more short vacations. Families are busy. They want the maximum value and experience in minimum time.
- Well-managed tourism complements other economic activity in your community
- Trend towards authentic experiences. *You can’t get much more “authentic” than a Farm*
- Americans are losing their connection to the Farm and they want it back

<table>
<thead>
<tr>
<th>Tourism Trends:</th>
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<tbody>
<tr>
<td><strong>Past tourism trends</strong></td>
</tr>
<tr>
<td>Search for the sun</td>
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<tr>
<td>Follow the masses</td>
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<tr>
<td>Just to show that you had been</td>
</tr>
<tr>
<td>Eat in hotel</td>
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</tbody>
</table>
5. Why AgriTourism connects:
   - Authentic Experiences
   - Your stories of your farm, your family, your products.
   - They want to CONNECT

6. What AgriTourists are looking for:
   - They want to be entertained.
   - They want to participate in an experience
   - They want to eat local food
   - They want a clean site
   - They love to see flowers, nice landscaping

   **AgriTourism checklist:**
   Do you offer-
   - great customers service,
   - Friendly staff
   - have Good and CLEAN Parking facilities
   - the WOW factor!

7. Is AgriTourism right for you?
Do you:
   - like people?
   - Want alternative income streams on your farm.
   - Want to capture greater share of consumer dollars.
   *RETAIL YOUR PRODUCT (i.e. $8-$30 pumpkins)*
   - Want greater independence

Great connection:
North American Farmers’ Direct Marketing association
www.nafdma.com

If you have further questions please email me at mark@saundersfarm.com.

Notes
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24
Critical Issues with Wine Stabilization Prior to Bottling

Steve DiFrancesco
Winemaker
Glenora Wine Cellars and Knapp Winery
Finger Lakes, New York

Wine stabilization before bottling is one of the more critical tasks for the winemaker. Compromised product quality is certainly not a positive event before bottling. After bottling, however, corrections can only be made with a great deal of effort, and lingering image problems will very likely occur if the product is recalled from the market.

Wine instabilities can be chemical or biological in nature. The definition of wine stability might differ to different consumers or with different products. For example, a knowledgeable consumer who is willing to spend many dollars on a mature, rare red wine probably will forgive a small amount of tannin/pigment sediment at the bottom of the bottle. On the other hand, consumers of inexpensive wines are less tolerant of instabilities, and less expensive wines are usually subject to more severe conditions before consumption than expensive wines.

Chemical Instabilities

Cold Stability: Cold stability is a function of potassium bitartrate insolubility. Potassium bitartrate is a salt that remains supersaturated in grape juice and, especially wine, for an extended period, then can precipitate out with time and/or cold temperatures. Cold stability is achieved by chilling, chilling and seeding with potassium bitartrate crystals (cream of tartar), ion exchange, electrodialysis, or time. Potassium bitartrate stability can be checked by conductivity change, freezing, concentration product, or most accurately, holding a sample for 10 days at -1 C, if you have 10 days to spare.

Heat Stability: Heat stability is a function of unstable proteins that come from the grapes. The proteins start out small enough to not be visible, then polymerize with each other to form hazes and/or flocculations. Protein stability is achieved through reaction with bentonite and/or alginates. Protein stability can be predicted by filtering a sample and heating for a specified period. Lab trials should be performed with different levels of bentonite before adding it to the wine.

Other Chemical Instabilities

Free SO₂: The free sulfur may not be stable if it has dropped a lot during aging, or if surface yeasts have grown in the wine. The sulfur should be checked at least a week before bottling prep, if not sooner, and adjusted upward toward the target FSO₂ for bottling (This should have been caught during routine free sulfur checks, but sometimes things slip past us). If the low SO₂ hasn’t been corrected until just before bottling, then it will likely bind quickly after bottling, reducing effectiveness and exacerbating issues with Atypical Aging.

Tannin/Pigment Sediments in Older Reds: In deeply colored red wines with high tannin content, there may be a tannin/anthocyanin sediment that forms after extended aging. These are generally understood by knowledgeable consumers to be natural, and even expected. These consumers are often willing to decant the wine before serving it.
**Calcium Tartrates:** If calcium carbonate is used to lower acidity in wine, the calcium will form calcium tartrates which take up to 7 months to precipitate. This precipitation can't be hurried by chilling or seeding, and is difficult to predict without an actual calcium measurement, which is difficult to perform in a simple winery laboratory. If calcium carbonate has been added, a sample of the wine should be analyzed by a lab that can check it, to be sure enough has precipitated to not be a problem in the bottle. While potassium tartrates look like unsightly, amorphous sediment, calcium tartrates form symmetric crystals that can look like shards of glass to the consumer.

