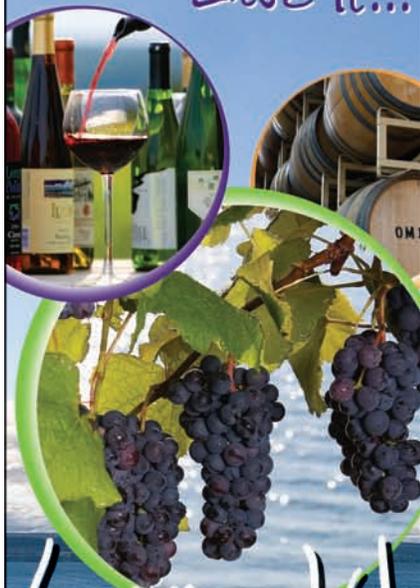


**THE  
WINES OF  
NEW YORK  
STATE**

**A SPECIAL  
ADVERTISING  
SECTION IN  
CORNELL ALUMNI  
MAGAZINE**

# CAYUGA LAKE WINE TRAIL

*See It...  
Taste It...  
Live It...*



*Love It!*

## VINO VISA COUPON BOOK

\$250.00 Value

16 winery coupons

12 local area business coupons

Discounts, free tastings  
and so much more

## SAMPLER CASE

A sampling of the finest  
wines the Cayuga Lake  
Wine Trail has to offer

**UNCORK NEW YORK!**  
www.newyorkwines.org



(800) 684-5217

www.cayugawinetrail.com

# WAGNER

VINEYARDS



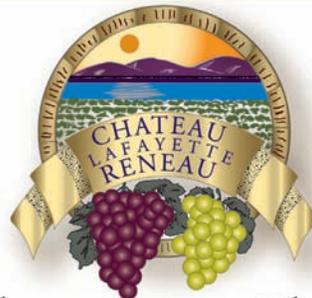
WINERY • BREWERY • RESTAURANT  
Tours • Wine & Beer Tastings • Gift Shop

Lunches & Holiday Brunches  
at The Ginny Lee

www.wagnervineyards.com

toll-free 866-924-6378

9322 State Route 414, Lodi, NY • on the east side of Seneca Lake



**Elegance in a Glass!**<sup>™</sup>

*Elegance in a Glass!*

*Southeast Seneca Lake*

**Plan your visit today!**

call: 800 4 NY WINE

800-469-9463

**CHATEAU LAFAYETTE RENEAU**

*New York's finest estate-bottled wines!*

**UNCORK NEW YORK!**  
www.newyorkwines.org

www.clrwine.com

Rte 414 Hector, New York 14841 607-546-2062



BEDELL VINEYARDS

# SUSTAINABILITY

## GOOD FOR THE ENVIRONMENT, GOOD FOR WINE

BY DAVE POHL

*Dave Pohl, MA '79, is a wine buyer at Northside Wine & Spirits in Ithaca. He came to Cornell in 1976 to work on a PhD in sociology, but he was seduced by the wine business and has been at it ever since. He has been with Northside for more than sixteen years, where he has recommended wines to many happy Ithacans and Cornellians.*

**T**

he word “sustainable” has been tossed around so much over the past few years that one may well wonder what it means. At Cornell, it can be applied to the replacement of a coal-burning power plant—or the elimination of cafeteria trays and plastic water bottles. In agriculture, it covers a wide range of practices related, in one way or another, to increased respect for the environment.

When applied to viticulture and winemaking, many think of sustainable practices as a sort of “organic-lite” effort by farmers who would like to be organic but are forced by conditions to use chemical sprays for pest control. While there’s much more to it than that, many would be hard pressed to say just what “sustainability” is. As Tim Martinson, PhD ’91, senior extension associate with the Department of Horticultural Sciences in CALS, says, “Sustainability has been stated as a goal for many businesses, from agriculture and industry to retail giants. Everybody knows they want it—but defining it has been more elusive.”

At the 2008 Wineries Unlimited Conference in Santa Rosa, California, Joe Chauncey—whose Seattle-based architecture firm specializes in building sustainable wineries—stated that a sustainable winery should be: (1) ecologically responsive; (2) economically viable; (3) a good neighbor; (4) bioregional (that is, sensitive to the environment and culture of the wider agricultural region); (5) healthy and sensible; and (6) operationally efficient.

VineBalance—a joint venture of the wine industry, Cornell Cooperative Extension, and the New York Department of Agriculture and Market’s Soil and Water



UNCORK YOUR PASSION.



WATKINS GLEN INTERNATIONAL  
866-461-7223  
THEGLEN.COM



HERMANN J. WIEMER WINERY



*Back to the land: The weed management program at Hermann J. Wiemer Vineyard calls for every second row to be cultivated annually, allowing growers to work in more organic matter and regulate water retention. Above right: The vineyard's rich flora and fauna, including snails, signifies a healthy ecosystem.*



**“Where the Good Life Demands Grape Views”**

New Vineyard Community for the wine enthusiast!

Majestic Cayuga Lake views

Located along the Cayuga Wine Trail in the heart of the Finger Lakes Region

**For more information on this “Trend-setting” Vineyard Community visit:**

[www.tororunestates.com](http://www.tororunestates.com)



**Malone-Rivers**

**Kathy McLaughlin**  
Licensed Associate Broker  
**315-568-2903 Ext. 17**

Conservation Committee—takes an equally broad view. Its website ([www.vinebalance.com](http://www.vinebalance.com)) states that sustainable viticulture “attempts to minimize environmental impacts and ensure economic viability and a safe, healthy workplace through the use of environmentally and economically sound production practices.”

