

Cornell University
College of Agriculture and Life Sciences
Enology and Viticulture Program



38th Annual New York Wine Industry Workshop And NY Wine and Grape Foundation Annual Seminar April 1-3, 2009

This conference is organized and hosted by the
**Cornell Enology Program, Department of Food Science & Technology,
NYS Agricultural Experiment Station, Geneva, NY**
In cooperation with the **New York Wine & Grape Foundation**

Location: Clarion University Hotel & Conference Center
1 Sheraton Drive, Ithaca, NY 14850

http://www.clarionhotel.com/hotel-ithaca-new_york-NY051

phone: 607-257-2000

By Teleconference: Long Island Horticultural Research and Extension Center
3059 Sound Avenue, Riverhead, NY

Program Overview:

A Proven Concept: Come to the 2009 NY Wine Industry Workshop and the NYWGF Annual Seminar to network with colleagues and distributors. Current research and technological developments in winery technology, microbiology, sustainability, marketing and other fields will be shared, with particular focus on their impact on New York State and the surrounding region. We have kept the registration costs at the same level as in 2008!

A Larger Team: The Cornell Viticulture and Enology program continues to expand! The 2009 Wine Industry Workshop will feature Anna Katharine Mansfield, the new Enology Professor at the Department of Food Science & Technology with a shared Extension and Research appointment, and Bradley Rickard and Miguel Gomez from the Department of Applied Economics and Marketing.

A New Venue and Bigger Trade Show: The 2009 Edition will take place in Ithaca, NY, at the Clarion Hotel University Hotel & Conference Center, in the heart of the Finger Lakes allowing for a larger trade show.

A New Teaching Winery: We proudly invite you to an April 1st reception in the brand new Cornell University teaching winery, which will include an overview of the new BSc in Viticulture and Enology and student presentations.

Remote Locations: The entire program, including wine tastings, will again be available by teleconference at the **Long Island Horticultural Research and Extension Center** in Riverhead, NY, in response to industry requests. Travel time from Long Island to attend this meeting should not be a barrier this year.

Keynote Speakers

Bruce Taylor
President
Enviro-Stewards, Inc.



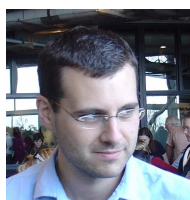
Bruce Taylor, P. Eng., is president of Enviro-Stewards Inc., which is an international environmental consulting firm. He is a chemical engineer with 20 years of experience in water efficiency, pollution prevention (P2), energy efficiency (E2), sustainable development, and treatment process design. Mr. Taylor has worked with leading wineries such as Constellation's Robert Mondavi Winery, Four of Vincor International's facilities, Three of Andrew Peller's (Andrés) facilities, Stratus Wines (the world's first LEED™ Certified wine making facility), as well as numerous estate and medium sized wineries. To encourage a greater proportion of wineries to consider cleaner production, Environment Canada retained Enviro-Stewards to develop and present a concise and practical pollution prevention (cleaner production) guide and workshop. Attendees at the workshop accounted for more than 95% of Ontario's wine production. The workshop was subsequently re-offered to wineries in Atlantic Canada and Argentina. Mr. Taylor will speak on Day 3 on **Reducing Waste and Making Money: A Concise & Practical Approach to Economic, Environmental and Social Sustainability in Wineries.**

Jörg Weiland
Chair, Enology Group
Agric. Research Center
Nahe, Germany



Jörg Weiland is Agricultural Director and enology group leader of the DLR Rheinhesen-Nahe-Hunsrück, Oppenheim, Germany. In addition to formal training at the Technical University (Munich/Weihestephan) and an MS from University Stuttgart Hohenheim, Mr Weiland also has practical winemaking experience in both German and Californian wineries (Beringer, Napa Valley). Since 1996, Mr Weiland's enology research group has provided technical consultation for the Rheinhesen and Nahe growing regions (30000 ha) and undertaken applied enology research. Mr Weiland is also responsible for teaching in technical and engineering schools and for adult education. On Day 1 Mr. Weiland will speak about **Micro-oxygenation in Red Winemaking and Cross-flow Filtration with Ceramic Membranes.** On Day 2 Mr Weiland will present results regarding the **Use of Dry Ice and Inert Gases during Cold Maceration and Clarification by Flotation and Other Methods.**

Ryan Elias
Asst. Professor
Food Science
Penn State University.



