

# Viticulture, enology and marketing for cold-hardy grapes



## *Training systems and Labor: How to Achieve Economically Sustainable Vineyards with Quality Fruit*

Tim Martinson

*Senior Extension Associate in Viticulture*

Justine Vanden Heuvel

*Assistant Professor*

Trent Prezler

*Graduate research assistant*



Cornell University  
College of Agriculture and Life Sciences New York State Agricultural Experiment Station

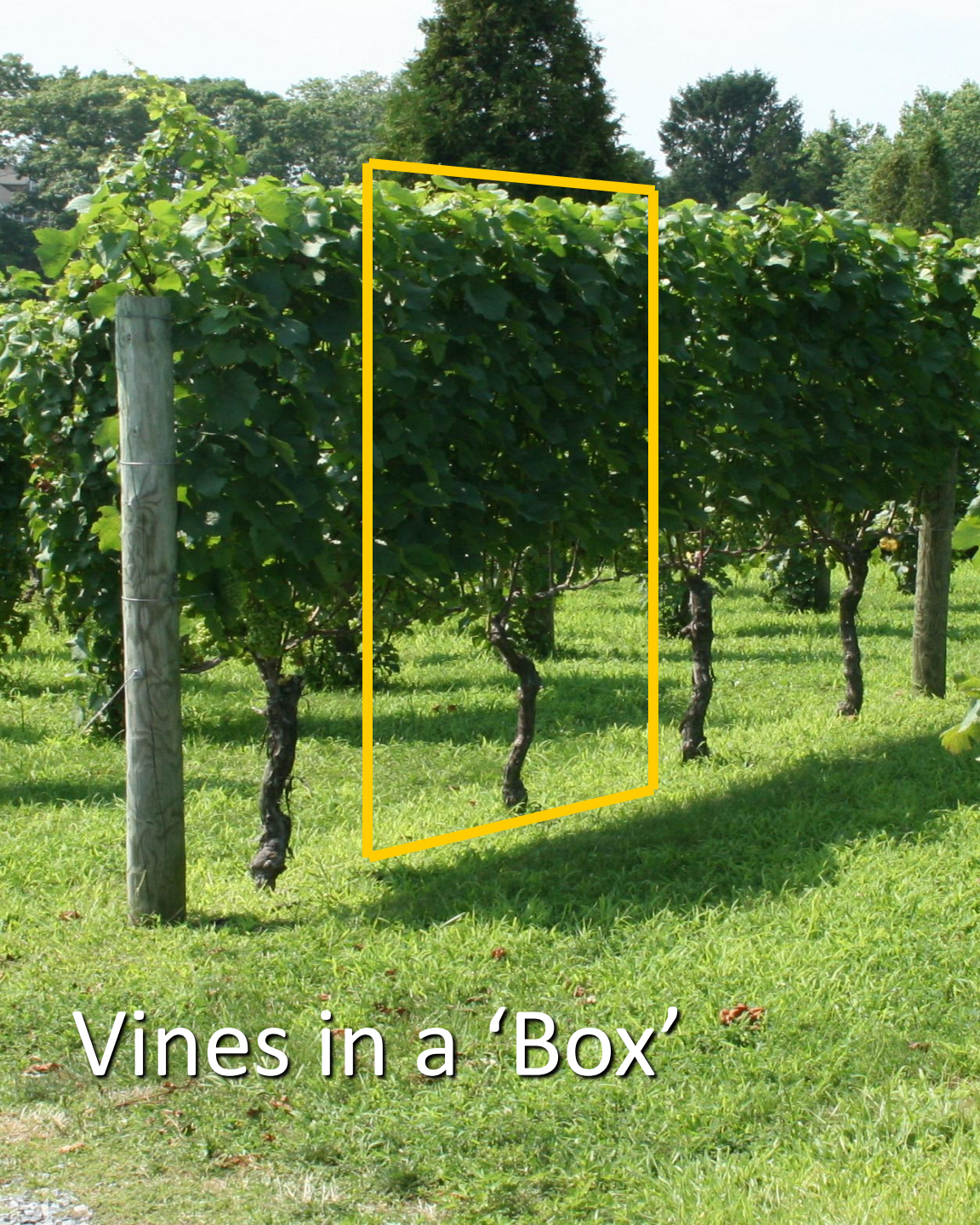
# Labor Inputs

*Each minute you spend on a vine*

=

*13.5 hours labor per acre\**

*\* 6 x 9 ft spacing, 807 vines/acre*



Vines in a 'Box'

- Space
- Vigor
- Shoot density
- Shading

## Tools

- Vine Spacing
- Training system
- Irrigation ↓ Fertility
- Canopy Management
  - Shoot thinning
  - Leaf removal
  - Hedging
- Crop Management
  - Pruning severity
  - Cluster Thinning

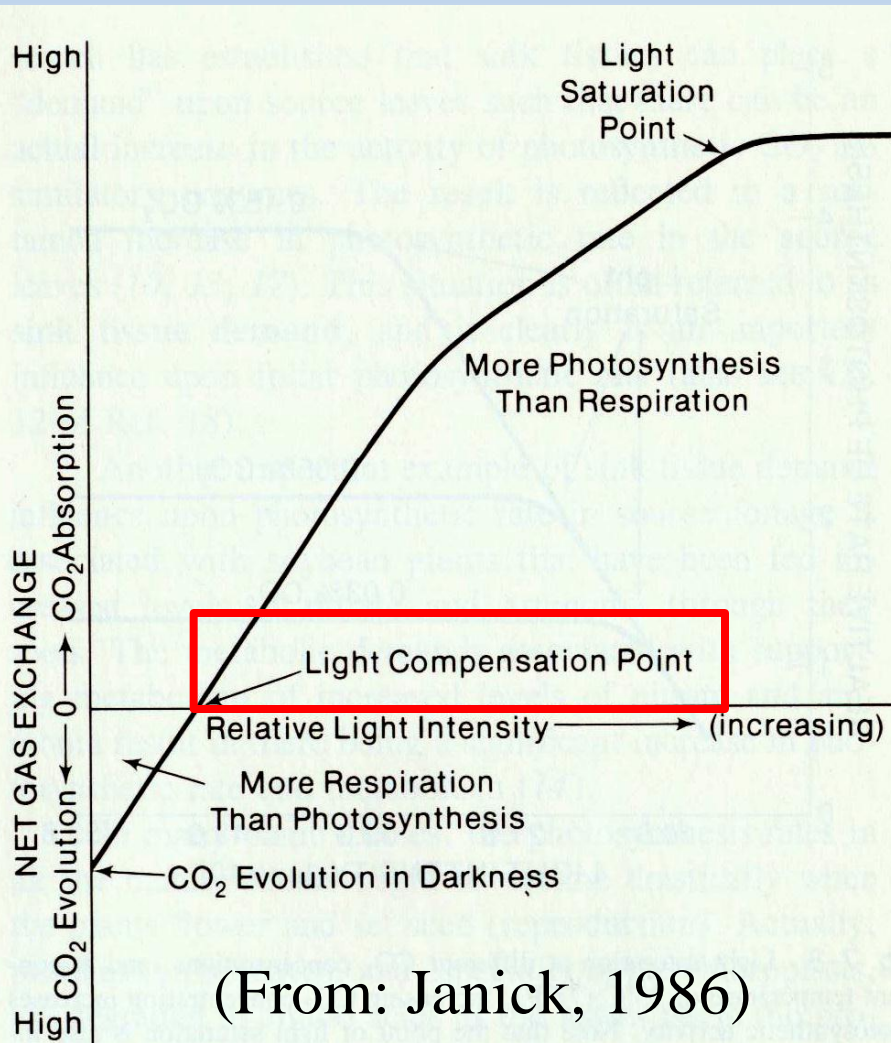
# Training Systems



Viola UMD

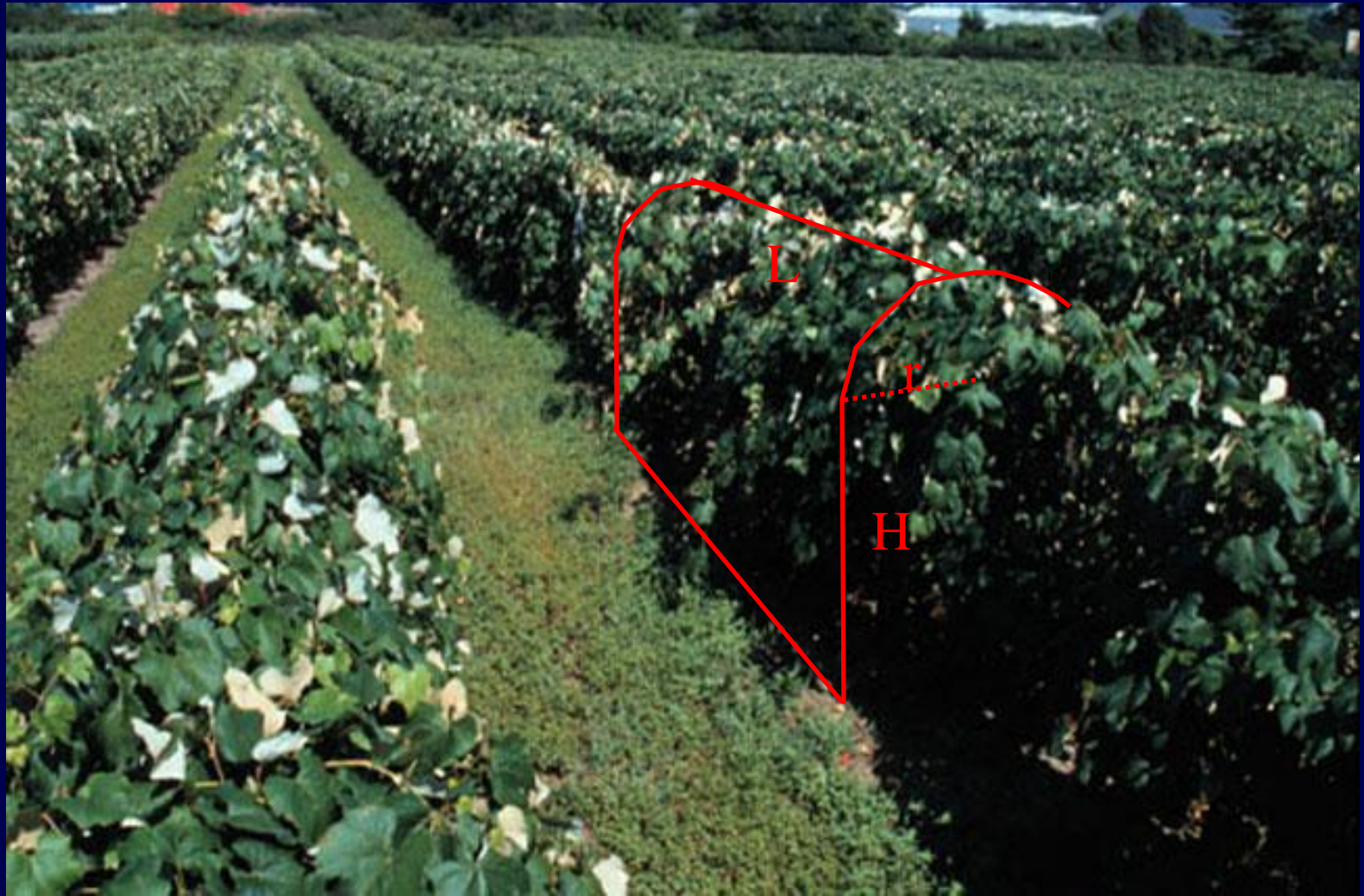
# Canopy Microclimate and Shading

## Light Compensation Point for Carbon Balance in Leaves



(From: Janick, 1986)

- Leaves need some carbohydrates for their own cellular respiration
- Below compensation point, leaf respiration exceeds photosynthesis
- Shaded leaves do not contribute significantly to vine or fruit carbon requirements