**Casses:** Iron and copper can form metallic hazes in wine. Mild steel, cast iron, brass, or copper equipment is rare in wineries any more, and these casses are rarely a problem nowadays. Winery equipment should only be made from stainless steel, oak, glass, or food safe rubber.

**Biological Instabilities**

**Wines with Residual Sugar:** Wines with RS are sensitive to re-fermentation by wine yeasts. These wines should be bottled through a 0.45 micron membrane with carefully sanitized equipment. The free sulfur level at bottling should be a little higher than for dry wines, though free sulfur alone is not effective at inhibiting yeasts. Potassium sorbate will prevent yeasts from reproducing, but should be used carefully if the wine might go through MLF after bottling. Zygosaccharomyces is a very nasty type of yeast that lives in concentrates. These yeasts are resistant to high free sulfur and sorbate. Often, wines made with fruit concentrates are sweet and low alcohol, which doesn’t help matters. Careful sanitation of equipment with oxidative chemicals and membrane integrity are mandatory.

**Wines that May Undergo MLF in the Bottle:** Red wines should be encouraged to complete the malolactic fermentation while in tanks or barrels, not only for flavor improvement, but especially so they won’t go through in the bottle. This is especially a problem if there is sorbate, because the geranium flavors that then occur are impossible to correct.

**Brettanomyces:** Red wines (and sometimes whites) that have been minimally handled then bottled with low free sulfur levels, like the “unfined, unfiltered” wines that are popular with the wine writers, may undergo a Brett infection in the bottle. Cloudiness and aromas of barnyards and band-aids may be popular with certain wine writers who like talking about “terroir.” A little Brett may impart complexity, but a lot of Brett becomes overwhelming.

**Acetic Acid:** Acetobacter bacteria (vinegar bacteria) is so sensitive to free sulfur and lack of oxygen that it should not be a problem in carefully bottled wines.

**Notes**
Recent Advances in Winegrape Variety and Clonal Evaluations in Cool Climates

Alice Wise
Extension Educator/Viticulturist
Cornell Cooperative Extension of Suffolk County
Riverhead, Long Island, NY

The majority of vineyards on Long Island are located on the East End. Here the maritime influence has a profound effect on our climate. The North Fork, for example, has a 220 day season with about 3300 growing degree days (base 50°F) annually. Budbreak occurs in May, largely after the threat of a killing frost. Winter low temperatures rarely dip below 0°F. Consequently, the winegrape industry on Long Island is able to focus on premium vinifera varieties. Currently, there are about 2,500 acres of winegrapes and 38 wine producers.

How were varieties chosen for Long Island? Early plantings focused on Chardonnay, Merlot, Cabernet Sauvignon and a few others. These decisions were based on wine preferences, plantings elsewhere in the eastern U.S., contacts in Europe and California and variety trials done in NY and elsewhere. The hunger for locally relevant information on varieties and clones – as overwhelmingly stated in a 1991 industry survey - culminated in the planting of a trial at the Long Island Horticultural Research and Extension Center in Riverhead in 1993. The core experiment in this trial consists of replicated plots of Chardonnay, Merlot and Cabernet Sauvignon. Currently another 22 varieties are planted in demonstration plots, often with more than one clone. Over the last fifteen years, twenty varieties/clones of varieties have been removed due to poor performance or lack of commercial importance. The information herein is based largely on results from this trial, observations of commercial plantings and a little speculation.

There are many criteria for choice of variety. The primary qualities for a Long Island business include the following: wine quality potential, early to mid-season ripening, productivity, low to moderate vine vigor and winter hardiness. Winter injury is a consideration but not a limiting factor. Other regions may have a different set of criteria. Choice of clone requires research on the part of the grower as most varieties have certified and non-certified clones available. Some varieties such as Chardonnay and Pinot Noir also have many clones, sometimes making the choice confusing. Certified plant material is preferred. Certification is done primarily by Foundation Plant Services which is affiliated with UC Davis. This material is free from known viruses and true to type. Where the clonal selection is large, clonal performance can be gleaned from other growers, nurserymen and research trials. Caldwell’s 1998 ‘A Concise Guide to Wine Grape Clones for Professionals’, 2nd ed., contains a lot of information that is still relevant. Often availability from the nursery dictates the clone planted. Many growers are planting promising new varieties and clones to diversify their plantings and to make creative wines. In this presentation, I will present observations on both well established varieties/clones and new varieties/clones being planted on Long Island.