Dr. Ryan Elias is an Assistant Professor of Food Science at the Pennsylvania State University. Dr. Elias's research focus is on the free radical chemistry of foods, with particular emphasis on transition metal-catalyzed oxidation reactions. Dr. Elias holds a bachelor's degree in chemistry from Hamilton College, and earned his Ph.D. in food science in Eric Decker's lab at the University of Massachusetts, Amherst. Following his graduate studies, Dr. Elias completed his postdoctoral training with Andy Waterhouse in the Department of Viticulture and Enology at the University of California, Davis, where he researched the role of metal catalysts in nonenzymatic wine oxidation. He will speak on Day 1 about **New Knowledge Concerning Wine Oxidation**

Christian Butzke
Assoc. Professor
Food Science
Purdue University.



Often referred to (by himself) as the Brad Pitt of winemakers, Dr. Christian E. Butzke is an Associate Professor of Enology, Department of Food Science, Purdue University, Indiana, and a leading member of the Indiana Wine Grape Council's Wine Grape Action Team that serves the Midwest's vintners and growers. He is the author of over thirty scientific and popular publications on wine. His applied research program addresses wine quality issues from fermentation problems and cork taint to proper wine storage. His responsibilities also include the planning, coordination and teaching of a wide variety of professional education programs in enology. He is the co-founder of the Joint Burgundy-California-Oregon Winemaking Symposia, and served as enology program chair and on the managing committee for the wine industry's largest conference, the Unified Wine & Grape Symposium. He is currently president-elect of the American Society for Enology and Viticulture, the winemakers' professional guild, and chairman and chief judge of the Indy International Wine Competition, one of the largest of its kind in the Americas. Dr. Butzke will deliver an **Overview of Filtration** on Day 1, and on **Yeast Assimilable Nitrogen** on Day 2.

Program Highlights and Themes:

April 1st NY Wine Industry Workshop, Day 1

The technical program will include a morning session on “Oxygen Management and Oxidation”, and an afternoon session on “Filtration”. The Day 1 program will conclude with a Winemaker’s Roundtable discussion and presentation of 2007 New York State red wines.

April 1st Reception in the New Teaching Winery of Cornell University

To support the new Enology and Viticulture undergraduate major, Cornell University will unveil its new **Teaching Winery Facility** located at the Cornell Orchards. We invite you to an Open House Reception, which will include a tour of the facility and presentations of our students’ wines. Hors d’oeuvres will be served.

April 2nd NY Wine Industry Workshop, Day 2

The technical program will include a morning session on “White Wine Production”, and an afternoon session on “Must and Wine Quality”. The Day 2 program will conclude with a discussion of the flavor chemistry of Riesling and its relationship to site, along with presentations by New York State winemakers.

April 2nd Unity Banquet

Evening: Annual 'Unity Banquet' awards banquet Unity Banquet at La Tourelle Resort & Spa in Ithaca.

April 3rd NY Wine and Grape Foundation Annual Seminar, Day 3

Marketing, sustainability, legal and political updates.

Hotel Information

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1 Sheraton Drive, Ithaca, NY 14850

http://www.clarionhotel.com/hotel-ithaca-new_york-NY051

phone: 607-257-2000

A special block of rooms at conference rates (\$89.95 + 13% occupancy tax) are available at the Clarion Hotel for conference participants. When making reservations ask for the 'Wine Workshop' rate.

38th Annual New York Wine Industry Workshop – Preliminary Schedule

Wednesday, April 1, 2009

- 8:15 Registration Opens – Continental Breakfast
- 9:00 *Welcome: Update on New Enology Research, Extension, and Teaching Developments*
- **Ramón Mira de Orduña**, Associate Professor, Department of Food Science and Technology, NYS Agricultural Experiment Station.

Oxygen and Oxidation

- 9:20 *Overview of oxidation and oxygen pick-up during bottling*
- **Gavin Sacks**, Assistant Professor and **Chris Gerling**, Enology Extension Associate, Department of Food Science and Technology, NYS Agricultural Experiment Station.
- 9:50 *Micro-oxygenation in German red winemaking*
- **Jörg Weiland**, Chair of Enology & Viticulture Group, Agricultural Research Centre Rhine-Hesse, Nahe, Germany
- 10:40 Break in the Trade Show Foyer.
- 11:00 *Current research results and 2008 harvest analyses: acetaldehyde management in New York*
- **Ramón Mira de Orduña**, Associate Professor, Dept. Food Science and Technology, NYS Agricultural Experiment. Station
- 11:15 *New knowledge concerning wine oxidation*
- **Ryan Elias**, Assistant Professor, Dept. Food Science, Pennsylvania State University, State College, PA
- 12:00 Lunch in the Dewitt Ballroom (1st floor).