Paul Dolan, who now heads Paul Dolan Vineyards and is the former president of Fetzer Vineyards in California, summarizes sustainability with his “Three E’s”: Economic viability, Environmental responsibility, and social Equity. Simply put, if winery operators pay attention to these three broad areas and the ways in which they interact—and make decisions that maximize positive outcomes in these areas—they are operating in a sustainable manner.

In New York, VineBalance has created a workbook to help wineries and grape growers assess their agricultural practices as they relate to sustainability. The workbook has 134 questions about growing practices, organized into seven site-management groups: soil, nutrition, vineyards, irrigation, weeds, pests, and pesticides. An eighth group

evaluates the vineyard manager’s continuing education efforts. Responses to the site-management questions are grouped from most positive (or lowest environmental risk) to least positive (or highest environmental risk). A grower can thus easily identify specific changes and the related costs and benefits. Cooperative Extension, whose grape experts coordinate the activities of VineBalance, offers outreach help and expertise to growers who need assistance in developing strategies to meet sustainability goals.

The VineBalance program has been touted as the standard for sustainable grape growing by the National Grape Cooperative, which owns Welch’s. Its member growers in New York, Pennsylvania, and Ohio are now using the workbook program, and the cooperative has launched similar workbook-based programs in Michigan and Washington.

One of the creators of the workbook and questionnaire was John Santos ’90, manager of Hazlitt 1852 Vineyards, located on the east side of Seneca Lake. A recipient of the Schuyler County 2009 Conservation Farmer of the Year award, Hazlitt has been making great

strides in sustainability. Santos is especially proud of Hazlitt's composting program. "We have been composting our winery wastes for more than ten years," he says. "We compost all of our pomace in a 50/50 blend with bedded manure. And for several years, we have been composting the kitchen waste generated at the winery. During our annual growers picnic, we compost all of the food waste as well as the plates and utensils."

Santos says that composting has greatly reduced the use of chemical fertilizers, to the point where some of the vineyards no longer require any during the growing season. He hopes the same will one day be the case for all of Hazlitt's vineyards. Santos is also happy to share his approach with others; with the help of Cooperative Extension, he has sponsored demonstrations of how Hazlitt creates and applies its compost.

Hazlitt is not organic, but it has found ways to minimize spraying. For example, the use of cans with multiple nozzles allows growers to direct sprays only at the parts of the plants that need them. Santos also does trials to determine how much of a given spray is required to be effective, rather than blindly following the label instructions. Hazlitt, he says, has "strived over the years to use more low-risk and organic materials. We also strive to use the chemicals that present the least potential threat to the environment and the workers in the vineyard."

To Santos, being sustainable also means contributing to the community. Hazlitt has raised tens of thousands of dollars for Seneca Santa and is involved in the ongoing Haitian relief effort. "We continue as a business to look for ways to reduce our environmental footprint, improve our economic return, and treat our employees and community in an equitable fashion," he says.

On the other side of Seneca Lake, the venerable Hermann J. Wiemer Winery has also been making great strides in sustainability. Like Hazlitt, owner Fred Merwarth '00 has eliminated synthetic fertilizers and instead uses a blend of pomace and manure. And Wiemer's spray program is based on the classic Bordeaux blend of spray material (a mixture of copper sulphate and hydrated lime), which is certified organic, notes Merwarth's winery partner, Oskar Bynke '00. No spraying is done within six weeks of harvest, her-



# TRIPHAMMER

## WINES & SPIRITS

**Intriguing**  
Selection of Wines & Spirits

**Custom**  
Gift Baskets for All Occasions

**Wine Tastings**  
Every Friday 4-6pm  
(and most Saturdays)



**Shop Online At [www.triphammerwines.com](http://www.triphammerwines.com)**

Located In The Triphammer Mall Next To Ithaca Coffee Company  
Open Mon-Sat 9am-9pm • Sunday 12pm-5pm • (607) 257-2626

July 19-23, 2010

# CUVÉE

THE CORNELL UNIVERSITY VITICULTURE AND ENOLOGY EXPERIENCE

Register now!  
607.255.7259  
[cupe@cornell.edu](mailto:cupe@cornell.edu)

We invite you to join us in the beautiful Finger Lakes region this summer for an exciting week-long program exploring the science of grape growing and wine making.

CUVÉE pairs respected Cornell faculty members with leading wine professionals to help you increase your wine appreciation and knowledge.

[www.sce.cornell.edu/cuvee](http://www.sce.cornell.edu/cuvee)



# Montezuma Winery

& Hidden Marsh Distillery



*Taste the Spirits  
of the Finger Lakes!*

Tastings • Gift Shop • Distillery  
Homemade Fudge

**Over 30 award-winning Fruit,  
Grape & Honey (mead) wines plus  
distilled spirits including Brandy,  
Liqueurs and Vodka!**

Open Daily 9am-6pm

2981 Auburn Rd (U.S. Rte 20), Seneca Falls

315-568-8190

[www.montezumawinery.com](http://www.montezumawinery.com)

[www.beevodka.com](http://www.beevodka.com)

## Crunchy Apples and Sweet Cider at Cornell Orchards



**Another bountiful harvest of more  
than 30 varieties of apples awaits  
you at the Cornell Orchards.**

Plus: Cornell maple syrup, sweet cider,  
Sheep Program blankets, local honey,  
and a selection of specialty food and  
gift items from around the Finger  
Lakes and New York State.