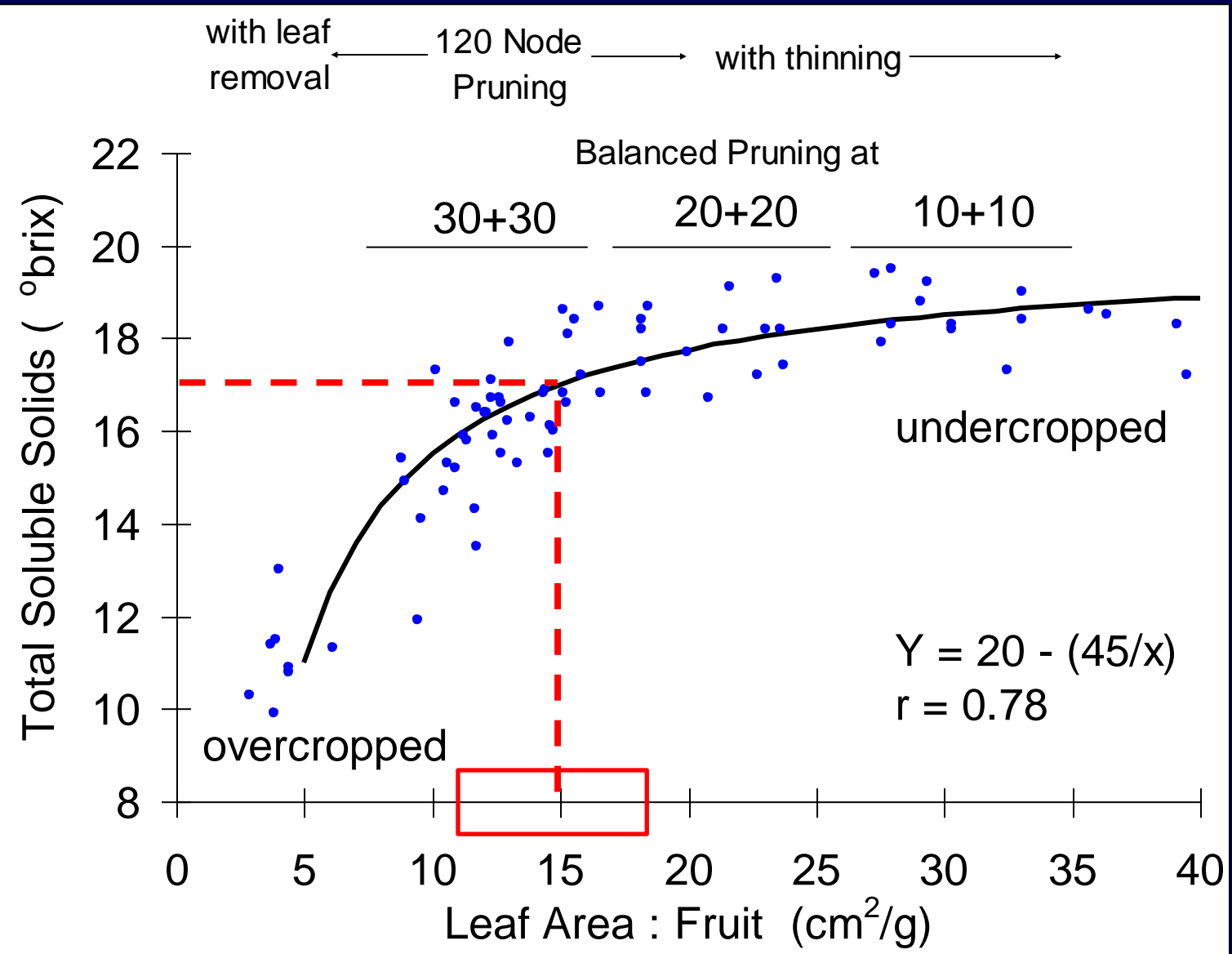


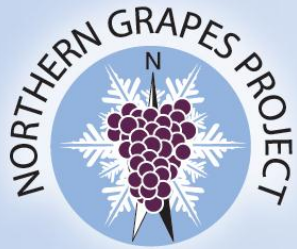
**Canopy Surface Area x 1.5 = Maximum Possible Exposed Leaf Area**

**Lake Erie Grape Research**

Cornell University, New York State Agricultural Experiment Station  
Department of Horticultural Sciences, The Lake Erie Regional Grape Program







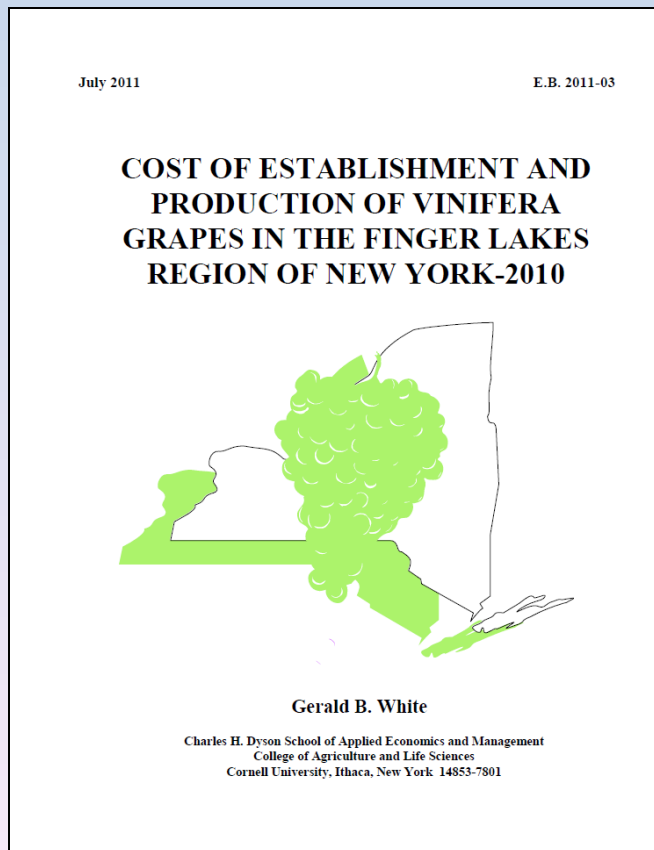
# Outline



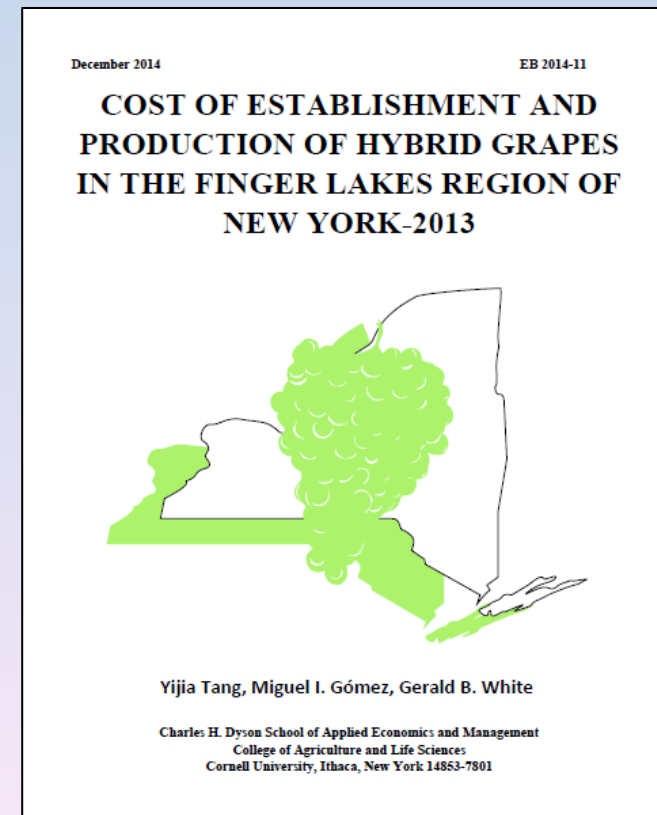
- General comments on Cost/Quality/Yield
- Examples
  - Shoot thinning on hybrids
  - Marechal Foch Shoot thinning/Harvest date
  - Cluster thinning on Riesling
  - Vignoles and disease on High Cordon vs VSP

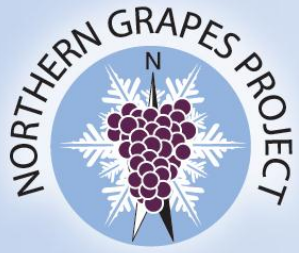


# Cost of Establishment of *V. vinifera* in the Finger Lakes Region of NY



Gerald White

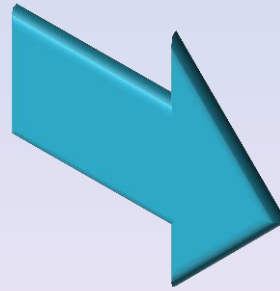




# Farming for Flavors



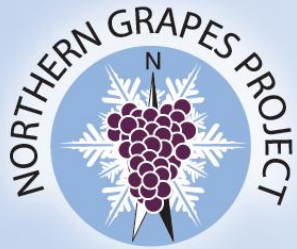
## Grapes



\$\$\$?



*“does exhibit cherry and black currant flavors and aromas... but can be much more complex with integrated notes of blackberries, pepper, plum, tobacco, leather, and spice”.*



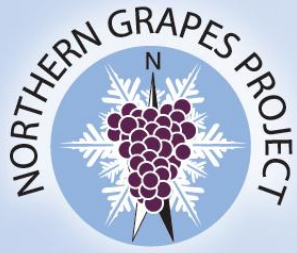
# From One Acre to Twenty

## One Acre

- Backpack sprayer
- Weekend work
- Hand labor not limiting
- Modest equipment needs
- Tonnage less important?
- Quality variable?
- Management informal

## Twenty acres

- Commercial Sprayer
- Timely management
- Labor efficiency important
- Machinery investments
- Tonnage important
- Quality imperative
- Management crucial



# Different businesses

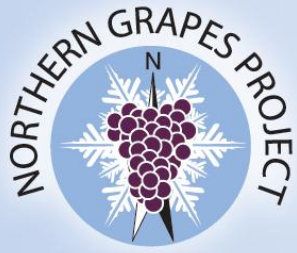


## Vineyard + Winery

- Can capture 'value added' in wine
- Ratio: Wine > 5x multiplier in revenue
- Can make a lot of wine on a small acreage
- (2,000 cases = 10 acres)
- Can use specialized vineyard practices and recoup cost in premium wines

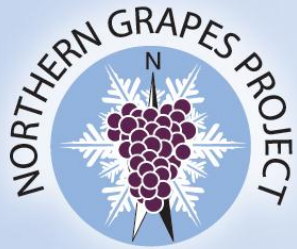
## Stand-alone vineyard

- Needs to be profitable growing grapes
- Tonnage matters
- Labor efficiency important
- Needs more acres of grapes to support equipment investments
- Buyers generally pay more for 'quantity' than 'quality'



# Commercial Viticulture

- What growing practices measurably contribute to quality?
- What growing practices measurably contribute to yield?
- At what point do higher yields compromise quality?
- What are buyers willing to pay for 'extra' practices that increase quality or reduce yield?



# Labor becomes significant

*Time spent per vine*

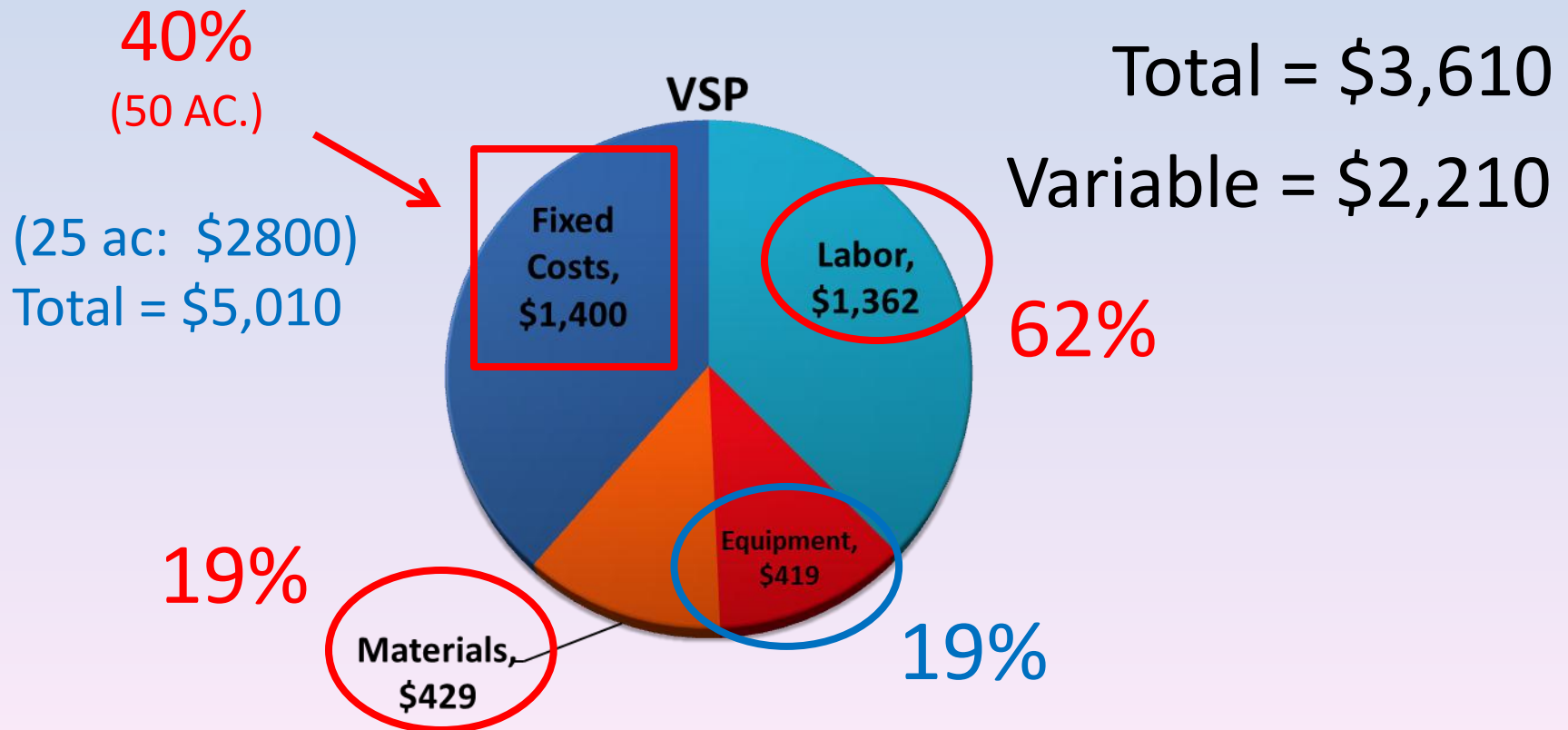
- At 9x6 vine spacing: 807 vines per acre
- Each 1 minute per vine = 13 ½ hours of time/acre.
- Pruning: @0.40 per vine = \$322.00, about 27 h per acre.
- Tying @ 0.20 per vine = 14 h labor/acre
- Canopy management: each pass 6 h (Shoot Pos, Leaf removal, shoot tipping)



