

FISCAL YEAR

21  
22

Boldly,  
NY.

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

NEW YORK WINE & GRAPE FOUNDATION

**ANNUAL REPORT**



The Red Newt Winemaking Team, (L to R) Dave Whiting, Meagz Goodwin, Kelby Russell.  
(Photo by Rima Brindamour)



# NEW YORK WINE & GRAPE FOUNDATION

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A MESSAGE FROM OUR  
**EXECUTIVE DIRECTOR**

SAM FILLER



Dear Friends,

The past two years presented challenges and opportunities for New York's grape and wine industry. The industry adapted to rapidly changing consumer behaviors by adjusting their business models. Investments into direct to consumer e-commerce infrastructure and elevated hospitality experiences in tasting rooms generated positive impact to industry members' bottom lines. The confidence to implement these changes was made possible by the State's annual funding commitment to NYWGF. The organization leveraged the State's investment to assist the industry in evolving its capacity as it navigated this turbulent time.

NYWGF restructured its programs to deliver tools designed to empower wineries to explore online channels, or innovative distribution methods – and deal with the practical, fiscal, and compliance ramifications of these changes. NYWGF partnered with Farm Credit East (FCE) to provide the industry access to FCE's bespoke consulting services through their Winery Benchmarks program. NYWGF facilitated access to educational courses on e-commerce best practices curated by the Wine Industry Sales Education (WISE) Academy. And, these courses were further supplemented by monthly online webinars led marketing professionals to support wineries as they implemented new direct to consumer sales initiatives and tasting room practices.

In the last two years, NYWGF has secured over \$250,000 in grants from USDA NCRS, USDA Rural Development, and Yates County to launch a vineyard sustainability certification program. And, NYWGF utilized the State's funding to align the industry with the goals of the 2019 CLCPA. After four years of research and development, NYWGF successfully completed the initial pilot phase of its New York Sustainable Winegrowing Vineyard Certification program in May 2022. Thirty-five grape growers and wineries primarily from the Finger Lakes completed a vineyard self-assessment using the VineBalance workbook, and subsequently passed a verification process completed by a third-party vineyard inspector. The Sustainable Vineyard Certification Program is a strategic priority of the NYWGF Board of Directors' and is intended to support the resiliency and continued growth of the New York wine and grape industry.

While COVID-19 disrupted marketing plans to promote New York wines at in-person events, NYWGF remained engaged with trade, media and consumers via the New York Wines, Online! program. In particular, NYWGF strengthened New York Wines marketplace position in foreign markets through monthly online tasting seminars that expanded the industry's marketing reach to a greater number of trade and media. This increased New York wine sales in Europe, Canada, and Asia. As a result, USDA FAS increased its funding commitment to \$659,633 to support NYWGF's export promotion program. The online wine promotion program sustained and built interest in New York wines, and prepared NYWGF to jump back into in-person promotions in 2023.

The availability of state funds also creates an important inducement to encourage private sector industry contributions that support a robust applied research program with annual investment valued at \$570,000. This current fiscal year, private sector sources have contributed \$185,000 to match the \$350,000 investment. Funding wine related research improves the productivity and competitiveness of the New York wine industry and creates additional jobs for New Yorkers.

The grape and wine industry represents a sound economic, environmental, and societal investment for State resources. This capital-intensive industry provides a reliable source of jobs, tax revenue, and serves as a leading tourism attraction all over the State. Funding the New York Wine and Grape Foundation supports and encourages the growth of this vital industry in many rural communities and is integral to New York State's economy.

Cheers,

A handwritten signature in blue ink that reads "Sam Filler". The signature is written in a cursive, flowing style.

SAM FILLER  
Executive Director

## NEW YORK WINE & GRAPE FOUNDATION: A PRODUCTIVE PUBLIC-PRIVATE PARTNERSHIP

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The New York Wine & Grape Foundation was founded in 1985 by State Statute to support industry growth through investments in promotion, research, and capacity building. Today, our public-private partnership drives the industry's growth and makes it a major state economic engine that generates more than \$6.65 billion in direct economic impact.\*