**Also selling wine grapes and juice  
for home winemaking**

709 Dryden Road, across from the  
Vet College on Rte. 366

Open Tuesday–Sunday, 8:30 am–5:00 pm  
Tuesday–Saturday after Thanksgiving  
Closed mid-May to mid-August

Call 607-255-4542

[www.hort.cornell.edu/orchards](http://www.hort.cornell.edu/orchards)

bicides have been eliminated, and weeds are managed through under-trellis cultivation.

Additionally, Bynke says that because of their winery practices, “we are able to minimize the use of sulfur to below organic levels.” (Sulfur, which is used as a preservative in most wines, must be limited to 100 parts per million or less for that wine to meet organic standards set by the USDA.) Merwarth and Bynke are currently committed to having the Hermann J. Wiemer Vineyard, located behind the winery, certified organic within the next two years. (Other vineyards owned by the winery will not qualify, due to their proximity to other, non-organic vineyards.)

These two well-known Finger Lakes wineries represent the vanguard of a larger movement toward sustainability in the New York State wine industry—and with a boost from Cornell and VineBalance, it is gaining momentum. VineBalance reports that as of summer 2008 seventy-five grape growers had completed the self-assessment workbook and an additional twenty-two had purchased it. These growers come from all over the state: thirty-two from the

Finger Lakes, twenty-seven from the Lake Erie region, ten from Long Island, and six from the Hudson Valley. Twenty-three of the growers have gone on to create action plans, detailing a total of 445 proposed changes, most centered on the use of pesticides and monitoring and improving soil health.

The coming years should see a growing emphasis on sustainability in New York, and some of this growth may be consumer driven. Heron Hill Winery on Keuka Lake states on its website: “People have become very conscious of what goes into their bodies and from where food originates. Wine is a food product and needs to be handled in a caring, safe, and healthful manner.” Scott Osborne, the owner of Fox Run Vineyards on Seneca Lake, says that sustainability “gave us a term that we could use, which is very important in talking to the customer. What I used to say was that I live on the property, and I have to be careful because I don’t want to kill myself. And if I choose to leave it to my children, I want to leave it in as good a condition as possible. Now I have a term that’s not as longwinded for saying that.”

*Water view: Cultivated acreage on the western shore of Seneca Lake*

TIM MARTINSON / CORNELL COOPERATIVE EXTENSION



# THE VIEW FROM RED TAIL RIDGE

BY DAVE POHL

While it is a relative newcomer to the Finger Lakes region, Red Tail Ridge Winery has raised the bar for sustainability. Its owners, Nancy Irelan and Mike Schnelle, say they view sustainability as a “systems approach that seeks to balance the environment, community, and finance.” To them, financial stability is essential, as it frees up time, energy, and other resources to focus on issues related to community and the environment.

One of the most exciting aspects of the operation is the building itself. In 2009, Red Tail Ridge became the only winery in New York State to register for LEED (Leadership in Energy and Environmental Design) certification for its new building. In the hope of qualifying, the owners consulted with the New York State Energy Research and Development Authority and Sustainable Performance Consulting Inc. for guidance on building an energy efficient and environmentally sound winery. Edge Architects of Rochester created the building design.

Temperature inside the winery is controlled by a geothermal heating and cooling system. Liquid glycol passes through coils of pipes underground; then, having absorbed the earth’s heat, it is pumped back into the building and circulated through pipes in the floors and walls. This system controls the temperature not only of the air but of the stainless-steel fermenting tanks. While other alternative energy sources were considered, geothermal was selected because it required a smaller initial investment and will pay for itself more quickly—and it can be controlled remotely, via laptop computer.

Environmental considerations were also crucial when choosing building products. The winery walls contain recycled materials, and the fieldstone on the facade came from the vineyard grounds. The front of the building is dominated by a large double-paned window that allows daylight to flood in, so it’s usually possible to work inside without turning on any lights.

Sustainability at Red Tail Ridge extends to the viticultural practices as well. The vineyard has drainage ditches to manage

*Green land: Red Tail Ridge Winery features (clockwise from bottom) a vineyard that emphasizes sustainable growing practices, a geothermal heating and cooling system, and windows that offer ample natural light.*



PROVIDED BY RED TAIL RIDGE WINERY





*No one does "I do" like we do.*

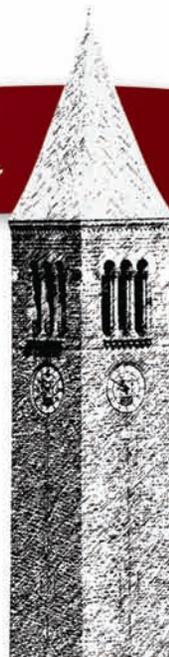
Set within the picturesque campus of Cornell University, the Statler Hotel is the perfect setting for your wedding. Our personalized service and attention to detail will ensure your special day is as memorable as you have always dreamed.

Contact our wedding consultant at 607.254.2678 or visit our website at [www.statlerhotel.cornell.edu](http://www.statlerhotel.cornell.edu) for more information.