# Viticulture, enology and marketing for cold-hardy grapes



## Annual Growing Costs/Acre



Source: Gerald White 'Cost of Establishment of *V. vinifera* in Finger Lakes 2010'



# Viticulture, enology and marketing for cold-hardy grapes



## Cost Per Ton (\$3610/acre)

**Variable Costs  
Covered**

**\$1000/Ton**  
10 lb/vine  
(6x9 ft spacing)

Yield (T/Acre)	Cost Per Ton	At \$2210/Acre
1.5	\$2,407	1,473
2.0	\$1,805	1,105
2.5	\$1,444	884
3.0	\$1,203	737
3.5	\$1,031	631
4.0	\$903	553
5.0	\$722	442





# What is quality?



- Clean, disease free fruit
- Ripe fruit
- Enough fruit (Yield) to pay the bills
- Vine reserves to maintain production next year

Beyond these basics:

*Quality is what the customer wants and is willing to pay for.*

# Achieving Ripeness

- Enough exposed leaf area to ripen fruit.



÷



= cm<sup>2</sup>/ g

15-20

# Pruning and Vine Balance

- Ravaz Index



÷

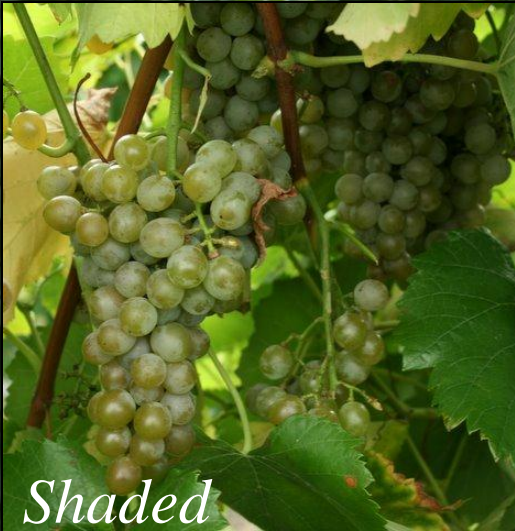
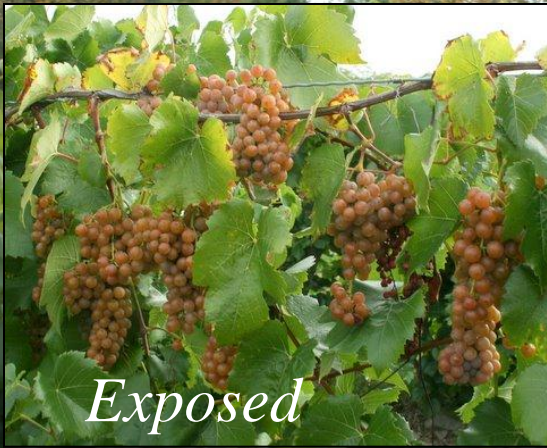


= Ravaz  
Index

5 to 10

# Traminette 2007

*Excess Vigor*



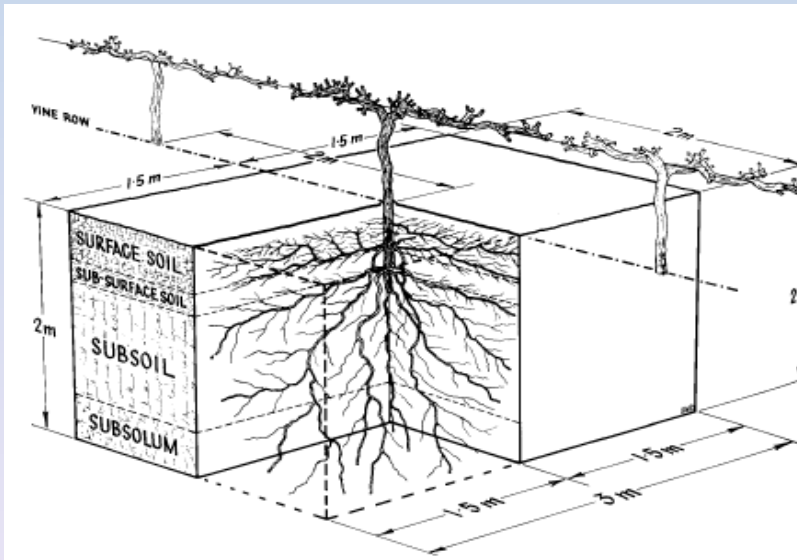
*Excessive Vigor*



*Drought Stress 2005  
Inadequate Vigor*

# Vine Capacity and Vigor

- Soil depth, texture
- Water Holding Capacity
- Organic matter/Fertility



## Vigor

= Rate of shoot growth

## Vine Capacity

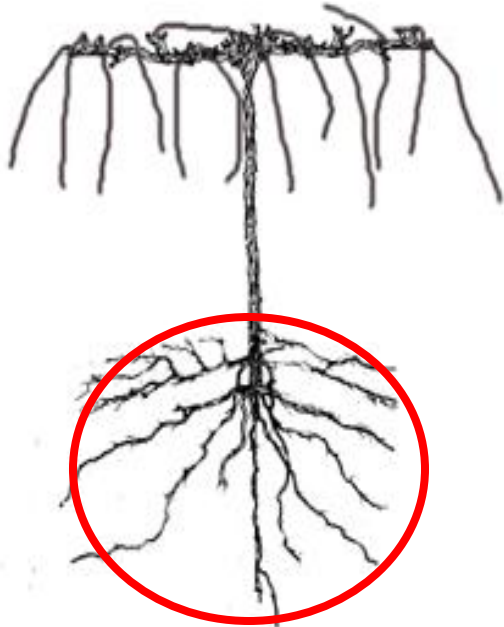
= Sustainable cropping level

## Crop Load

= Ratio of **exposed** leaf area to crop

*Diagram courtesy Terry Bates, Viticulture Research Associate  
Cornell Lake Erie Research and Extension Laboratory, Portland, NY*

# Dormant Vine



**Dry Weight**

41%

**Starch**

16%

**N**

25%

**P**

23%

59%

84%

75%

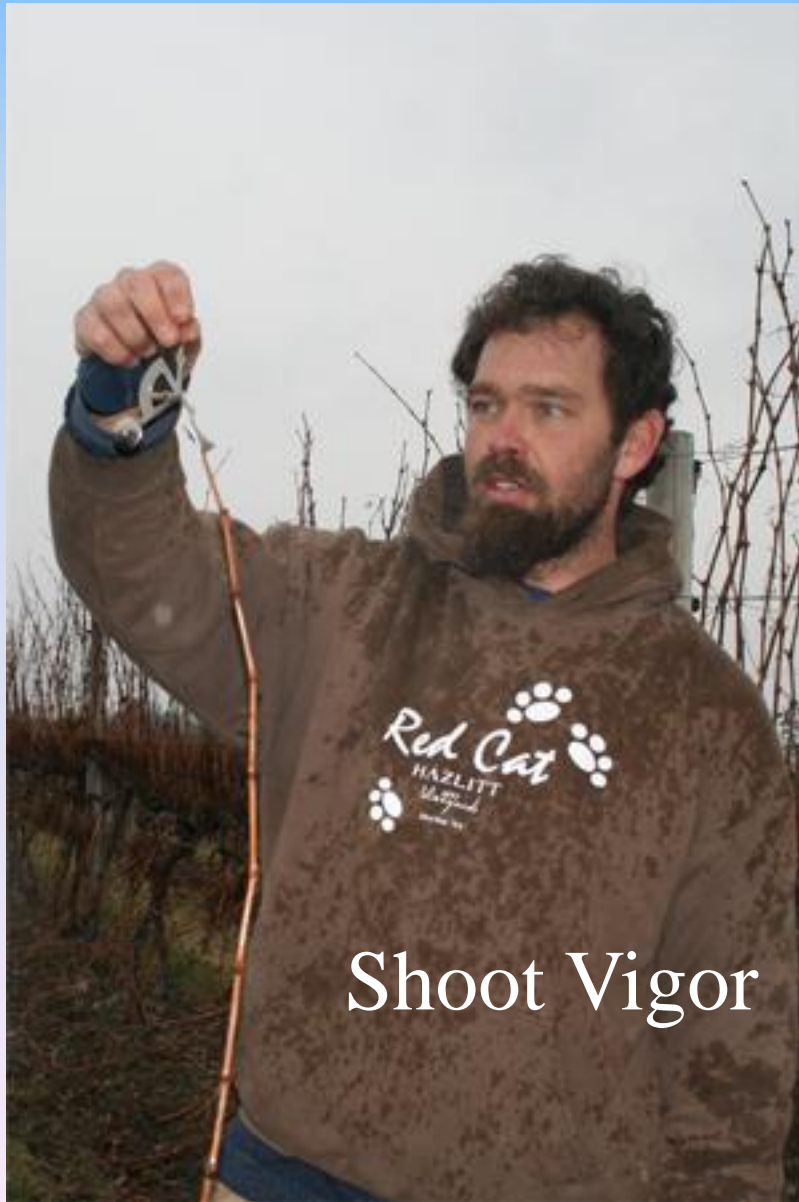
77%

**Roots are the Dominant Storage Organ**

# Shoot Vigor



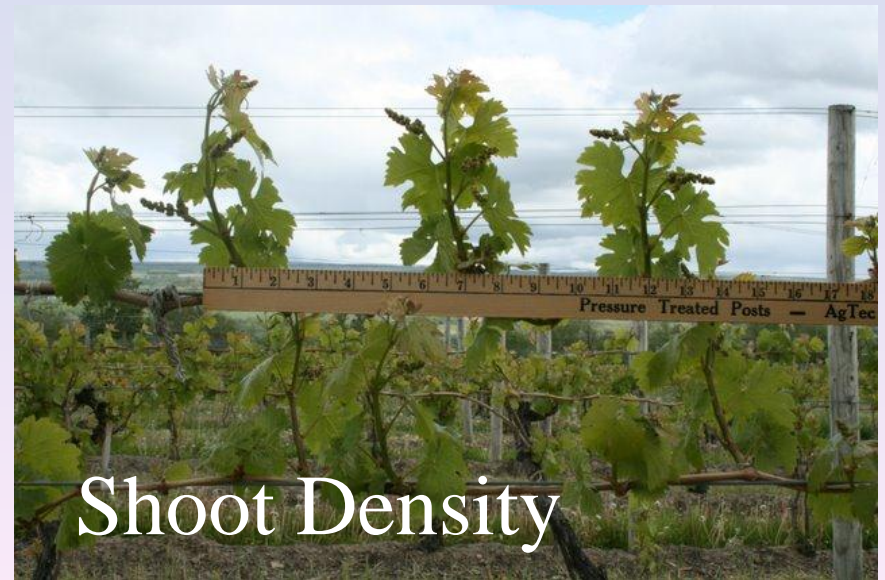




Shoot Vigor



Pruning Weight



Shoot Density





**The Goal:**  
**Balance**  
**The**  
**Challenge:**  
**\$\$\$**



Long Island Merlot  
2-3 T/acre \$1800-2400/Ton  
\$25 -\$40 Bottle Price

2-3 T = \$3600 - \$7200/acre

Growing costs: \$3-4,000/acre



Finger Lakes  
Cayuga White

7-8 T/acre (\$500-600/T)