Filtration

- 1:45 *Overview of filtration*
- **Christian Butzke**, Dept of Food Science, Purdue University; West Lafayette, IN
- 2:35 *Cross-flow filtration with ceramic membranes*
- **Jörg Weiland**, Chair of Enology & Viticulture Group, Agricultural Research Centre Rhine-Hesse, Nahe, Germany
- 3:05 Break in the Trade Show Foyer.

New York State Reds Roundtable

- 3:25 *2006/2007 Lemberger tasting*
- **Christopher Tracy** (Channing Daughters), **Mark Wiltberger** (Keuka Springs Vineyards), **Johannes Reinhardt** (Anthony Road Wine Company), **Peter Bell** (Fox Run Winery)
- 2007/2008 Sauvignon Blanc tasting*
- **Morten Halgreen** (Ravines Wine Cellars), **Christopher Tracy** (Channing Daughters), **Kareem Massoud** (Paumonak Vineyards), **tbd.**
- 4:45 End
- 5:00 Bus transfer to Cornell Student Winery Starting

5:30 Reception and Ribbon Cutting at Cornell Student Winery (Cornell Orchards)
8:00 – Informal Wine Mixer at Conference Venue (BYOW, light food provided)

38th Annual New York Wine Industry Workshop - Preliminary Schedule

Thursday, April 2, 2009

8:30 Registration Opens – Continental Breakfast

White Wine Production Strategies

9:15 *Handling damaged fruit: from the vineyard to the winery*

- **Chris Gerling**, Extension Associate, Dept. Food Science and Technology, NYS Agricultural Experiment Station.
- **Hans Walter-Peterson**, Extension Associate, CALS Cooperative Extension

10:00 *Using Dry Ice and Inert Gases during Cold Maceration*

- **Jörg Weiland**, Chair of Enology & Viticulture Group, Agricultural Research Centre Rhine-Hesse, Nahe, Germany

10:45 Break in the Trade Show Foyer.

11:00 *Clarification of Musts by Flotation and Other Methods*

- **Jörg Weiland**, Chair of Enology & Viticulture Group, Agricultural Research Centre Rhine-Hesse, Nahe, Germany

12:00 Lunch in the Dewitt Ballroom (1st floor).

Must and Wine Quality

1:30 *Yeast assimilable nitrogen: Measurement and impact on fermentation*

- **Christian Butzke**, Dept of Food Science, Purdue University; West Lafayette, IN

2:15 *Yeast assimilable nitrogen in New York State musts*

- **Ramón Mira de Orduña**, Associate Professor, Dept. Food Science and Technology, NYSAES

2:35 *An update on green: Eucalyptol and Methoxypyrazines in New York State Wines*

- **Gavin Sacks**, Assistant Professor, Dept. Food Science and Technology, NYSAES

- 2:55 Break in the Trade Show Foyer

Riesling Roundtable

3:10 *The neurobiology of experiencing Riesling*

- **Terry Acree**, Professor, Dept. Food Science and Technology, NYSAES, Geneva, NY.

3:40 *Winemakers roundtable – Tasting of New York State Rieslings*

- **Anna Katharine Mansfield**, Assistant Professor, Department of Food Science and Technology, NYSAES

5:00 End

Evening: NYWGF Unity Banquet at La Tourelle Resort & Spa

New York Wine & Grape Foundation Meeting
Marketing, Legal and Business Issues – Preliminary Schedule
April 3, 2009

8:30 Welcome and Overview – Jim Trezise, President, New York Wine & Grape Foundation

Winery Sustainability and Business Climate

8:45 *Update on Winery Wastewater*

- **Tim Martinson**, Cornell Cooperative Extension and **Chris Gerling**, Enology Extension Associate, Cornell University

9:00 *Consumer Attitudes towards Sustainability*

- **Mark Cordano**, Associate Professor, Ithaca College Business School, Ithaca, NY

9:15 *Reducing Waste and Making Money: A Concise & Practical Approach to Economic, Environmental and Social Sustainability in Wineries – Part 1*

- **Bruce Taylor**; President, Enviro-Stewards; Elmira, Ontario, Canada.
- 10:00 Break in the Foyer.

10:15 *Reducing Waste and Making Money: A Concise & Practical Approach to Economic, Environmental and Social Sustainability in Wineries – Part 2*

- **Bruce Taylor**; President, Enviro-Stewards; Elmira, Ontario, Canada.