## **The Statler Hotel**

Located on the Cornell University campus

Offered to the Cornell community.



rainwater runoff, and tile installed at forty-foot intervals supports soil preservation and maintains vineyard uniformity. Watering is done with drip irrigation, which is more efficient and uses less water than conventional sprinkler systems.

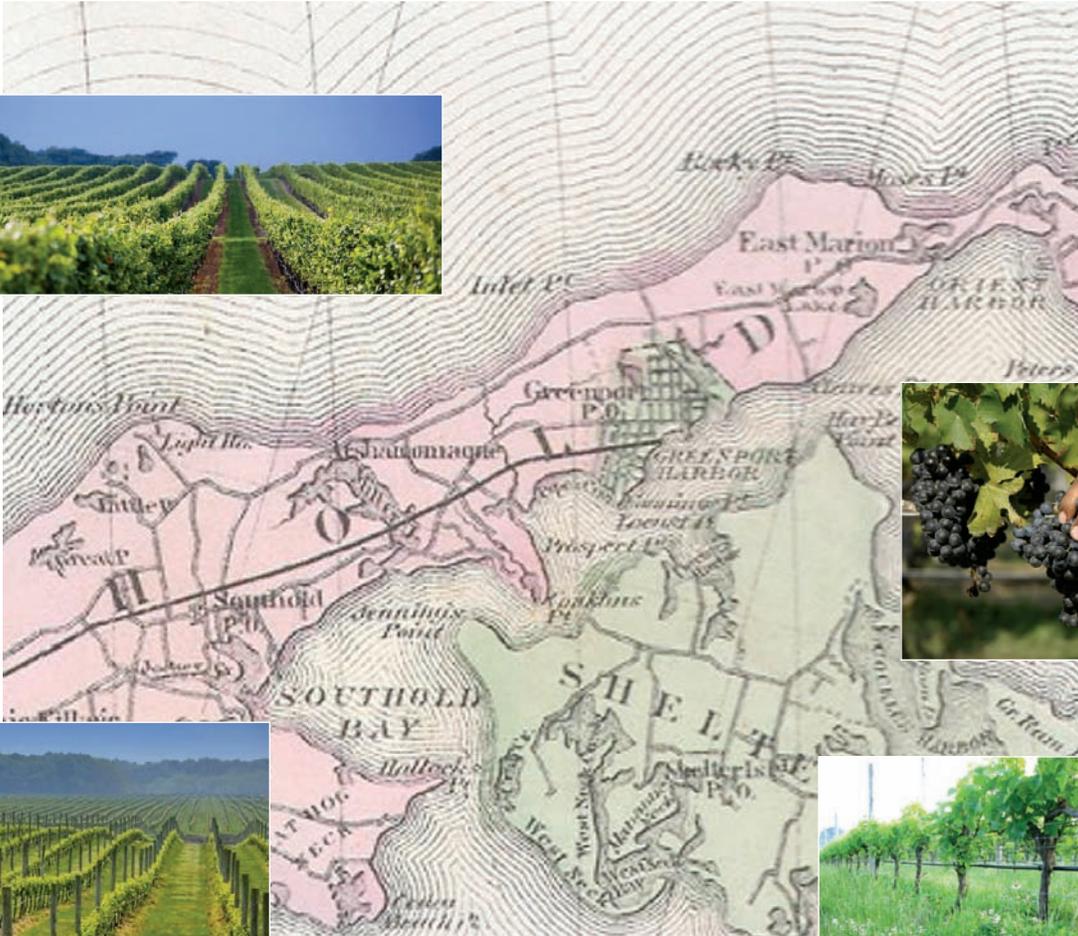
While Red Tail Ridge does not qualify as organic, the winery uses an integrated pest management approach to control insects, disease, and weeds. Leaf pulling optimizes fruit exposure, which reduces disease pressure, and regular scouting for insects and their damage determines if treatment is necessary. When pesticides are used, the winery chooses ones that meet EPA reduced-risk standards; chemicals are rotated to prevent resistance. Non-interventionist approaches are used for dealing with animal pests: eight-foot-high fencing keeps out deer, and netting prevents birds from damaging vines and grapes.

*While Red Tail Ridge does not qualify as organic, the winery uses an integrated pest management approach.*

Irelan and Schnelle also consider sustainability in the tasting room. Waste is kept to a minimum, paper products are made from recycled materials, and no bottled water is served. In the restrooms, low-flow toilets have been installed.

With its high-profile sustainability efforts, Red Tail Ridge offers an impressive example to other wineries—and Irelan says that New York State was the ideal place for their approach. She and her husband had considered Oregon and California before coming to the Finger Lakes, but they concluded that creating a sustainable winery from the ground up would be prohibitively expensive in those western states. "We knew when we started that [green] was the direction we wanted to go in," Irelan says. "The challenge was doing this as a small business and seeing a return on our investment. This is the best place we could find to do that."

PINDAR



MACARI VINEYARDS

MACARI VINEYARDS



SHINN ESTATE VINEYARDS

Many Long Island vineyards are located near suburban areas, which causes some unique problems for grape growers and winemakers. With communities so close to some vineyards, they must be careful about how they select and use pesticides and fertilizers, and community concerns may make it more difficult to implement new practices such as wind energy. Being close to population centers isn't the only concern—a growing deer population and swarms of starlings moving south from New England also pose challenges for those who seek a sustainable approach.