\$10 Bottle Price

**7-8 T = \$3500 - \$4800**

**Growing costs: \$1,500-1,800/acre**

# Concord – Geneva Double Curtain

Lake Erie

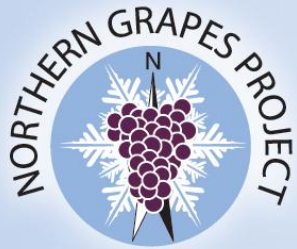
Concord

8-10 T/acre

\$200-260/Ton

8-10 T = \$1600 - \$2600

Growing costs: >\$1,500/acre



# The baseline



- Weed and floor management for productivity
- Clean, disease-free grapes for quality
- Balanced cropping and fruit exposure

# Weed control during Vineyard Establishment





# Weeds during Establishment



# Cost of delaying crop by 1 year

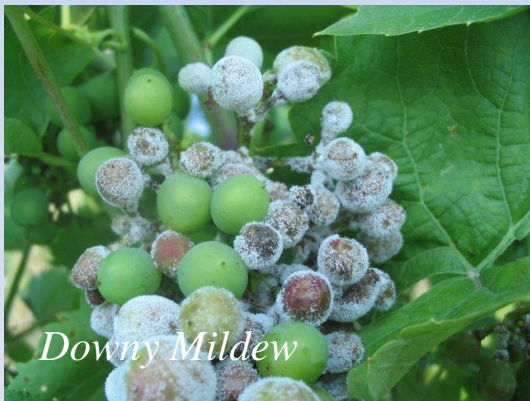
Actual Year	Income	Accumulated Income or (Expense)	Income	Accumulated Income or (Expense)
0	\$0.00	<b>(\$547.47)</b>	<b>\$0.00</b>	<b>(\$547.47)</b>
1	\$0.00	(\$5,749.07)	\$0.00	(\$5,749.07)
2	\$0.00	(\$7,279.56)	\$0.00	(\$7,279.56)
3	<b>\$1,500.00</b>	(\$8,670.64)	\$0.00	(\$10,170.64)
4	\$3,000.00	<b>(\$8,399.80)</b>	<b>\$1,500.00</b>	<b>(\$11,399.80)</b>
5	\$3,500.00	(\$7,318.68)	\$3,500.00	(\$10,318.68)
6	\$3,500.00	(\$6,172.97)	\$3,500.00	(\$9,172.97)
7	\$3,500.00	(\$4,935.96)	\$3,500.00	(\$7,935.96)
8	\$3,500.00	(\$3,647.29)	\$3,500.00	(\$6,647.29)
9	\$3,500.00	(\$2,258.75)	\$3,500.00	(\$5,258.75)
10	\$3,500.00	(\$809.44)	\$3,500.00	(\$3,809.44)
11	\$3,500.00	\$749.37	\$3,500.00	(\$2,250.63)
12	\$3,500.00	<b>\$2,389.98</b>	\$3,500.00	<b>(\$610.02)</b>

Adapted from Domoto 2007, *Cost of Establishing A Vineyard – High Cordon*, Iowa State University.

<http://www.agmrc.org/agmrc/commodity/fruits/wine/wineryfeasibility.htm>

## 2. Be timely with disease management

- You need to produce clean fruit to produce quality wine.
- You need healthy foliage to ripen grapes and create vine reserves to carry your vines into the next growing season.



# Cluster Infections

- Total crop loss on infected clusters
- Small amounts reduce wine quality
  - Powdery mildew < 2% detectable in wines

## Remedy:

- Fungicide coverage through 4-6 wk after bloom
- Most critical: immediate prebloom and postbloom.
- Timely spray intervals!
- Good Canopy Management – Exposed Clusters

# Disease Management- Foliage



*Late Season Downy Mildew Defoliation*

# Canopy Management:

## *One Component of Cropping System*

- Vineyard design (spacing, rootstocks, etc)
- Choice of Training System
- **Pruning intensity**
- Canopy and Crop Management

– Shoot Number

– Cluster Number

– Berry Number

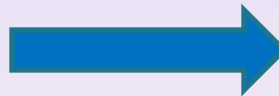
– Leaf Removal

– Shoot Tipping

– Shoot Positioning



**Yield components**



**Leaf Area/Light Environ.**



## Viticulture, enology and marketing for cold-hardy grapes



# The best canopy management is *When possible* no canopy management

- Canopy management costs money
- Canopy management often reduces yield
- Payoff: increased quality or marketability

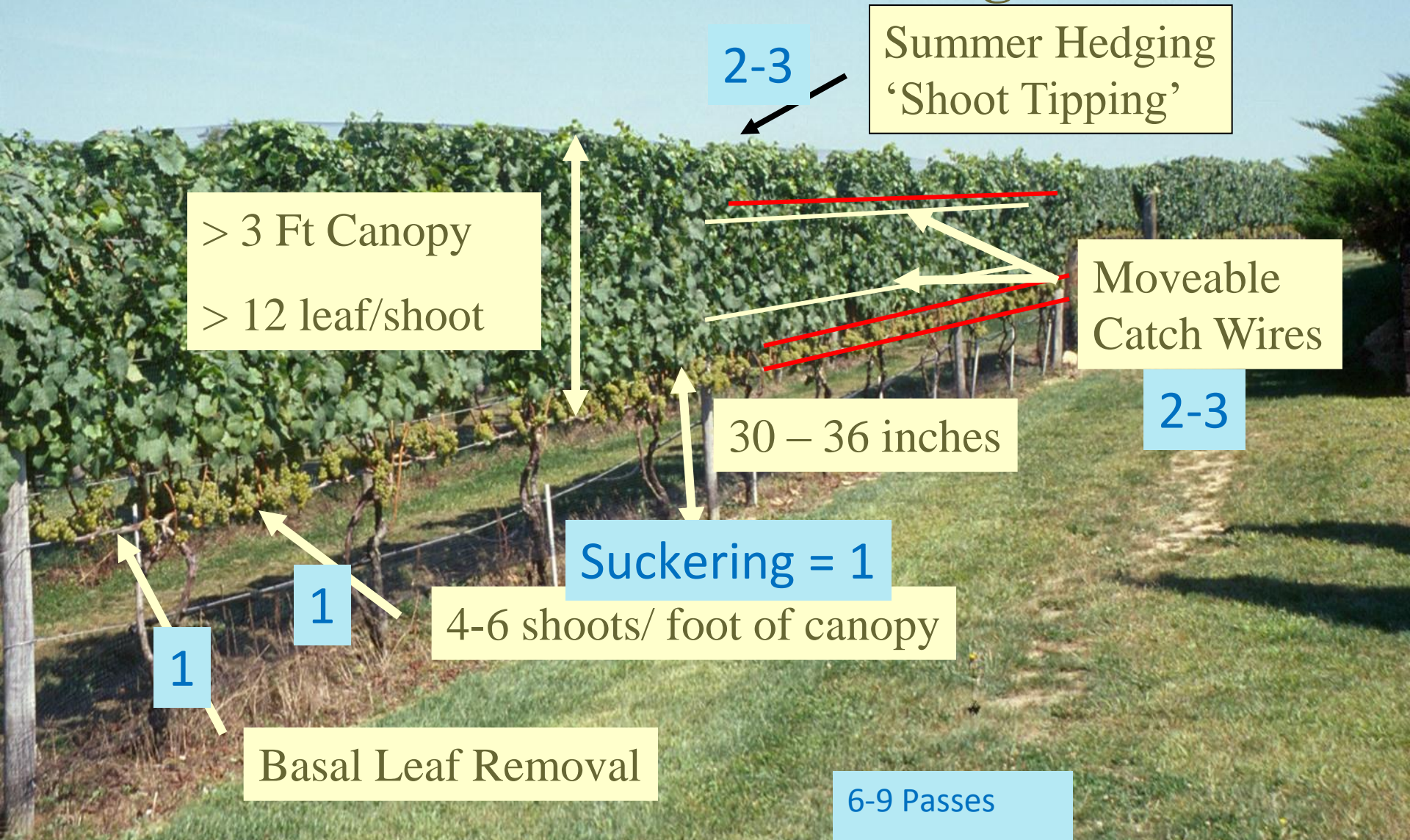
### Inputs:

Labor  
Potential Crop

### Output:

Riper Fruit, Better Wine  
'Willingness to Pay'

# Vertical Shoot Positioning





# Labor Hours /Acre

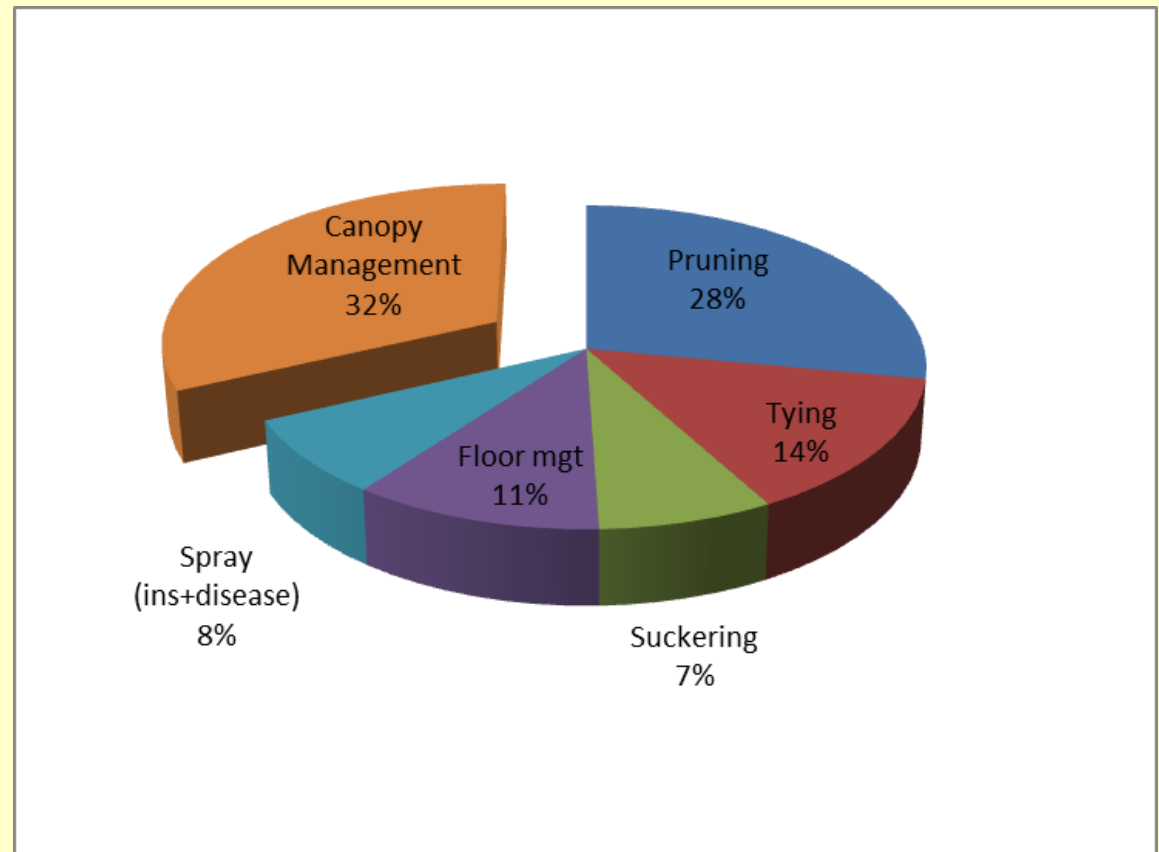
*Total = 93*

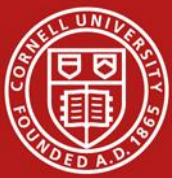
## Canopy Management

- Shoot thinning
- Shoot positioning
- Cluster thinning
- Leaf removal (mech)
- Summer hedging

## Harvest not included

- Machine = 240/acre





# Shoot and cluster thinning for hybrids



Foch - unthinned



Foch - thinned

• How much does it cost?

• What are the benefits?