11:00 *The Business Climate – What’s Happening in Albany and Washington*

- **Julie Suarez**, New York Farm Bureau and **Bill Nelson**, President, WineAmerica

11:45 *Overview of New York Wine and Grape Foundation Programs for 2009*

- **Jim Trezise**, President, New York Wine & Grape Foundation

12:00 Lunch Talk (Dewitt Ballroom): *How the Oregon and Washington Industries Fund Their Programs*

- **Ted Farthing**, Executive Director, Oregon Wine Board

Marketing and Legal Issues

1:00 *New York State Winery Tasting Rooms: Customer Satisfaction and Sales Performance*

- **Miguel Gómez**, Assistant Professor, Applied Economics and Marketing, Cornell University

1:15 *Hedonic pricing models for wine*

- **Bradley Rickard**, Assist. Professor, Applied Economics and Marketing, Cornell University

1:30 *Marketing New York Wines in New York City: Real-Life Success*

- **Rory Callahan** – President, Wine & Food Associates

2:30 Break in the Foyer.

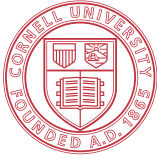
2:45 *Staying Legal: Federal and State Laws and Regulations, What’s New, What’s Next*

- **Vanessa Killmer**, Federal Tax and Trade Bureau and **Tom Donohue**, New York State Liquor Authority

3:45 *Sources of Regional Diversity in New York Riesling*

- **Clark Smith**, Appellation America

4:45 Conclude



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**Location: Clarion Hotel University Hotel & Conference Center, Ithaca
Teleconference broadcast from Long Island Horticultural Research and Extension
Center, Riverhead, NY**

Please register by Monday, March 23, 2009.

Registration Form

Name(s): _____

Company: _____

MailingAddress: _____

E-Mail: _____

Hotel Information

Clarion Hotel University Hotel & Conference Center

1 Sheraton Drive, Ithaca, NY 14850

http://www.clarionhotel.com/hotel-ithaca-new_york-NY051

phone: 607-257-2000

A special block of rooms at conference rates (\$89.95 + 13% occupancy tax) are available at the Ramada Inn for conference participants. When making reservations ask for the 'Wine Workshop' rate.

Registration for attendance in Ithaca:

Clarion Hotel University Hotel & Conference Center, Ithaca, NY

Please mark the session(s) you are planning to attend:

NY Wine Industry Workshop and NY WGF Annual Seminar, April 1-3

Includes access to all seminars and trade show, lunch and morning and afternoon coffee breaks - excludes dinners

_____ One Day Registration (April 1, 2 or 3. Please state selection _____)	\$120
_____ Two Day Registration (April 1, 2 or 3. Please state selections. Day1: _____, Day 2: _____)	\$230
_____ Complete Workshop (April 1, 2 and 3)	\$300
_____ Complete Workshop Student Registration (April 1, 2 and 3, only valid for full-time students)	\$ 25

Social Events

_____ Wine Industry Workshop Reception at the New Teaching Winery (Cornell Orchards)	\$ 20
_____ Unity Banquet at La Tourelle Resort & Spa (1150 Danby Rd #96B, Ithaca, NY)	\$ 55

TOTAL \$ _____

Teleconference Registration for those attending at LIHRC:

Broadcast from Long Island Horticultural Research and Extension Center, Riverhead, NY

Please mark the session(s) you are planning to attend:

NY Wine Industry Workshop and NY WGF Annual Seminar, April 1-3

Includes broadcast of all seminars

_____ One Day Registration (April 1, 2 or 3. Please state selection _____)	\$105
_____ Two Day Registration (April 1, 2 or 3. Please state selections. Day1: _____, Day 2: _____)	\$180
_____ Complete Workshop (April 1, 2 and 3)	\$230
_____ Complete Student Registration (only valid for full-time students)	\$ 20

TOTAL \$ _____

Payment may be made via money order, check or credit card (Master Card or Visa, American Express). **Please make checks payable to New York Wine & Grape Foundation** and mail to:

Nancy Long, NYS Agricultural Experiment Station, Barton Lab, 630 W. North St., Geneva, NY 14456 Phone: (315) 787-2288; Fax: (315) 787-2443, E-mail: NPL1@cornell.edu

Name on Card: _____ Amount charged: _____

Credit Card#: _____

Exp. Date: _____ Authorizing signature: _____

Proceeds from the workshop will be used to support Cornell wine research with matching funds from the New York Wine & Grape Foundation.