One of the Long Island wineries at the forefront of this effort is Shinn Estate Vineyards. Barbara Shinn and David Page moved from California to New York in the early Nineties to open their Home Restaurant, specializing in locally produced foods, in Greenwich Village. After a few years, the couple decided it might be interesting to produce their own wine for the restaurant, and Shinn Estate's first vines were planted in 2000.

From the start, Shinn and Page have worked closely with a number of agencies and organizations, including Cornell, to help create a sustainable model for the winery. Their approach puts a heavy emphasis on creating and maintaining biodiversity; for instance, the cover crop planted between the vine rows includes more than two dozen species, which in turn attract an array of beneficial insects. In addition, they are growing eight grape varieties, with multiple clones of each variety. Soil health is also important; only organic fertilizers such as fish, seaweed, and carbon are used, and compost is applied via a drip system to prevent an undesirable increase in phosphorous.

Another Long Island winery strongly committed to sustainability is Macari Vineyards. The 180-acre estate was founded in 1995 by Joe Macari Jr, who came to winemaking from construction and real estate. He sought early advice from ex-

## GOING GREEN ON LONG ISLAND

BY DAVE POHL

*Finger Lakes Wine*

**Etail & Retail**  
*It's all here under one roof.*



The world's largest selection  
of Finger Lakes Wine



**NorthSide**

*Wine & Spirits*  
Phone: 607.273.7500  
Toll Free: 800.281.1291  
Ithaca, New York

[www.northsidewine.com](http://www.northsidewine.com)



SHINN ESTATE VINEYARDS

Summer place: In July, chamomile blooms at Shinn Estate Vineyards (above), providing a beneficial habitat where "good" bugs eat pests. Below: Macari Vineyards is committed to the use of organic fertilizers, raising steers solely for their manure.

**Celebrating 25 years  
producing  
estate-grown wines  
including  
world class Riesling  
and Pinot Noir**

**OWNER:**  
Cameron Hosmer,  
Ag & Life Sciences '76

**SALES MANAGER:**  
Virginia Graber, School of ILR '88

Visit us online at  
[www.hosmerwinery.com](http://www.hosmerwinery.com)



**Hosmer Winery**  
6999 Route 89,  
Ovid, NY 14521  
607-869-3393  
Established in 1985  
on the  
Cayuga Wine Trail  
Open daily May - Oct.  
10:30-5:30  
(call for winter hours)



perts in biodynamics—an approach that views the farm as a closed system of interdependent life forms and energies. It emphasizes organic methods, favoring manure and homeopathic composts over chemical sprays. Although Macari has tried to adhere to this biodynamic model, he has found that in most years he must spray for fungus. Even so, he limits the amount of sprays and remains strongly committed to the use of organic fertilizers. He even raises steers solely for their manure.

Pindar Vineyards, the largest winery on Long Island, is owned by Dr. Herodotus “Dan” Damianos; in 1994 he added a second operation, Duck Walk Vineyards. Both emphasize a sustainable approach to viticulture and winemaking. Duck Walk uses geothermal energy for heating and cooling, and Pindar is currently converting to the same system. In the vineyards, selected

*At Pindar Vineyards, customers are even encouraged to return corks to be recycled as corkboards and flooring material.*

grasses—rather than chemical fertilizers—are used to supply nitrogen to the soil. In addition, both wineries create their own organic compost. The attention to environmental impact extends to the tasting room as well: at Pindar, energy-efficient light fixtures and dishwashers have been installed, empty

Third Annual  
**AMERICA'S**  
Grape Country  
**WINE**  
**FESTIVAL**

**August 14-15, 2010**  
10am to 5pm both days

Chautauqua County Fairgrounds - Dunkirk, NY 14048  
Phone: 800-965-4834 - Fax: 716-965-4800

Dozens of wineries from all over New York State come together for wine tasting, sales by the bottle, live music, great food, great fun, a craft show, a farmer's market and educational wine seminars!

**ONLINE PRE-SALE TICKETS**  
\$15 One-Day Taster - \$20 Two-Day Taster  
\$5 Designated Driver

**TICKETS AT THE DOOR**  
\$20 One-Day Taster - \$25 Two-Day Taster  
\$5 Designated Driver

Tickets include parking, commemorative wine glass and Taster's Guide. NYS Sales Tax added after purchase.

**www.agcwinefestival.com**

2264 King Road - Forestville, NY 14062 - Phone: 888-965-4800 - Fax: 716-965-2054

Uncover New York  
WINE TRAIL  
FEDERAL RESERVE NEW YORK

**Merritt**  
WINERY

www.merrittstatewinery.com - www.facebook.com/merrittwinery

**VISIT YOUR LOCAL LIQUOR STORE AND ASK FOR AWARD-WINNING MERRITT ESTATE WINES TODAY!**

**1967 Cornell Alumni - William T. and Christi C. Merritt**



DAMIANI WINE CELLARS

bottles are recycled, and tasting sheets are re-used. Customers are even encouraged to return corks to be recycled as corkboards and floor material.

These wineries, along with a growing number of others on Long Island, are looking to sustainability as a key principle in determining how grapes are grown, how wine is made, and how they interact with their customers. Wine lovers increasingly want their favorite beverage to be produced in an environmentally and socially responsible manner, and these New York wineries are showing they're ready to address that challenge.