Notes
Research Update on Variety and Clonal Evaluations in Ohio

Imed Dami
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Winegrape evaluation has been conducted at OSU for the past 35 years with the purpose of assessing the viticultural and enological performances of more than 80 varieties. This process takes an average of 10 years from planting the vines to providing useful data. The best performers are recommended to grape growers and vintners in Ohio. At the same time, the least performers are not recommended in order to avoid wasted time, effort, and money by producers. In the past three decades, more than a dozen varieties have been recommended to the Ohio grape and wine industry. These varieties have been planted extensively in suitable sites throughout the state and gained popularity and favorable reputation of producing high quality wines.

Since there is a constant change on variety preference by consumers and wineries, new varieties should be introduced and evaluated under the Ohio environment. One of the primary research objectives of the viticulture and enology programs at OSU-OARDC is to continue the evaluation of grape germplasm new to Ohio including varieties, clones, and rootstocks. Since 2004, we have established five new trials. In addition, and in collaboration with a new national program named NE-1020, another 3 variety trials will be established in 2008 in different climatic and geographic regions in Ohio. The regions include Lake Erie (cool region) at the Ashtabula Agricultural Research Station in Kingsville, a continental short season region at the OARDC research vineyard in Wooster, and a continental and hot region at the South Centers in Piketon. There will be more than 30 varieties established, mostly vinifera from cool and warm climates in Europe (France, Germany, East Europe, and Italy), and South Africa; and new American hybrid selections that were developed in breeding programs in the U.S from the University of Cornell and the University of Minnesota. The latter are bred for disease resistance, winter hardiness, and high wine quality. We have also established probably the largest clonal trial of Cabernet franc in Eastern U.S. with eight clones planted at the AARS in 2005.

Data on viticultural performance will be collected including: phenology, growth, yield, and fruit composition. Harvested fruit will be processed into wine for further evaluation of chemical composition and sensory evaluation. Results will be shared with Ohio producers during our annual educational programs including the Ohio Grape and Wine Conference, field days at AARS, special workshops and the newsletter, OGEN.

Notes
An Overview of the 2007 OQW Sensory Evaluations and Results

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Since late in 1999, interest in an Ohio quality wine program has been desired with initial draft work starting during this time. After an idle period where little work had been accomplished serious discussion began in 2004 where further development and organization was accomplished through a joint venture involving the Ohio Grape Industries Committee (OGIC) and The Ohio State University/OARDC Viticulture and Enology program forming the Ohio Quality Wine Assurance Program (OQW). A subcommittee was appointed under (OGIC) consisting of personnel from ODA/OGIC, OSU/OARDC and several key grape and wine industry members of OGIC. Several key objectives were identified for the OQW program. The first objective was to establish a consistent, high-quality standard designation for Ohio wines made from Ohio grown grapes. A second objective was to promote awareness of the quality of Ohio wines among consumers. The third objective of the program is to promote expansion of grape growing in Ohio by focusing on wines made from Ohio grown fruit. After evaluating several quality programs both across the country and internationally in addition to a lot of hard work and time commitment by subcommittee members the program was initiated with the 2007 Ohio Wine Competition.

After a successful completion of the 2007 Ohio Wine Competition acting as the main sensory evaluation time, we have accomplished two additional submittal evaluations in August of 2007 and January of 2008 with excellent results.

Wines entered into the OQW program are randomly coded, presented in the proper category and flight order to be evaluated blindly on a standard twenty-point scale used in most competitions throughout the United States. Wines scoring high enough (15 points or above) as rated by our panel of carefully selected experienced judges are eligible for seal designation assuming all other parameters have been met according to the rules and regulations under the OQW program.

As a second standard of quality, chemical analysis is performed for each wine entry submitted into the seal program relating to Federal (TTB) limits on alcohol, volatile acidity and total sulfur dioxide levels. As seen through the chemical analysis of wines entered into the Ohio Wine Competition, analytical results have correlated nicely with judge’s comments regarding quality parameters and also provide a check on judging competence and accuracy.