- Time  
- Crop

- Ripeness  
- WTP

Grower Demo Blocks

Leon Millot  
Vignoles  
Traminette  
Vidal blanc  
Noiret

# Shoot thinning Costs



## TIME

15 sec/vine

6x9 spacing = 806 vines/acre

202 min/acre = 3.35 hours/acre

X \$15/hour = \$50.38

## CROP

Cabernet Franc @ \$1500/T

0.5 T/acre removed

\$750 lower receipts

**Need: \$800.38/acre more in 'quality'**

# Shoot thinning Costs

Vineyard Layout		Labor time and Cost (@\$15/h) for Shoot thinning							
		15 sec/vine		20 sec/vine		30 sec/vine		40 Sec/vine	
Vine spacing	Vines per acre	Hr	\$	Hr	\$	Hr	\$	Hr	\$
4x9	1210	5.0	\$76	6.7	\$101	10.1	\$151	13.4	\$202
5x9	968	4.0	\$61	5.4	\$81	8.1	\$121	10.8	\$161
6x9	807	3.4	\$50	4.5	\$67	6.7	\$101	9.0	\$134
7x9	691	2.9	\$43	3.8	\$58	5.8	\$86	7.7	\$115
8x9	605	2.5	\$38	3.4	\$50	5.0	\$76	6.7	\$101

## Other hand labor operations

Pruning/brush pulling: 27H

Tying: 13H

Suckering: 7 H

Cluster thin: 10 H

Source: J. White 'Cost of Establishment of *V. vinifera* in Finger Lakes 2010'

## Other Canopy Mgt (VSP)

Shoot Positioning 2x = 12 H

Leaf removal = 4.5 H

# Late Shoot Thinning



# Grower Demos -Shoot Thinning

Variety	Yield (T/acre)			Shoots/foot of Row		Sec Time cost			Gross Receipts to C			Extra revenues needed to compensate for Thinning		
	No Thin	Thin	Diff.	No Thin	Thin	Sec per vine	Hr per Acre	\$ per Acre @ \$15	Price per Ton	No thin	Thin	Difference	Extra price/ton	Extra cost per bottle
Chardonnay	3.8	3.2	-0.6	4.4	3.6	-	-	-	\$1,200	\$4,554	\$3,825	-\$729	\$229	\$0.32
Vignoles	11.5	8.2	-3.3	8.5	6.1	22	4.9	\$74	\$500	\$5,770	\$4,116	-\$1,654	\$210	\$0.29
Leon Millot	3.5	2.5	-1.0	11.0	7.0	37	6.8	\$102	\$500	\$1,735	\$1,235	-\$500	\$244	\$0.34
Traminette	7.3	6.4	-0.9	4.4	3.6	18	4	\$61	\$500	\$3,636	\$3,178	-\$458	\$82	\$0.11
Noiret	-	-	-	5.8	4.8	18	3	\$45	\$500	-	-	-	-	-
Riesling	4.7	3.9	-0.8	5.5	4.8	-	-	-	\$1300	\$6,110	\$5,057	-\$1,053	\$271	\$0.38
Vidal blanc	11	9.9	-1.1	7.1	4.6	-	-	-	\$500	\$5,481	\$4,943	-\$538	\$54	\$0.08
Riesling (ST and LR)	6.8	6.3	-0.5	7.6	6.0	42	11.2	\$169	\$340	\$8,190		-\$650	\$130	\$0.18

## Fruit Quality

Variety	Berry Weight			Brix			TA		pH	
	Unth	Th	Dif	Unth	Th	Dif	unth	thin	unth	th
Chardonnay	1.63	1.64	0.01	19.9	20.0	0.1	9.7	10.6	3.25	3.16
Vignoles	1.51	1.59	0.08	19.9	20.9	1.0	6.7	6.9	3.30	3.27
Leon Millot	0.87	0.94	0.07	22.2	22.2	0.0	15.9	15.0	3.10	3.13
Traminette	1.90	1.85	-0.05	17.0	18.0	1.0	6.5	6.3	3.06	3.07
Noiret	2.22	2.30	0.08	15.1	15.6	0.5	9.7	9.6	3.16	3.23
Riesling	1.74	1.75	0.01	17.7	19.0	1.3	7.1	7.1	3.18	3.15
Vidal blanc	1.54	1.58	0.04	14.4	15.0	0.6	5.7	5.9	3.22	3.20

# Leon Millot Shoot Thinning



# Leon Millot Shoot Thinning

Thinned vs Unthinned 'Leon Millot' at Goldman Vineyards

Treatment	Unthinned	Thinned	% reduction or increase
Shoots per vine	44.7	28.6	-37%
Clusters per vine	105	56	-47%
Crop wt per vine(lb)	5.10	3.63	-29%
Tons per acre	4.0	2.8	-29%
Cluster Weight (g)	22.9	30.0	+31%
Berry weight (g)	0.78	0.91	+17%
Berries per cluster	29.4	32.8	+11%

## Fruit Chemistry

treatment	Berry Weight (g)	Brix	pH	TA
Thinned	0.914	22.6	3.26	15.1
Unthinned	0.779	21.1	3.28	15.3

Shoot thinning Time: 18 second/vine  
968 vines per acre



# Grower's costs and returns

*Leon Millot*

At \$800 per ton:

Treatment	Yield	Crop value
Unthinned	4	\$3,200.00
Thinned	2.8	\$2,240.00
Difference	1.2	\$ 960.00
Cost of thinning		\$53.24
Total cost		\$1,013.24

Cost of thinning	
Vines per acre	968
Seconds/vine	18
Time thin hr	4.8
Cost at \$11/hour	\$53

To maintain net returns, Grower needs to be paid **\$1162/ton**

To maintain net returns, Winery needs to add **\$0.50/bottle** to price

# Dollars (Unthinned)

*\$20/bottle retail*

**KEUKA LAKE VINEYARDS**  
FINE ESTATE WINES

ABOUT WINE SHOP VISIT SHOPPING CART CONTACT

**WINE SHOP**

Introduction  
Shipping

**WHITE**

2008 Sandy Hill Vignoles  
2009 Dry Riesling, Evergreen Lek Vineyard  
2009 Dry Riesling, Falling Man Vineyard  
2010 Semi Dry Riesling  
2010 Vignoles, Turkey Run Vineyard  
2010 KLV White  
2010 Gently Dry Vignoles

**RED**

2010 Cabernet Franc  
**2010 Leon Millot, Fournier Vineyard**



**2010 Leon Millot, Fournier Vineyard**

**Harvest Date:** September 13, 2010  
**Appellation:** Finger Lakes  
**Bottled:** 401 cases on May 21, 2011  
**Vegan**

The Fournier vineyard is umbrella trellised and consists of 70% Boordy and 30% Foster clones. The densely planted vineyard is located on the east side of Keuka Lake and is named after the legendary Charles Fournier, an early vinifera pioneer in the Finger Lakes. Fournier planted our Leon Millot over fifty years ago on a site he considered ideal for growing grapes.

Exactly four tons of fruit was machine harvested, crushed, and fermented in small 1-ton bins. Over the seven-day fermentation, the cap was punched down by hand twice daily to achieve gentle extraction of flavor and tannin. The wine completed malolactic fermentation in eleven barrels followed by seven months aging in neutral oak with weekly lees stirring to enhance mouthfeel. The inky dark 2010 vintage has soft plum and blackberry notes with a velvety, lasting finish.

Limit 3 bottle purchase.

**Price:** \$ 20  
**Quantity:**

**Add To Cart**

1.1 T less fruit/acre  
X 63 cases/ton  
X 12 bottles  
= **831 bottles**

= **\$16,620** lower  
gross receipts

Thinned price =  
**\$27.50/bottle**  
(approx)

# Traminette Shoot Thinning

Treatment	Thinned	Unthinned	% change
Shoots	36.85	51.2	-28%
Clusters	45.8	63.3	-28%
Cluster wt	155.9	129.2	21%
Tons/acre	6.3	7.3	-13%

## Grower's costs and returns

At \$600 per ton:

Treatment	Yield	Value @\$600
Unthinned	7.3	\$ 4,351
Thinned	6.3	\$ 3,804
<b>Difference</b>	1	\$ 547
<b>Cost of thinning</b>		\$ 42
<b>Loss</b>		\$ 589

Cost of thinning	
Vines per acre	805
Seconds/vine	17
<b>Time thin hr</b>	<b>3.8</b>
<b>Cost at \$11/hour</b>	<b>\$42</b>

To maintain net returns, Grower needs to be paid **\$691/ton**

To maintain net returns, Winery needs to add **\$0.13/bottle** to price



Cornell University

# Shoot thinning, harvest date Marechal Foch 2007

*Justine Vanden Heuvel*



Control



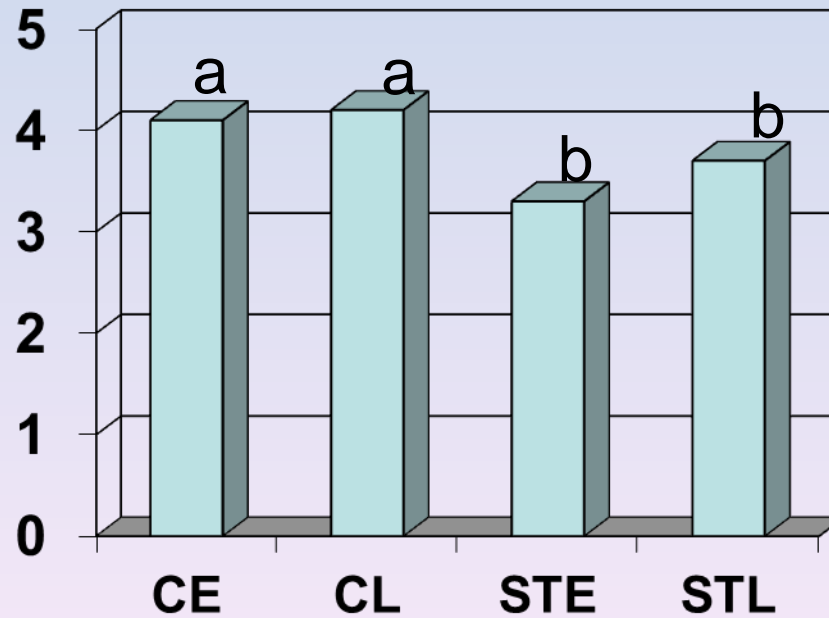
Shoot-thinned

Early harvest: Sept. 11  
Late harvest: Sept. 18



# Foch

**Yield  
(tons/acre)**



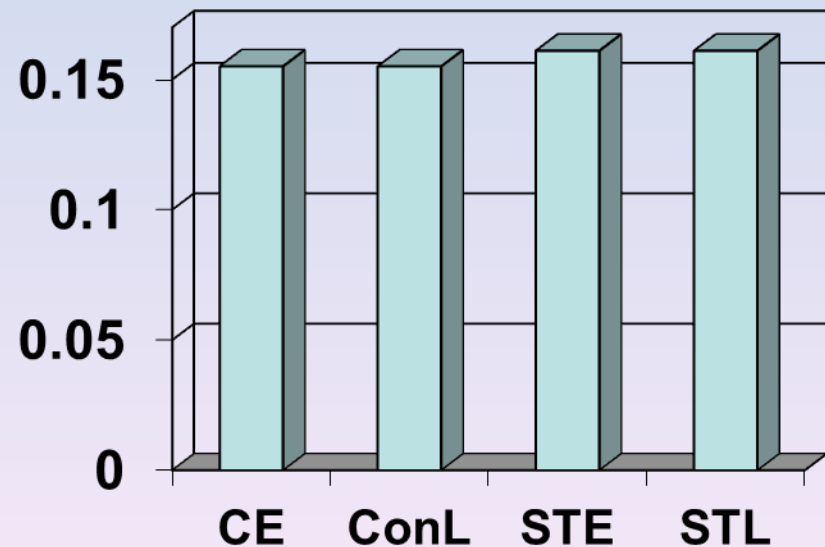
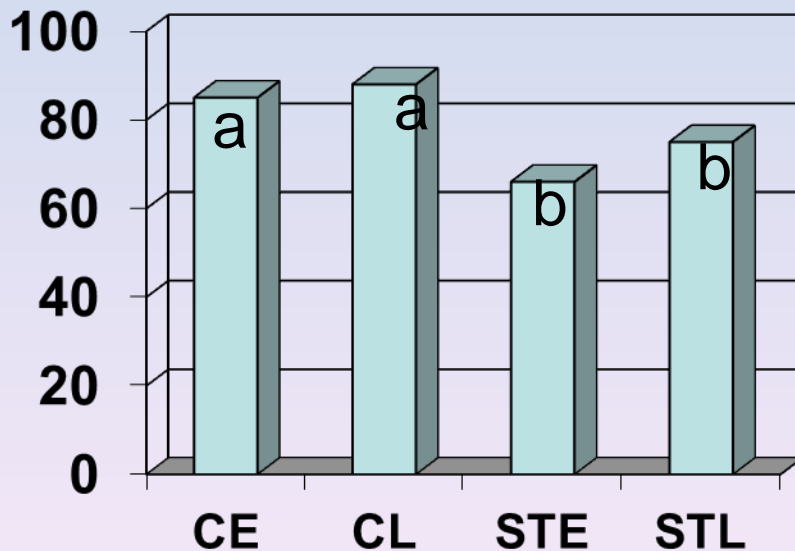
CE = control, early harvest, CL = control, late harvest  
STE = shoot thinned, early harvest, STL = shoot thinned, late harvest



# Foch

**Cluster number  
(clusters/vine)**

**Cluster weight  
(lbs)**



CE = control, early harvest, CL = control, late harvest  
STE = shoot thinned, early harvest, STL = shoot thinned, late harvest