2008 "Winery of the Year" and Governor's Cup Winner



## Swedish Hill Winery

\* Award-winning Wines \* Gift Shop \* Winery Tours  
\* Gift Baskets \* Picnic Facilities and More!

Open Daily 9am-6pm  
4565 Rt. 414, Romulus, NY \* 315-549-8326  
www.swedishhill.com



## GOOSE WATCH WINERY

\* Breathtaking View of Cayuga Lake  
\* Award-winning Wines \* Gift Baskets  
\* Gourmet Foods \* Boat Docking Available

Open Daily 10am-6pm  
5480 Rt. 89, Romulus, NY \* 315-549-2599  
www.goosewatch.com



## Penguin Bay Winery

\* Award-winning Wines & Sparkling Wines  
\* Relaxed Atmosphere \* Gift Shop \* Picnic Facilities

Open Daily Mon-Sat: 10am-5:30pm Sun: 11am-5:30pm  
6075 Rt. 414, Hector, NY \* 607-546-5115  
www.penguinbaywinery.com



The Ultimate Tasting Room™

Wine • Lounge • Tasting  
Menu • Craft Beers  
Full Bar

www.CorksandMore.com  
607.319.CORK (2675)  
708 W. Buffalo St. Ithaca



Corks & More Tasting Room

## By Land

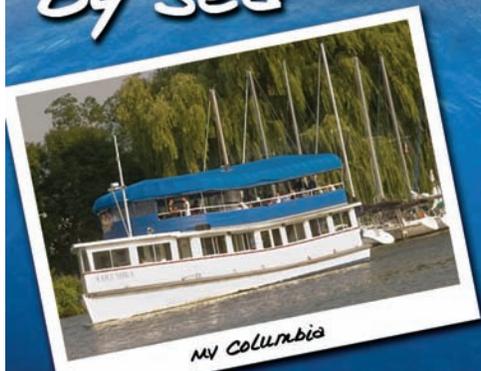


Ithaca, New York

Dinner • Luncheon  
Brunch • Cocktail  
and Happy Hour

Call for Reservations

www.CayugaLakeCruises.com  
607.256.0898  
708 W. Buffalo St. Ithaca



MY Columbia

## Grape Industries Generate \$3.76 Billion for State

New study chronicles  
economic benefits

The New York grape, grape juice, and wine industries contributed more than \$3.76 billion in economic benefits to the economy of New York State in 2008, according to a study conducted by the Napa Valley-based Stonebridge Research Group LLC and released in January. This represents an increase of more than 10 percent from the \$3.4 billion documented in a similar study conducted in 2004.

The New York Wine & Grape Foundation, which commissioned the research, reports that the study also shows that out-of-state wines sold in New York contributed an additional \$3.26 billion, for a total economic benefit to the state of \$7.02 billion from the grape and wine industries. Data for the study came from various federal and state agencies, private sources, and primary research conducted by Stonebridge.

The figures for 2008 are a conservative indication of the current economic impact, the foundation says, since new wineries have opened in 2009, and anecdotal reports suggest that tourism and sales again increased in 2009.

Highlights of the study include:

- The industry supports 39,000 full-time equivalent jobs, including 17,000 from the New York sector and 22,000 from out-of-state wines.
- There were \$1.5 billion in wages paid, with \$802 million from the New York sector and \$770 million from out-of-state wines.
- New York wineries saw \$508 million in sales.
- Sales of other wines in New York totaled \$1.9 billion.
- There were \$36.5 million in sales of New York grapes.
- The state had 37,000 grape-bearing acres.

- Grape juice product revenues totaled \$32.7 million.
- The state tallied \$376.5 million in wine-related tourism expenditures.
- Visits by wine-related tourists totaled 4.98 million.
- New York had 1,438 grape farms.
- There were \$455 million in state and local taxes paid, including \$230 million from the New York sector and \$225 million from out-of-state wines.
- The industry made charitable contributions of \$8.6 million.

“The grape and wine industry is an economic engine, and wine is the ultimate value-added product,” says foundation president Jim Trezise. “For years, the wine industry has been the fastest growing part of New York’s two largest economic sectors of agriculture and tourism, and now we have solid data on the enormous economic benefits we generate.”

The Stonebridge research, measuring the economic impact in one year, is complemented by another study released in October, which shows industry growth over the past twenty-five years. The long-term study, conducted by New York Agricultural Statistics Service (NASS), measured growth in areas such as the number of wineries, total production, tourism, and similar indices. Among its highlights:

- The number of new wineries in the 2000 decade exceeded the total created in the previous 170 years, with many in nontraditional regions of the state.
- Tourist visits to wineries increased 21 percent from 2003, despite record high gas prices and a recession.
- Of 169 responding wineries, 124 made investments during 2006–08 averaging nearly \$400,000.
- Commercial wineries paid an average of \$1,788,300 in federal and state taxes (excise and sales).