We were happy and pleased with the amount of entries (121) into the OQW program for it’s inaugural year. In addition, we were pleased that slightly over fifty percent of the submitted wines (61) scored high enough for quality seal designation.

Promotional and Marketing materials are being handled through The Ohio Department of Agriculture and The Ohio Grape Industries Program.

Notes
Winegrape Management for Quality Control in Temperate Climates

James A. Wolpert  
Viticulture Extension Specialist  
Department of Viticulture and Enology  
University of California, Davis

Viticulture practices that influence winegrape quality can be divided into two major categories:

1) Long-term decisions, meaning decisions once made that cannot be changed, such as vine spacing, rootstock and trellis choices, and;
2) Short-term decisions, meaning seasonal decisions that can be altered from year to year, such as pruning level, fertilization and canopy management.

Recent experiments have underscored the importance of making correct long-term decisions, especially as they influence vine growth. If vine growth is insufficient, annual inputs to promote optimal growth such as fertilization and irrigation will be required for the life of the vineyard. However, if vine growth is too great for the spacing provided there are few "brakes" that a vineyard manager can apply to slow them down. Examples of the interactions of rootstock and vine spacing will be presented.

Even in vineyards in which the "vine balance" is considered to be optimal, or close to it, canopy manipulations and crop adjustments are still the norm. These practices are particularly, if not exclusively, applied in vineyards where the grapes are intended for high bottle price wines, where the level of compensation to the grower justifies greater, usually hand labor, inputs. Climatic conditions influence the amount and timing of canopy management. In California's sunny, warm (even hot), low humidity conditions over-exposure of clusters to sunlight is more of a problem than under-exposure. Vineyard-specific practices, depending on the region, the variety and row orientation will be discussed. The practice of crop thinning at veraison, widely prescribed in high quality vineyards, has recently been called into question in situations where high fruit maturity is desired. Preliminary data will be presented.

Notes
Getting Your Wines Through The “Malo” Before Winter – Co-inoculation as Alternative

Wei Pan¹, Nick Jackowetz², Nicolas Terrade¹, Sandra Christen² and Ramón Mira de Orduña²*

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² Department of Food Science & Technology, NYSAES, Cornell University
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In spite of the advances made with regards to the acid and ethanol tolerance of commercial malolactic bacteria and the availability of bacterial nutrients to support their metabolic performance, malolactic fermentation (MLF) remains difficult in some wines, ironically mainly those which would benefit most from its occurrence, i.e. low pH wines. Sluggish or stuck MLFs, where malolactic conversion is slow or stops are problematic because of microbial contamination risks, tank utilization conflicts and delayed market penetration. An alternative to the traditional consecutive fermentation management where MLF occurs after AF, are simultaneous AF/MLF where bacteria are inoculated together with yeast into musts providing more favourable nutrient and ethanol concentrations. However, fears of bacterial activity at high sugar concentrations and subsequent volatile acidity increases have limited the widespread use of this technique. This research has compared consecutive and simultaneous AF/MLF at several pH values in different vinifications. Standard wine parameters were assessed next to the concentration of several compounds by GCMS and HPLC. Overall, no detrimental effect of simultaneous fermentation management on final wine quality could be noticed. While acetic acid concentrations were slightly increased after simultaneous AF/MLF, the differences were not significant. Instead, inoculating bacteria together with yeast led to greatly improved malolactic fermentability and overall fermentation durations. Differences among the concentrations of specific compounds, such as acetaldehyde, may influence the choice of the fermentation technique. The results show that simultaneous AF/MLF can be considered as an important alternative for difficult vinifications as long as grapes and musts are hygienically sound.

Notes
Innovative Marketing and Ideas

Mark Saunders
Director of Fun
www.saundersfarm.com

Ideas, Successful Marketing is Innovative and Fun
Director of Fun, Mark Saunders is a hands-on marketer who loves to inspire creative and practical marketing solutions. This presentation will cover basic marketing strategies and ideas, successful media releases, as well as sponsorships and promotions. Saunders Farm, his family farm, was awarded the International Farm Marketer of the Year award in 2002. Using these ideas and principles you too can capture not only national and international media attention, but more CUSTOMERS!

1. Branding- What is your message?
Is it obvious? Is it clear? Is it simple? Does it connect with your customers?
Do you follow it through to all you do?