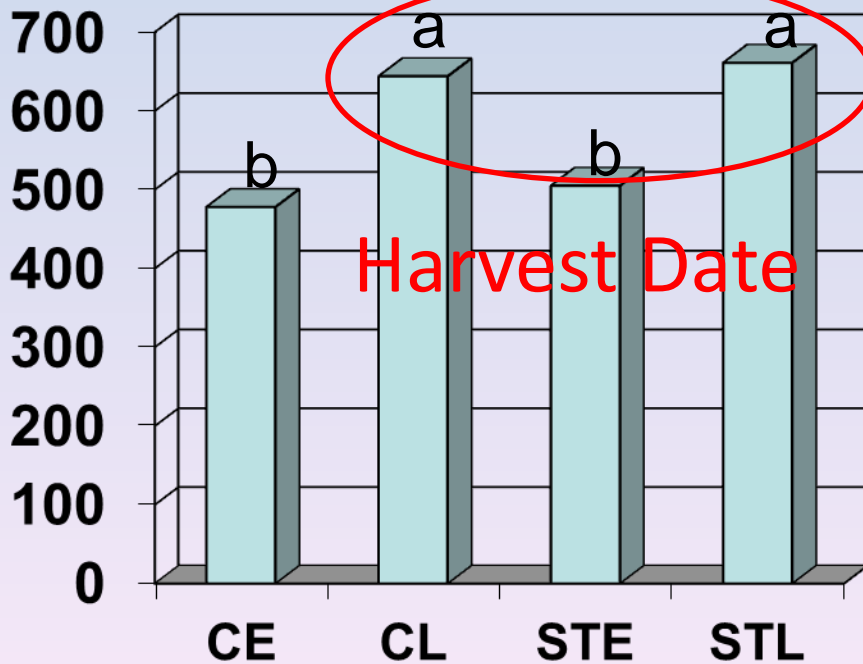
# Foch

- Brix: 22.7 - 24.3 (harvest date only)
- pH: 3.62 - 3.70 (harvest date only)
- TA: 8.67 – 9.50 g/L (ST and harvest date)

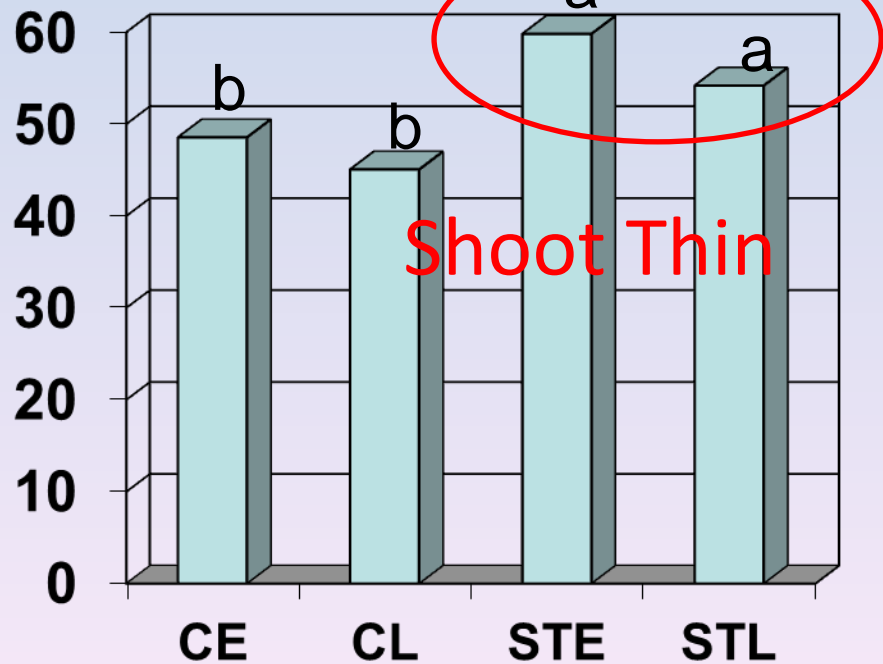


# Foch

## Wine anthocyanin (mg/L)



## Wine tannins (mg/L)



CE = control, early harvest, CL = control, late harvest

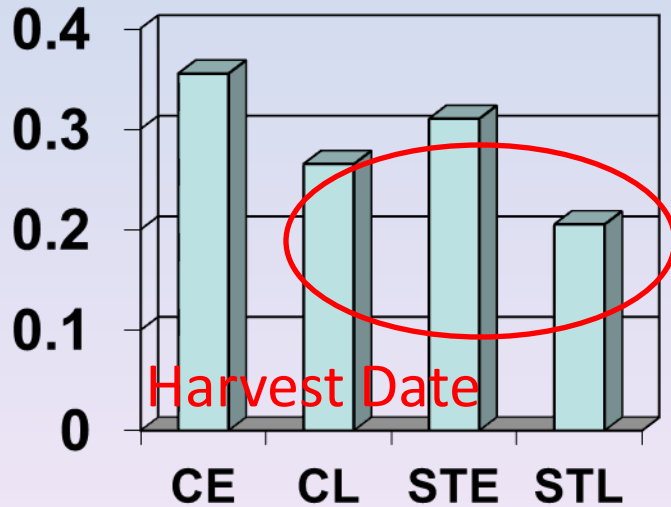
STE = shoot thinned, early harvest, STL = shoot thinned, late harvest





# Foch

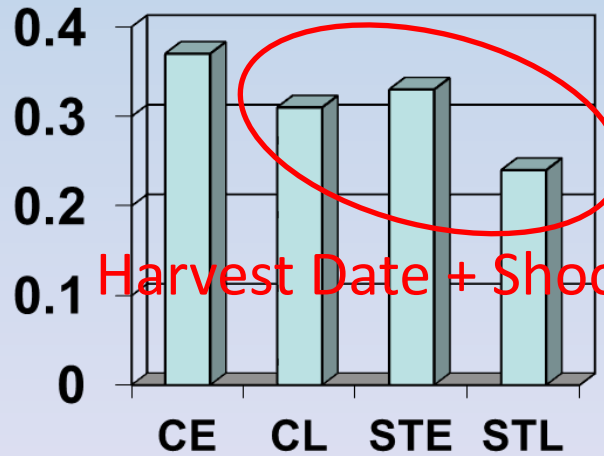
### Cis-3-hexenol "grass"



Harvest Date

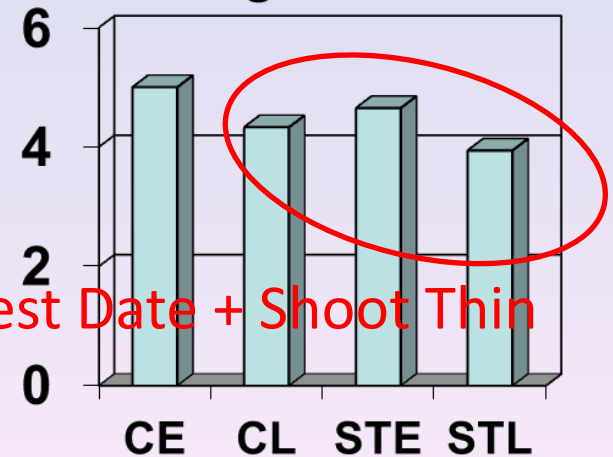
Ratio of compound peak to IS peak area

### Trans-2-hexenol "grass"



Harvest Date + Shoot Thin

### 1-Hexanol "green"

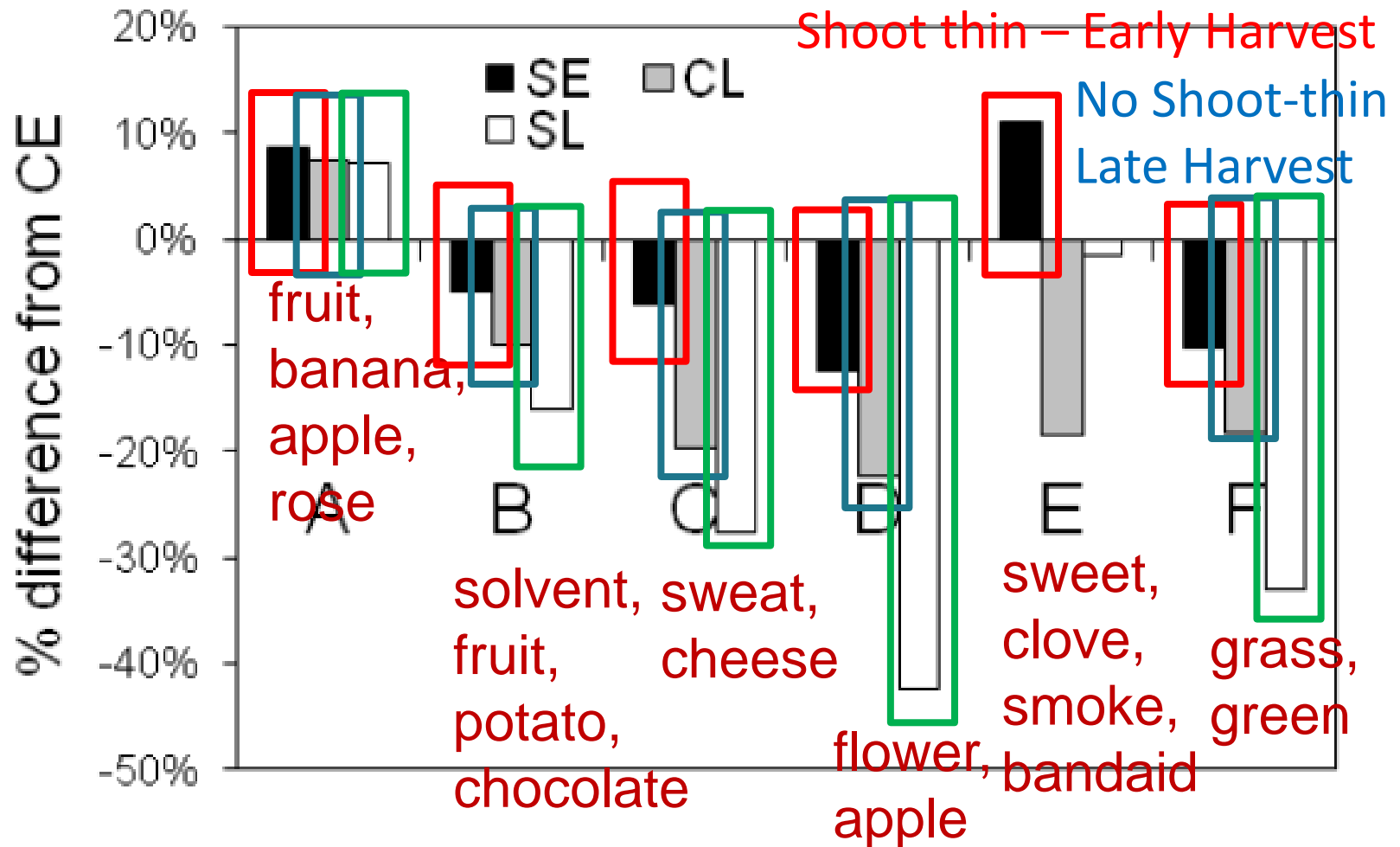


Harvest Date + Shoot Thin

CE = control, early harvest, CL = control, late harvest  
STE = shoot thinned, early harvest, STL = shoot thinned, late harvest



# ST and harvest date impact Foch aroma compounds



Y-axis: Average % change in compared to the CE treatment (normalized to 0%).

A: Esters; B: Fusel alcohols; C: Fatty acids; D: Terpenoids; E: Shikimic acid derivatives; F: C<sub>6</sub> alcohols.