“The large and growing economic impact of the wine industry is the exact opposite of what is happening in the auto and other industrial sectors,” says Stonebridge founder Barbara Insel. “When a company like General Motors closes a plant, all of a sudden its total economic impact becomes painfully apparent with the direct loss of jobs, the loss of business for suppliers, and the loss of spending power and tax bases in

# Lakewood VINEYARDS



- Wines to suit all tastes
- Knowledgeable staff
- 750 awards...and counting
- Memorable hospitality
- CU alumni owned & operated

**4024 State Route 14**  
**Watkins Glen, NY 14891**  
 877-535-9252  
[www.lakewoodvineyards.com](http://www.lakewoodvineyards.com)



**Tasting and sales:**  
 Mon-Sat 10am - 5pm, Sun noon - 5pm



**Hand-crafted dry wines from Finger Lakes-grown vinifera grapes**

**TASTING & SALES:**  
 Open 7 days a week, 11AM-5pm,  
 or by appointment

East Side of Seneca Lake  
 5435 Rt. 414  
 Hector, NY  
[www.damianiwinecellars.com](http://www.damianiwinecellars.com)






## THE HEART & SOUL OF AMERICAN ROAD RACING

OF THE FINGERLAKES








# Watkins Glen®

INTERNATIONAL

866-461-RACE / [TheGlen.com](http://TheGlen.com)

# Johnson Estate



## Wines

*Grown, Vinified & Bottled in  
the Chateau Tradition  
by*

**New York's Oldest  
Estate Winery**

*Founded and operated by  
three generations of  
Cornellians*

Johnson Estate Winery, LLC  
8419 US-20 West  
Westfield, NY 14787  
Chautauqua County

Tasting Room Open 10-6 Every Day

Telephone: 1-800-Drink-NY

[www.johnsonwinery.com](http://www.johnsonwinery.com)

# MILLBROOK VINEYARDS & WINERY



Voted 'Best Winery of the  
Hudson Valley' consecutively  
from 1995-2009.

**GUIDED TOURS  
WINE TASTINGS  
SPECIAL EVENTS**

*Call for our 2010  
Schedule of Events*

**OPEN DAILY**

SEPT - MAY: 12:00 to 5:00 pm  
JUNE - AUG: 11:00 am to 6:00 pm

800.662.WINE  
**MILLBROOKWINE.COM**

5 MIN. NORTH OF MILLBROOK VILLAGE  
26 WING ROAD • MILLBROOK, NY 12545

the local community. These are what we call direct, indirect, and induced effects of economic activity—in essence, the “ripple effect”—which can be either good or bad. In the case of the wine industry, the ripple effects are very positive in many areas of the economy—an upward spiral of benefits.”

The New York Wine & Grape Foundation, a statewide not-for-profit trade association representing New York grape growers, grape juice producers and wineries, was created by state legislation in 1985 during an economic crisis in the industry. The organization's strategic goal is “to have the New York grape and wine industry recognized as a world leader in quality, productivity, and social responsibility.”

“Our industry's dramatic growth is due largely to a productive partnership between the public and private sectors,” says Trezise. “New York's public officials on the state and federal levels increasingly recognize that the wine industry is a gold mine for agriculture, tourism, and manufacturing, and that enlightened public policy will let us expand our economic contribution.”

# Campus Campus

## Campus-to-Campus Schedule

### Ithaca Departures

Monday - Friday 6 a.m. and noon  
Saturday and Sunday 10:30 a.m. and 3 p.m.

### NYC Departures

Monday 6:30 a.m., 12:30 p.m., and 6:30 p.m.  
Tuesday - Friday 12:30 p.m. and 6:30 p.m.  
Saturday 5 p.m.  
Sunday 3 p.m. and 5 p.m.

*Travel time is approximately 4 hours.*

*Complete schedules available at [www.c2cbus.com](http://www.c2cbus.com).*

**Express, executive-class service between  
Cornell's NYC and Ithaca campuses.**

*Featuring:*

**Quiet, smooth ride**

**Sturdy work desks**

**XM satellite radio**

**Wireless internet**

**Four-person work table**

**Power outlets**

**Snacks and beverages**

**\$75** One-way

**\$150** Round-trip

**For complete info or to book your trip, go to [www.c2cbus.com](http://www.c2cbus.com).**

**607-227-6307 • [C2Cbus@cornell.edu](mailto:C2Cbus@cornell.edu)**

# Students Complete First Vintage at Cornell's New Teaching Winery

BY KATHLEEN ARNINK

**T**his fall, a group of Cornell undergraduates became the first to learn the science and art of winemaking in the new College of Agriculture and Life Sciences Teaching Winery at the Cornell Orchards. Students in two courses in the viticulture and enology major persevered through a challenging growing season to ferment a range of varieties—Pinot Gris, Cayuga White, Traminette, Lemberger, Cabernet Franc, Pinot Noir, Corot Noir, and Dechaunac. Graduate students also used the winery for test fermentations of grapes from their research plots. All of the grapes were harvested from two Cornell vineyards—one at Cornell Orchards that consists of hybrid wine grapes, and another ten miles north of campus close to the winter warmth of Cayuga Lake, consisting mostly of vinifera grapes.

The 2009 growing season challenged students in many ways. It was cool and wet, which delayed varietal ripeness and required students to sample frequently and make timely harvest decisions in the vineyard. The need to harvest and ferment within a fourteen-week semester also confronts students with critical decisions and trade-offs. These are opportunities that help students learn the challenges of growing grapes and making wine in the Finger Lakes and other cool-climate regions, as they learn to make consistently good finished wines from grapes that vary from year to year.

