

Program Work Team Petition

1. Name of PWT: Viticulture and Enology Program Work Team

2a. Co-Chair (Lead): Tim Martinson
Title: Senior Extension Associate
Address: Dept of Horticultural Sciences
NYSAES
Geneva, NY 14456
Phone: 315-787-2448
Fax: 315-787-2216
e-mail: tem2@cornell.edu

2b. Co-Chair: Chris Gerling
Title: Enology Extension Associate
Address: Dept. Food Science and Technology
NYSAES
Geneva, NY 14456
Phone: 315-787-2277
Fax: 315-787-2
e-mail: cg9@cornell.edu

4. In addition to membership of any external stakeholders indicated in item #3, outline other ways your PWT plans to fully engage stakeholders in work team activities.

We plan on sending targeted requests for input back to local Extension Advisory committees to address at their meetings, and relying on Extension personnel to communicate this input back to the committee.

In addition we will rely on the following external groups for input into research/extension priorities:

- New York Wine and Grape Foundation
- Lake Erie Regional Processors group
- Viticulture Consortium East priority listing
- Other regional groups TBD

5a. Briefly list below up to six (6) major statewide program needs that concern or fall within the purview of your proposed PWT.

1. Produce and disseminate research-based information to inform grower decision-making on management of cropping levels, canopy management, soil fertility, insect, disease, and weed management, and optimal harvest/maturity timing.
2. Produce and disseminate research-based information to guide management of the winemaking process in NY wineries.
3. Participate in recruitment of students for the undergraduate Enology/Viticulture major, and assist in identifying internship opportunities within the NY industry for students.
4. Coordinate and develop integrated web resources for electronic communication of extension information

5. Explore delivery of basic information on viticulture and enology through established short courses and distance learning opportunities, particularly for industry newcomers

5b. Describe the process used with prospective PWT members to determine these statewide program needs.

Information on industry priorities for extension and research questions will be sought from several industry advisory groups, including those of the Finger Lakes Grape Program, Lake Erie Regional Grape Program, Long Island grape program, Hudson Valley Commercial Fruit Program, Northeastern NY Fruit Program, Enology Extension advisory group, and other stakeholders such as the NY Wine and Grape Foundation and regional wine trail associations. Existing research priority lists from stakeholders will be collated and combined.

6a. In general, what major PWT programs or activities are planned (or will be explored) to address the statewide program needs identified above?

1. Regional and statewide winter conferences addressing grape and wine production issues.

- New York Wine Industry Workshop and WGF Seminars
- Finger Lakes Grape Growers Convention
- Lake Erie Grape Growers Convention
- Hudson Valley Fruit School (grape day)
- Long Island Horticultural Forum
- Viticulture 2010 (Statewide meeting, every 3 yr, coord. With NYWGF)

2. Regional and statewide electronic and print newsletters

- Finger Lakes Vineyard Notes/electronic e-mail updates
- Lake Erie Vineyard Notes/ electronic e-mail updates
- Long Island weekly Horticulture notes/ Vineyard Mgr listserv (Wise)
- Statewide Enology newsletter (Gerling)
- Veraison to Harvest (Martinson, Gerling)
- Quarterly or Bi-annual News of the viticulture/enology program

3. Summer field meetings and seminars

4. Core 'web' gateway to Viticulture/Enology Programs

5. Grant-funded research and extension projects

6. Annual Cornell Recent Advances in Viticulture and Enology (CRAVE) conference

6b. What intended outcomes would this PWT hope to realize from these potential programs/activities?

Overall outcome: Support profitable production of grapes, wine and grape products in New York State.

The Viticulture/Enology PWT will support development of programs that result in the following outcomes:

- Profitable and sustainable production of grapes, wine and juice products
- Relevant input by industry and industry associations into overall direction of extension programs and activities
- Research efforts by faculty and associated units that are connected with finding solutions to production, marketing, and processing issues identified by the industry.

- Informed business decisions by grape and wine producers.
- Visibility and demonstrated impact to decision-makers and funding agencies
- Connection of extension staff with campus-based faculty and extension programs.
- Support development of a trained workforce of vineyard managers, growers, and winemakers that will produce high quality products.
- Support recruitment of students for the College's academic programs, assist academic staff in placing students in internships and increase career development options for people in the industry.
- Support regional economic development centered around the wine and grape industry.
- Work in partnership with other land-management, governmental agencies and foundations to achieve industry goals.

6c. In what ways will this PWT's programs and activities be evaluated? Outline in brief your early thinking as to how PWT efforts will be evaluated for outcome determination, effectiveness and impact.

Results of formal evaluation surveys at major meetings will be collated and reported to the PWT.

Industry funding groups will set priorities and evaluate research proposals and priorities.

Stakeholder groups (Local Advisory Committees) will be asked to evaluate program activities and outcomes.

6d. What timeline do you view as adequate for your PWT to carry out likely programs/activities and to realize hoped for outcomes?

We envision continuing this group indefinitely, and re-evaluating outcomes after 5 years.

7. What steps does this PWT intend to take to further the integration of research and extension in its programs/activities?

1. Foster frequent and direct communication among researchers and extension personnel
2. Integrate Enology Extension into Regional extension programs
3. Sponsor gatherings such as the CRAVE conference (Cornell Recent Advances in Viticulture and Enology) to annually share results of research projects and extension programs.

8. What steps does this PWT intend to take to foster multi-disciplinary collaboration and approaches in addressing the statewide program needs identified above?

Disciplines represented in this committee include Viticulturists, plant physiologists, grape geneticists and plant breeders, entomologists, plant pathologist, production economics specialists, wine chemists and microbiologists, and regional extension specialists. A strong degree of integration already exists, and will be enhanced by interactions taking place at this PWT.

9. What internal (Cornell and/or CCE association regionally-affiliated) sources of support, if any, are already committed to support work team activities?

Viticulture/Enology comprises 26 faculty and Senior research/extension associates, and 9 regional extension personnel. These are all supported by College, state and county CCE Association funds. Five ARS scientists are supported by Federal USDA funds.

10a. What external (non-Cornell and/or CCE association/regional-affiliated) sources of support, if any, are already committed to support work team activities?

Several funding sources support viticulture/enology research and extension. Notable sources include:

- Viticulture Consortium-East
- Lake Erie Regional Grape Program, INC.
- New York Wine and Grape Foundation matching funds
- NY Wine and Grape Foundation 'Total Quality Focus' funds
- New York Farm Viability Institute

10c. What external sources of support will be targeted and sought to support work team activities?

We will explore opportunities to support work team activities, apart from the above-mentioned sources.