# Foch Triangle Tests





# Foch Triangle Tests

- Shoot thinned late harvest preferred over Control late harvest
- Shoot thinned late harvest preferred over Shoot thinned early harvest



## Maintaining revenue per acre in Foch vineyard:

	Control (2007)	ST (2007)	Control (2008)	ST (2008)
Yield (t/a)	4.1	3.3	7.0	5.3
Rev. per acre	\$2,460	-	\$4,662	-
Add. prod. costs/acre	\$0	\$54	\$0	\$54
Add. prod. costs/ton	\$0	\$16.36	\$0	\$10.18
Req. price/ton	\$600	\$761	\$666	\$890
Add'l Cost/Btl <i>(can make 60cs/ton)</i>	\$0	\$0.22	\$0	0.31



Cornell University

# Riesling Cluster Thinning

## Cluster Thinning Affects Fruit Composition and Economic Sustainability of Riesling

*(Questioning Yield/Quality Folklore with Science)*

*Trent Preszler & Justine Vanden  
Heuvel*

Control: 2.5+ clusters/shoot  
High: 2.0 clusters/shoot  
Medium: 1.5 clusters/shoot  
Low: 1.0 clusters/shoot

**Low crop  
treatment  
(1CPS)**

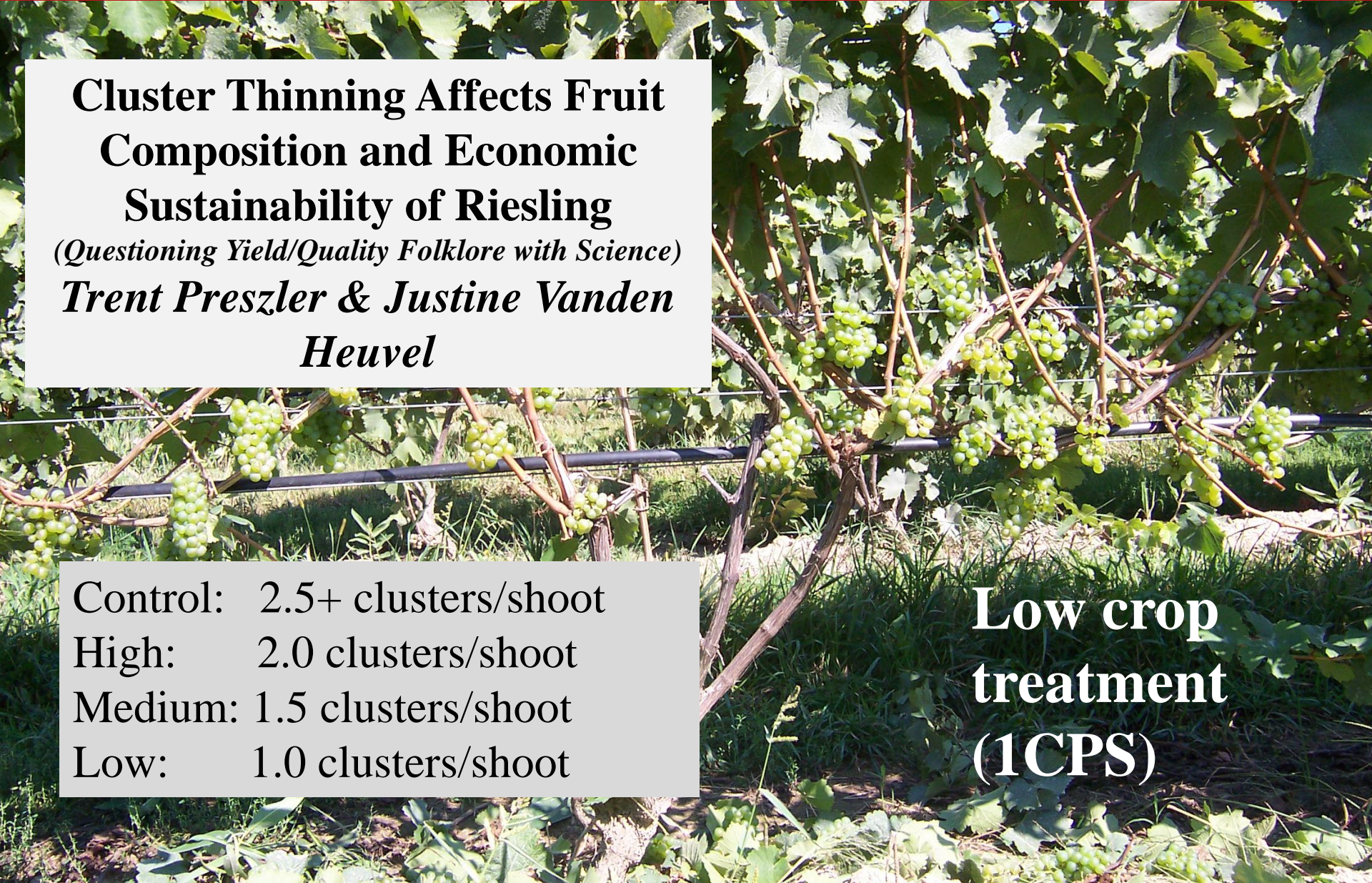




Table 2. Economic break-even analysis of cluster thinning in Riesling, 2008.

Clusters /shoot	Control (2.5+)	High (2.0)	Medium (1.5)	Low (1.0)
Cost/acre	\$2,400	\$2,563	\$2,580	\$2,595
Yield (T/A)	5.5	4.4	3.3	2.3
Price/ton	\$1,750	\$2,223	\$2,964	\$4,275
Net revenue/acre	\$7,225	\$7,225 <i>(constant welfare)</i>	\$7,225	\$7,225
	\$7225	\$5137	\$3195	\$1430
Add'l \$/bottle (60cs/ton)		\$0.66	\$1.69	\$3.51

# Benefits:

## Cluster and Shoot thin Flavors

*J. Vanden Heuvel Sensory Evaluations*

- Marechal Foch:
  - ST wine significantly different than control in 2007 by 24-member sensory panel
- Riesling Cluster Thinning
  - Sommeliers: Wines different, preference varied.
- Leon Millot (shoot thin) (side by side, informal):
  - Shoot thin + No ST 'different'
  - 60% preferred ST, 40% preferred No ST



How does this relate to \$\$\$??



# Measurable Benefits

## *shoot and cluster thinning*

### GROWER:

1. I can meet buyer (winery) specs and sell my crop (Y/N)
2. I can better control diseases
3. Easier to harvest fruit
4. Charge more for grapes (**grower**)

### QUALITY :

1. Higher brix (= **better quality?**)
2. Better color, structure, tannins?
3. Reduce variability in fruit
4. Flavors better (varietal character, etc.)

- Winery: I can:**
- 1) charge more
  - 2) Sell more
  - 3) Market better
  - 4) Repeat sales