Students harvested and fermented hybrid and Pinot Noir grapes as part of a New York Farm Viability Institute project to evaluate carbonic and skin maceration. Other treatments evaluated included harvest timing, skin contact, yeast strains, and malolactic fermentation. Students worked in small groups on these wines and were responsible for determining treatment conditions for each grape variety and performing all necessary production and analytical steps. In order to explore alternative vinification methods without producing excess quantities of wines, students fermented wines in small lots of five to twenty gallons. All of the wines are used for chemical, microbiological, and sensory analyses. One of the benefits of the teaching winery is the chance for students to use unblended treatments that are difficult to find commercially.

The fall 2009 courses concluded with student presentations on their procedures for making each wine and important analytical data obtained, followed by sensory evaluation and discussion by students in each class. Wines fermented by students during the fall 2009 semester are stabilizing in a cold room at the winery, until students return in January to complete this vintage. In the spring semester, students will continue crafting their wines during a sequel enology course—Wine-making Theory and Practices II. This two-semester approach enables students to experience viticulture and enology from the determination of harvest date through vinification, stabilization, fining, blending, and ultimately bottling.

The CALS Teaching Winery and adjacent vineyards, on Cornell's main campus in Ithaca, provide viticulture and enology students with hands-on experience in all aspects of grape growing and winemaking. The winery has also become a social hub and focal point for students to interact with faculty and learn the techniques to become leading winemakers and grape growers in New York and beyond.

*Kathleen Arnink is a senior lecturer in enology at Cornell.*



*Teaching case: Arnink (right) with students*

UP TO  
125  
VENDORS

CULTIVATING  
THE EARTH  
& COMMUNITY

SINCE  
1973

Just-Picked LOCAL PRODUCE  
FARM-FRESH FOODS • WINE  
International CUISINE  
FINE ART & CRAFT

SATURDAYS 9–3 April–October,  
10–3 November & December  
SUNDAYS 10–3 May–October  
On the Cayuga inlet, 3rd St. off Rt. 13

TUESDAYS 9–2 May–October  
THURSDAYS 4–7 June–August  
DeWitt Park in Downtown Ithaca

ITHACA  
FARMERS  
MARKET

607-273-7109 • [ithacamarket.com](http://ithacamarket.com)

## New York State Wineries

can be found at

New York Wine and Grape Foundation  
website

[www.newyorkwines.org](http://www.newyorkwines.org)

Click on "Wine Country" to visit each  
of the wine regions

## Hospitality Listings

Campus-to-Campus

[www.C2Cbus.com](http://www.C2Cbus.com)

Cayuga Lake Cruises

[www.cayugalakecruises.com](http://www.cayugalakecruises.com)

Cornell Orchards

[www.hort.cornell.edu/orchards](http://www.hort.cornell.edu/orchards)

CUVEE

[www.sce.cornell.edu/cuvee](http://www.sce.cornell.edu/cuvee)

Finger Lakes Wine Festival and  
Watkins Glen International  
[theglen.com](http://theglen.com)

Greek Peak Mountain Resort  
[www.greekpeakmtnresort.com](http://www.greekpeakmtnresort.com)

Ithaca Farmers Market  
[ithacamarket.com](http://ithacamarket.com)

Northside Wine & Spirits  
[www.northsidewine.com](http://www.northsidewine.com)

Sherwood Inn  
[thesherwoodinn.com](http://thesherwoodinn.com)

The Statler Hotel  
[www.statlerhotel.cornell.edu](http://www.statlerhotel.cornell.edu)

Toro Run Estates  
[www.tororunestates.com](http://www.tororunestates.com)

Owners, Tacie & Peter Saltonstall  
invite you to

## Cornell Reunion *Tours & Tastings*

Monday to Saturday, 10 a.m. to 5 p.m.  
Sunday, noon to 5 p.m.

King Ferry Winery  
Maker  
of  
*Treleaven*  
Wines

Minutes North of Cornell  
34B to Center Road

800 / 439 / 5271  
315 / 364 / 5100

www.treleavenwines.com



*Get Out of Town...*

*Close to Home*

thesherwoodinn.com



SHERWOOD INN  
est. 1807



Genesee Street • Skaneateles

for lodging and  
dining reservations call

800-3SHERWOOD

## RESERVE YOUR NEXT FAMILY VACATION...TODAY!

Plan your getaway at Hope Lake Lodge & Indoor Waterpark at Greek Peak Mountain Resort. Your family will have access to all property activities such as hiking, swimming in Hope Lake, nearby golfing, Waterfalls Spa, Cascades Indoor Waterpark, and so much more.

**Bring a Friend & Save!**  
25% OFF MIDWEEK OR  
15% OFF WEEKENDS  
Some Restrictions Apply  
Promo Code: BRINGAFRIEND

**Bring a Friend:** Get together with friends or family and enjoy great savings! Make a reservation together and get **25% off** your midweek stay, or **15% off** your weekend visit!

Call or Click Today!  
800.955.2754  
WWW.GREEKPEAKMTNRESORT.COM

Based on Availability. Non-Holiday. Reservations must be made under different names for two or more rooms. Offer valid until 6/30/10. Promo Code: BRINGAFRIEND

**GREEK PEAK**  
MOUNTAIN RESORT  
*Hope Lake Lodge*  
& INDOOR WATERPARK

**FOUR GOOD SEASONS TO PLAY**  
YOUR ULTIMATE YEAR-ROUND DESTINATION