IDEA!
When promoting to new customers try something unique.
i.e. Door Hangers -Delivered to new neighbourhoods
Empty Pie boxes. Empty Wine bottle?

2. Marketing on the WEB- Your website is the most cost-effective, flexible, current, and traceable marketing tool you have.
-What does your website tell your customers?
-Think of your website as an extension of your Farm and retail site
  o Do you keep it clean?
  o Does it reflect your vision?
  o Is it designed to maximize sales and enjoyment?
-Does your web message match the message of your other ads?
-A web presence is cost effective-
  o You can get a well-designed website for a few of thousand dollars
  o A well-designed website will dramatically decrease phone calls to your farm and save you much in staff and phone costs

IDEA!
Website tips- The most common reasons people visit your website:
Location, Directions, Hours, Current information, a phone number.
So...Every page should have those links
minimize the number of clicks your site visitors have to do to get the information they want.
Make it easy for them...
Buy an intuitive and easy web address stick with .com.
Collect email addresses through your site- i.e. ConstantContact.com
3. **Sponsorship**- Use sponsorships to reduce costs, increase revenue and increase marketing reach. You sell further branding opportunities to your sponsors.

4. **Get the most from your media buy**
   - Determine demographic
   - Associate with the BEST
   - Creative buying – how to NEVER pay retail and never pay...
   - Event tickets for ads

5. **Guerilla Marketing- Take it to the street!**

6. **Make friends with the Media**
   - Always follow up on press releases
   - Always say thanks!

   **IDEA!** Market New Attractions and Events uniquely
   Celebrity Ghost story reading series, Barn of Terror Video

7. **Don’t forget to Market to your customers at your location**

8. **Make the connection**
   - Tell your stories of your farm, your family, your products.
   - Customers want to CONNECT
   - They VALUE that connection

**TOP 3 RULES OF SUCCESSFUL MARKETING:**
- *TRY SOMETHING NEW*
- *BE UNIQUE*
- *HAVE FUN!*

If you have further questions please email me at mark@saundersfarm.com.

**Notes**

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Results of OSU Variety Evaluation Trials

Dave Scurlock
Viticulture Outreach Specialist
Department of Horticulture and Crop Science
The Ohio State University/OARDC
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Wooster, OH 44691
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Included in our research emphasis is the evaluation of new varieties for Ohio’s growing conditions. With a major increase in the number of new varieties available for making wine today, the purpose is to evaluate Vitis vinifera, French-American, and other American hybrid grapes for their growing requirements and winemaking potential in Ohio. Through these trials we can make more specific varietal selections to new and existing growers relating to specific site selections and winemaking options. We are trying to help determine additional signature wine grape varieties in developing a reputation of excellence in Ohio.

Notes
This presentation will cover a better understanding of yeast requirements in avoiding a stuck fermentation in addition to focusing on what to do if you think you might have one. Critical Parameters such as temperature, nutrition, yeast inoculation rates and proper rehydration practices will be discussed to help your yeast do the best possible job during primary fermentation and creating the right consequences for completing successful malolactic fermentations.

Notes
David Marrison will share a snapshot of the grape and wine economic impact study that was conducted in 2007. The purpose of this study was to examine the total economic contributions of the Ohio Grape and Wine Industry. 51.3% of producers responded to this survey. This presentation will share a portion of the results from this study. This study was a joint project between OSU Extension, Lake County Soil & Water Conservation District, Ohio Wine Producers and the Ohio Grape Industries Program.
Grower and Vintner Panel on Ohio Grown Varietals  
(Ohio Commercial Grape Growing and Wine Making Panel Presentation)

Panel Presenters:
Pinot Gris: Nick Ferrante (Ferrante Winery & Ristorante)  
and Tony Debevc (Debonne Vineyards)
Traminette: Seth Meranda (Meranda - Nixon Winery)  
and Jeff Nelson (Viking Vineyards & Winery)
Cabernet Franc: Gene Siegel (South River Vineyard)  
and Kenny Schuchter (Valley Vineyards)

Since Ohio is very diverse in both geography and weather conditions across the state, we can grow a number of wine-grape varieties successfully. This panel presentation will look at three main varieties we have placed a lot of commercial effort in production and are becoming known on a national scale for the quality grapes and wine we are producing. Panel presenters will cover specific grape growing topics they find valuable for these varieties in addition to covering specific cellar practices they find essential for these varieties in producing a premium quality table wine.