# Vignoles – VSP vs Top Wire Cordon



VSP – Shoot thin



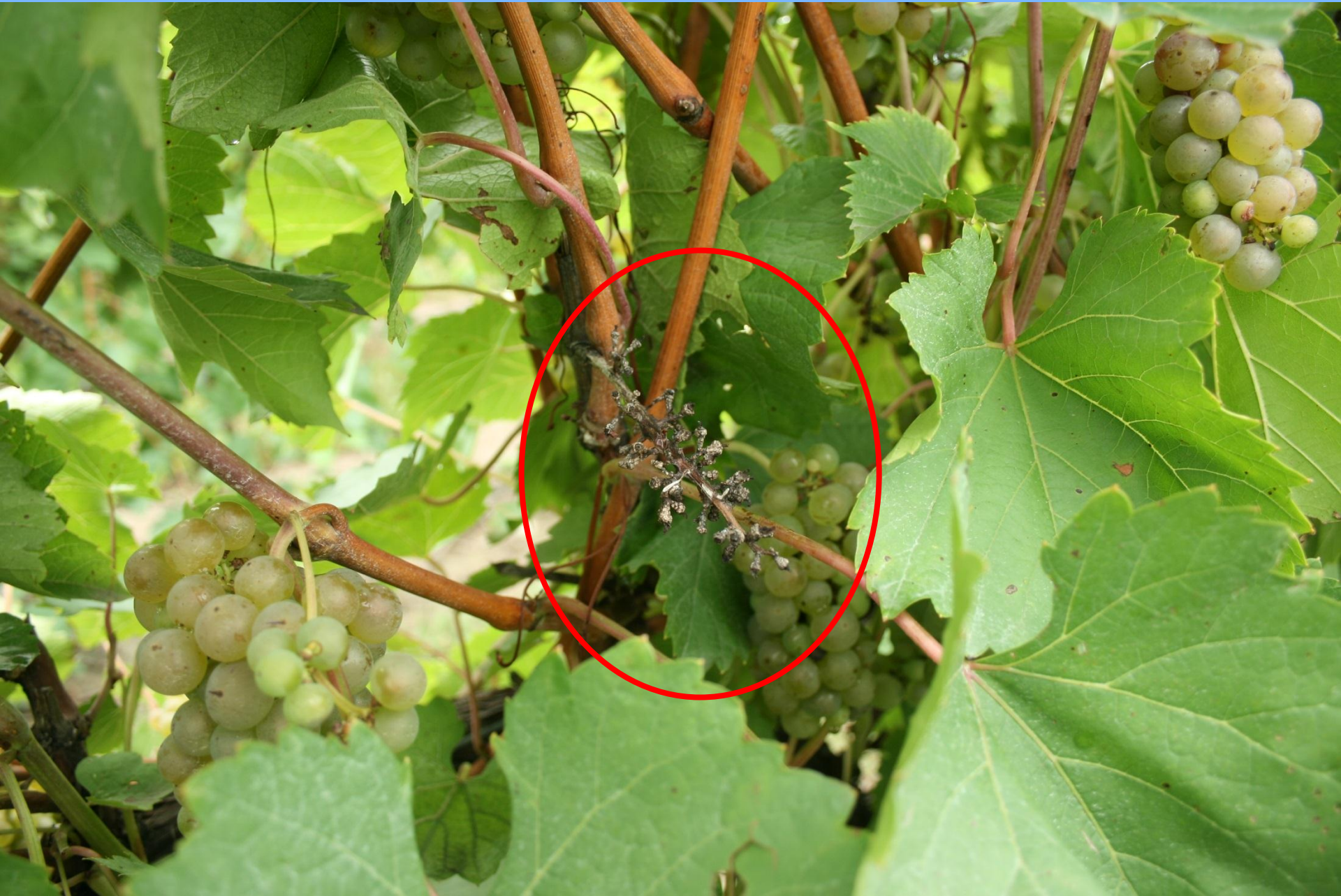
VSP – No shoot thin



TWC – shoot thin



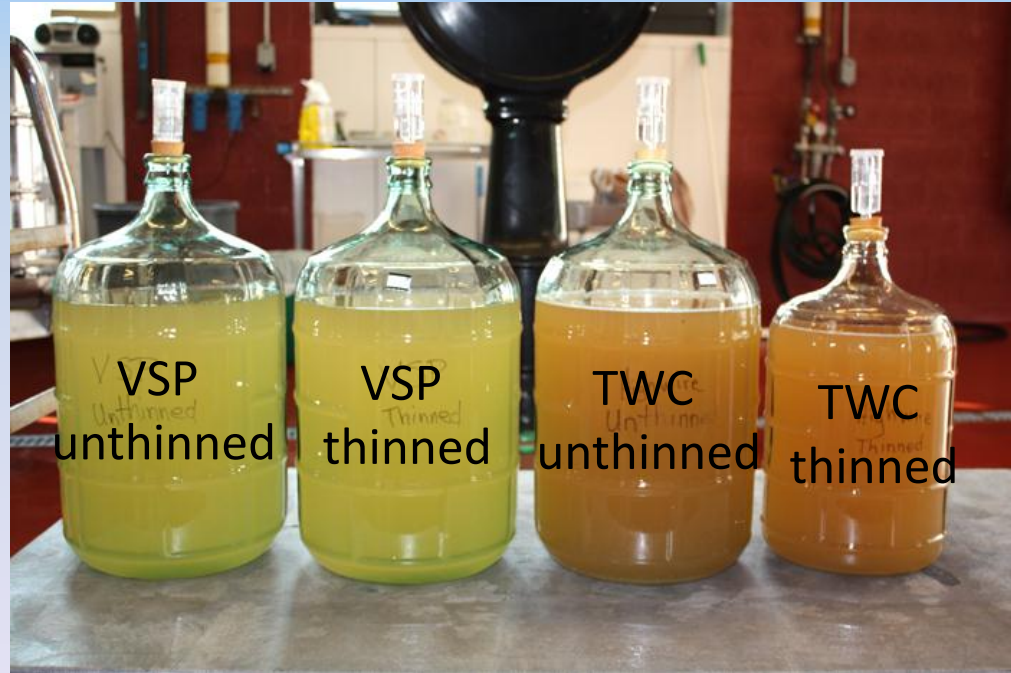
TWC – no shoot thin



VSP - thinned

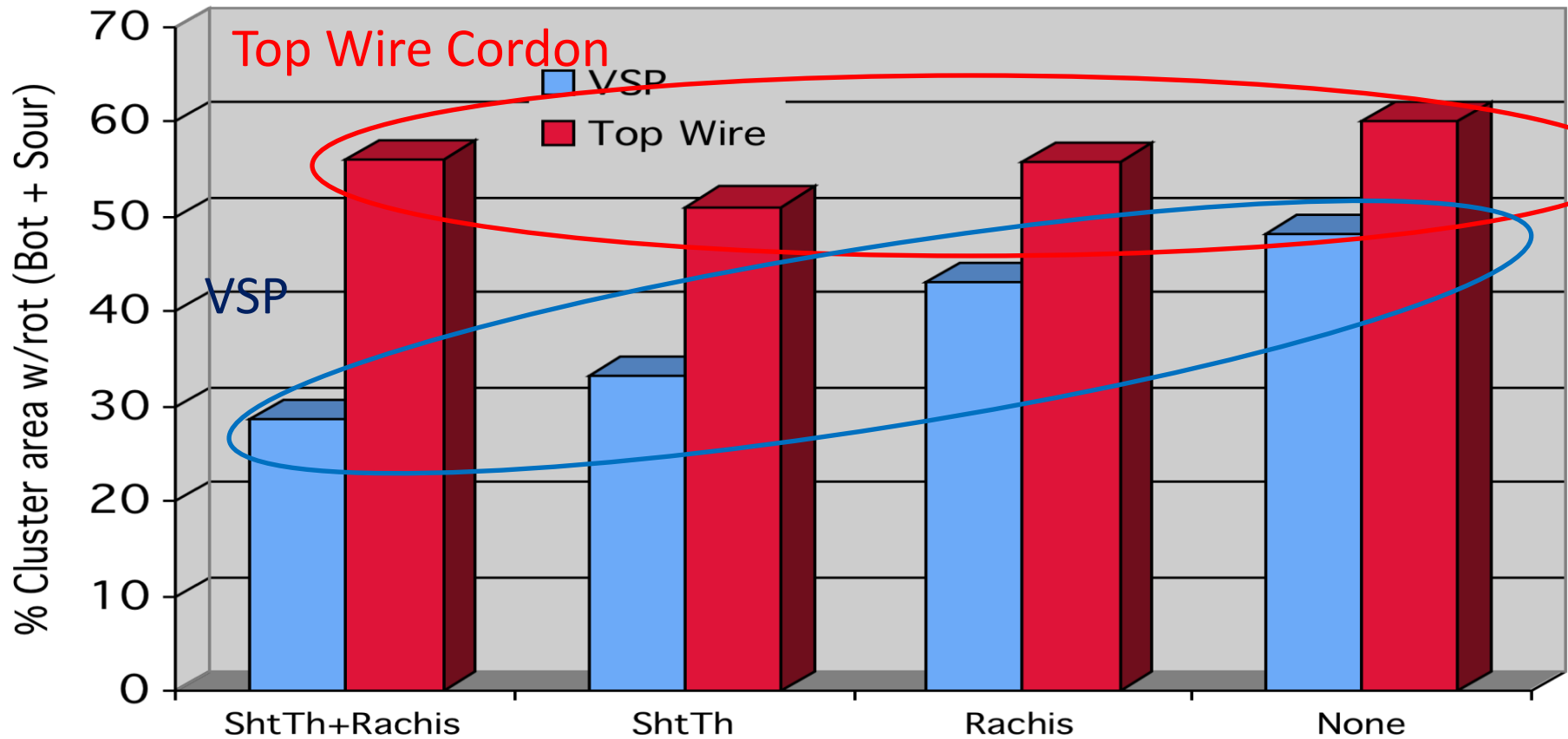


TWC - unthinned



# Training system and Fruit Rots

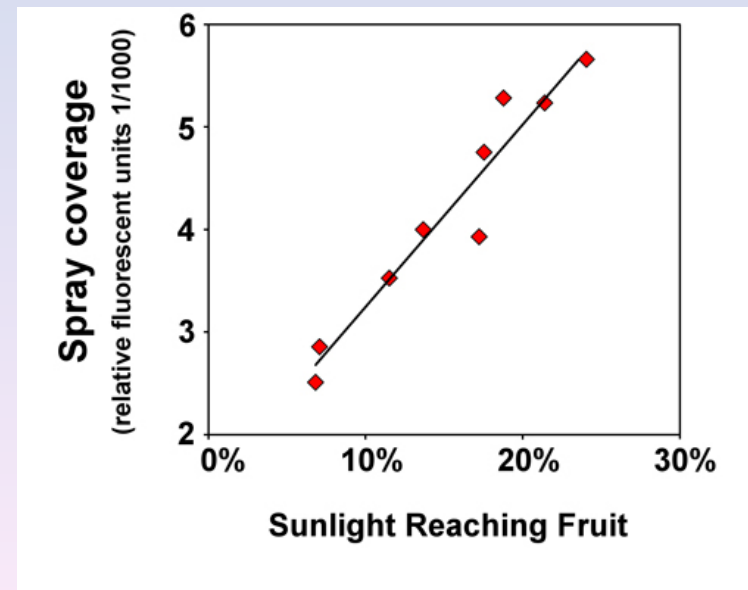
Total Rot (Botrytis + Sour), 9/19

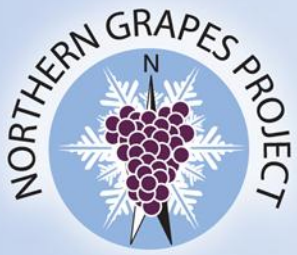


- Effects of training system and canopy manipulation were additive:
  - With no canopy manipulation (check), effect of going from TW to VSP was modest: 20% reduction in average % rot.
  - Within VSP, thinning shoots and removing rachises reduced rot by 40% relative to the check
  - Going from TW to VSP and thinning shoots + removing rachises reduced rot by 52% relative to the TW check

# Spray Coverage & Cluster Exposure

- Air movement
- Drying
- Better Spray Coverage

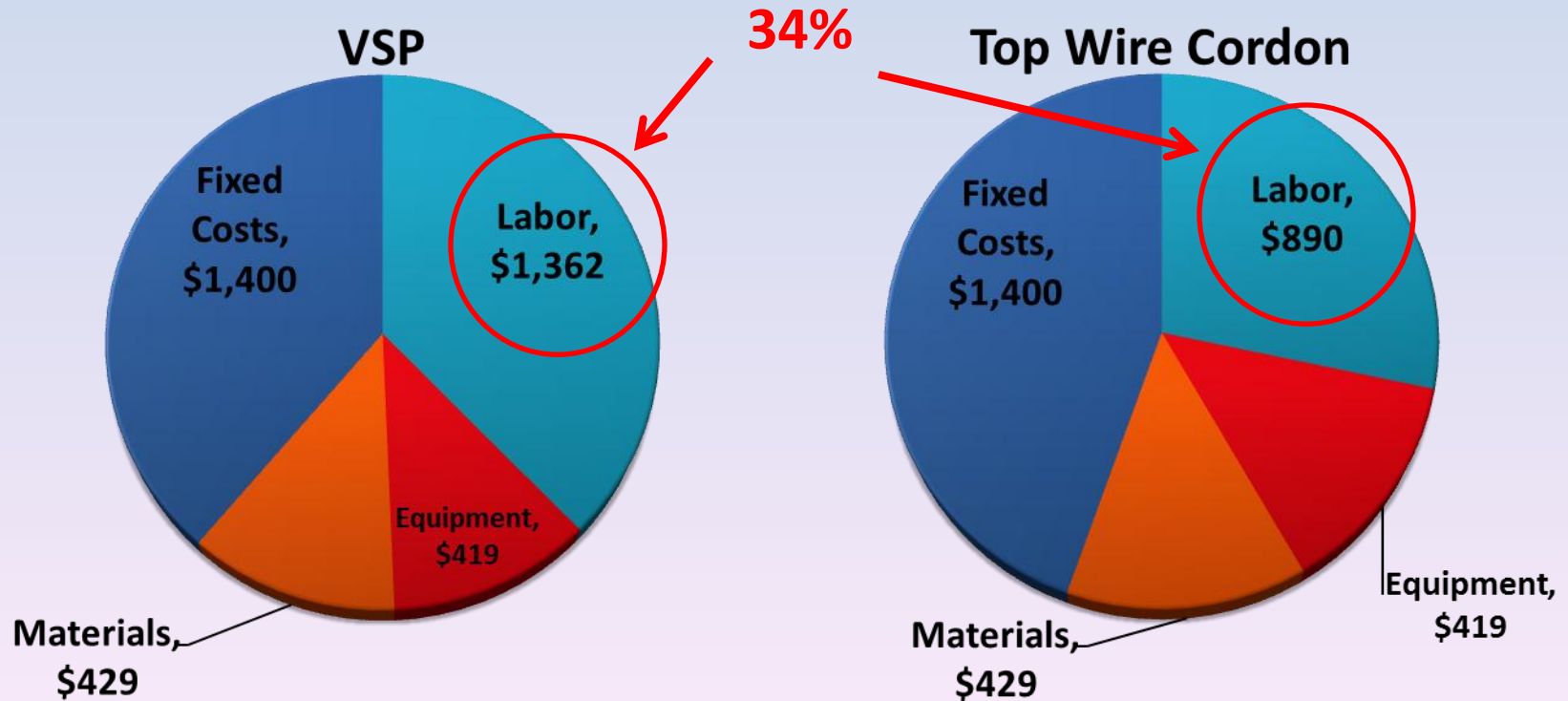




# Viticulture, enology and marketing for cold-hardy grapes



## Annual Growing Costs/Acre



Source: Gerald White 'Cost of Establishment of *V. vinifera* in Finger Lakes 2010'

# Training System and Canopy Management Costs

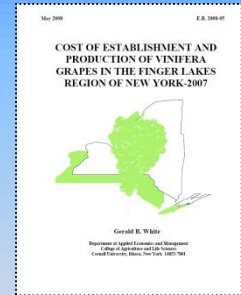
*Cost of Establishment of V. vinifera in the Finger Lakes*

Activity	Cost/acre	H/acre	Rate	Time/vine	VSP	Top Wire Cordon	Umbrella
Pruning & Brush Pulling	\$ 323	27	(.40/vine)	2:00 min	x	x	x
Tying	\$ 162	13	(.20/vine)	1:00 min	x		x
Suckering	\$ 84	7	\$12/h	0:50 min	x	x	x
Cluster/Shoot thin	\$ 129	10	\$12/h	1:15 min	x		
Shoot positioning #1	\$ 72	6	12/h	0:45 min	x		
Shoot positioning #2	\$ 72	6	12/h	0:45 min	x		
<b>Total</b>	<b>\$ 842</b>	<b>69</b>		<b>5:55 min</b>	<b>\$ 842</b> <b>(69h)</b>	<b>\$ 407</b> <b>(34 h)</b>	<b>\$ 569</b> <b>(57 h)</b>



# Yield and Gross Receipts

## *Vertical Shoot Positioning*



Tons	Gross Receipts at different prices/ton									
	\$ 500	\$ 600	\$ 700	\$ 800	\$ 900	\$ 1,000	\$ 1,200			
2.0	1000	1200	1400	1600	1800	2000	2400			
2.5	1250	1500	1750	2000	2250	2500	3000			
3.0	1500	1800	2100	2400	2700	3000	3600			
3.5	1750	2100	2450	2800	3150	3500	4200			
4.0	2000	2400	2800	3200	3600	4000	4800			
4.5	2250	2700	3150	3600	4050	4500	5400			
5.0	2500	3000	3500	4000	4500	5000	6000			
5.5	2750	3300	3850	4400	4950	5500	6600			
6.0	3000	3600	4200	4800	5400	6000	7200			
6.5	3250	3900	4550	5200	5850	6500	7800			
7.0	3500	4200	4900	5600	6300	7000	8400			

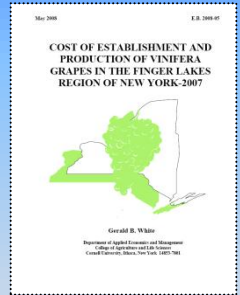
Annual Growing Costs = \$2200

Fixed Costs = \$1400/ Acre

Total Costs = \$3600/ Acre

# Yield and Gross Receipts

## Top Wire Cordon



Tons	Gross Receipts at different prices/ton							
	\$ 500	\$ 600	\$ 700	\$ 800	\$ 900	\$ 1,000	\$ 1,200	
2.0	1000	1200	1400	1600	1800	2000	2400	
2.5	1250	1500	1750	2000	2250	2500	3000	
3.0	1500	1800	2100	2400	2700	3000	3600	
3.5	1750	2100	2450	2800	3150	3500	4200	
4.0	2000	2400	2800	3200	3600	4000	4800	
4.5	2250	2700	3150	3600	4050	4500	5400	
5.0	2500	3000	3500	4000	4500	5000	6000	
5.5	2750	3300	3850	4400	4950	5500	6600	
6.0	3000	3600	4200	4800	5400	6000	7200	
6.5	3250	3900	4550	5200	5850	6500	7800	
7.0	3500	4200	4900	5600	6300	7000	8400	

Annual Growing Costs = \$1750

Fixed Costs = \$1400/ Acre

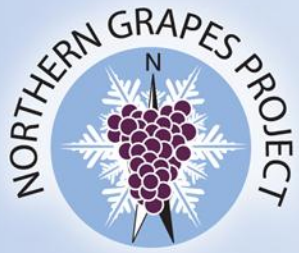
Total Costs = \$3150/ Acre

# Mechanized leaf removal



# Mechanization





## Viticulture, enology and marketing for cold-hardy grapes



# Canopy Management Within Crop Management

- Consider Costs and Benefits
- Undercropping as common as overcropping
- Tonnage sometimes 'trumps' 'quality gain'
- Hang as much crop as you think you can ripen
- Other practices may have equivalent impact
  - Harvest date, winemaking practices

*The Northern Grapes Project is funded by the USDA's Specialty Crops Research Initiative Program of the National Institute for Food and Agriculture, Project #2011-51181-30850*