Notes
List of Speakers

Imed Dami
Assistant Professor & Extension Viticulture Specialist
OARDC/OSU

Tony Debevc
Owner
Chalet Debonne Winery

Steve DiFrancesco
Winemaker
Glenora Wine Cellars and Knapp Winery

Doug Doohan
Associate Professor & Weed Specialist
OARDC/OSU

Mike Ellis
Professor of Plant Pathology
OARDC/OSU

Nick Ferrante
Owner
Ferrante Winery & Ristorante

Sigrid Gertsen-Briand
Technical Service Representative
Lallemand, North America

Joe Henke
Owner
Henke Winery

David Marrison
Extension Educator & Assistant Professor
OSU Extension-Ashtabula County

Seth Meranda
Owner
Meranda - Nixon Winery

Jeff Nelson
Owner
Viking Vineyards & Winery

Ramón Mira de Orduña
Associate Professor
Cornell University, Geneva

Heidi Orsini
President
HAO Marketing

Bill Randle
Chair
Department of Horticulture and Crop Science, OSU

Mark Saunders
Director of Fun
Saunders Farm

Kenny Schuchter
Owner
Valley Vineyards

Dave Scurlock
Viticulture Outreach Specialist
OARDC/OSU

Gene Siegel
Owner
South River Vineyard

Todd Steiner
Enologist
OARDC/OSU

Andy Troutman
Owner
Troutman Vineyards and The Winery at Wolf Creek

Mike Williams
Owner
The Winery at Versailles
Roger N. Williams
Professor of Entomology
OARDC/OSU

Donniella Winchell
Executive Director
Ohio Wine Producers Association

Alice Wise
Extension Educator/Viticulturist
Cornell Cooperative Extension of Suffolk County, Riverhead, Long Island

James A. Wolpert
Viticulture Extension Specialist
University of California, Davis
List of Exhibitors

**Brick Packaging**
P.O. Box 1645
Traverse City, MI 49685-1645
231-947-4950
danbrick@brickpackaging.com
*Bottles, corks, capsules, barrels*

**Criveller Company**
6935 Oakwood Drive
Niagara Falls, ON L2E6S5
*Processing equipment*

**Double A. Vineyards**
10277 Christy Road
Fredonia, NY 14063
716-672-8493
jgloss@netsync.net
*Grapevines, grow tubes, literature*

**Euro-Machines**
741 Old Brandy Road
Culpepper, VA 22701
540-825-5700
paul@euromachinesusa.com
markus@euromachinesusa.com

**G-M-I Inc.**
4822 East 355th St.
Willoughby, OH 44094
440-953-8811

**Gourmet Indulgences**
1915 Brown Street
Akron, OH 44301
330-80-10998
sales@gourmetindulge.com

**Green Hoe Co., Inc.**
6645 West Main Road
Portland, NY 14769
716-792-9433
*Green grape hoe, vine auger, earth anchors*

**H&W Equipment**
824 Line 4, RR#2
Niagara on the Lake
ON L0S1J0
*Spraying equipment*

**Hanna Instruments**
584 Park East Dr.
Woonsocket, RI 02895
401-765-7500
mktg@hanninst.com

**Kaufman Container**
1000 Keystone Pkwy, Ste 100
Cleveland, OH 44135
*Bottles, packaging, closures*

**M&K Engraving**
441 9th St. W.
Strasburg, OH 44680
330-878-7500
msecrest@mkengraving.com

**Ohio Department of Commerce**
**Division of Liquor Control**
6606 Tusping Road
Reynoldsburg, OH 43068-9005
614-644-2433
gary.jones@com.state.oh.us
*Alcohol regulations, state and federal*

**Presque Isle Wine Cellars**
9440 W. Main Road
North East, PA 16428
814-725-1314
lauri@piwine.com

**S and S Incorporated**
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jeffh@scottlab.com
Cellar supplies, packaging, processing

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OSU publication

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U.S. Treasury Department, Alcohol and Tobacco Tax and Trade Bureau
27476 Detroit Rd., Suite 103
Westlake, OH 44145
440-871-6055
jerome.cajka@ttb.gov
Alcohol regulations, state and federal

Vitro Packaging Inc
5200 Tennyson Pkwy
Plano TX 75024
469-443-1000
mhederich@vitro.com

Winery Pak Insurance Programs
3 Wing Drive
Cedar Knolls, NJ 07927
888-386-5701
davep@winerypak.com
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