The 2021-2022 State Budget allocated \$1,075,000 through contributions from the Governor and State Legislature, as well as a reinstatement of the \$214,600 reduction in funding from SFY 2020-2021. In addition, NYWGF received a grant for \$250,000 from Genesee Valley Regional Market Authority (GVRMA) to support the *New York Wines, Online!* program. The USDA provided funding for our MAP and ATP Export programs, totaling \$626,853. NYWGF also secured a Specialty Crop Block Grant in the amount of \$49,500 through USDA to support the installment of generic wayfinding signs on the Upper Hudson Wine Trail. Activities under the Sustainability Program were able to get underway by the receipt of a Value-Added Producer Grant for \$25,000 through USDA. A grant through Yates County from the Natural Resources Conversation Service in the amount of \$13,300 also helped to fund the Sustainability Program in 2021-2022. The availability of these grant funds creates an important inducement to encourage private sector industry contributions. NYWGF received \$437,565 from industry contributions during the 2021-2022 fiscal year.

Since its inception in 1985, NYWGF and the industry have benefited from the State of New York's support to conduct basic programs of promotion and research. The private sector contributes similar amounts to match the State funding. The sections that follow summarize the programs, with additional detail in the Appendices.

\*Read the full 2019 Economic Impact Report at [newyorkwines.org](http://newyorkwines.org).

### 2021-2022 Fiscal Year

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Total Spent on Promotion	\$1,676,029
Total Spent on Research	\$622,896

## NEW YORK WINES IN THE PRESS

This was another exciting year for New York wines in the press. We are happy to spotlight a few key moments from our year below.

- [JamesSuckling.com Publishes Review of New York Wines](#)
- [4 Fresh Ways to Look at Low-Alcohol and No-Alcohol Wines](#)
- [Unorthodox Tasting Notes for Unorthodox Wines: Low-Alcohol and No-Alcohol Wine From NYS](#)
- [Cabernet Franc – “The Unofficial Red Grape of New York”](#)
- [Finger Lakes Riesling Knows How to Sparkle](#) (see page 14)
- [Emerging Wine Regions: Vermont & The Finger Lakes](#)
- [Great Value Wines: 7 Finger Lakes Rieslings For Under \\$40](#)
- [WINE: Watch New York State](#)
- [What We’re Drinking](#)
- [Sparkling wine – New York state's hidden asset?](#)
- [The Riesling Chronicles Part One: Old World versus New](#)
- [Eastern Winery Growth Outpaces U.S.](#)
- [What We’re Drinking](#)
- [If You Care About What’s in Your Wine, It’s Time to Pay Attention to the Workers Who Make It](#)
- [Why Sommeliers and Beverage Directors Are Reaching for New York Wines](#)

In addition to the above press mentions, U.S. Senate Majority Leader Charles E. Schumer [called on USDA](#) to first, re-include New York in USDA’s annual grape production statistics report, and second, resume the 5-year comprehensive Vineyard and Orchard Acreage Survey.

**Sam Filler, Executive Director New York Wine & Grape Foundation said,**

“We applaud Senator Schumer for bringing attention to the need for a regular vineyard survey in New York. Accurate vineyard data supports NYWGF’s effort to market the grape and wine industry effectively and facilitates how our board prioritizes research investments. The vineyard data is essential for the industry’s growth and long-term competitiveness.”



## MEMBERSHIP 2021-2022

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After successfully revamping our benefits program in late 2020, NYWGF launched its first full Membership year under the new structure in April 2021. The new membership model was reflective of industry feedback, basing dues on services provided by NYWGF, and was designed to help wineries and growers operate effectively and efficiently, build industry intelligence, and help members adapt to meet the demands of a changing market.





### TIER 1 MEMBERSHIP

Benefits include industry conference discounts, Cornell wine lab subsidy, grape grower marketing and sales education, discounted entry in the New York Wine Classic, and access to a variety of informational webinars.

### TIER 2 MEMBERSHIP

For those looking to expand or diversify sales or build the capacity of their business, Tier 2 membership benefits provide access to both basic and enhanced webinars, individual consulting, a 50% subsidy on Cornell's Wine Lab services, TiPS Tasting Room training subsidies and more.

### TIER 3 MEMBERSHIP (WINERIES ONLY)

Our highest level of membership is for wineries that want to expand their reach through marketing and sales campaigns designed to reach target markets. Previously known as the NY Drinks NY program, our Tier 3 membership benefits connect wineries directly with influential members of the trade and media.

### BUSINESS PARTNERS

For Business Partner members we provided additional opportunities to engage with wineries through our sponsorship, advertising, and educational programs. We continued our work with Business Associate member Mengel, Metzger, Barr & Co., LLP, to provide a members-only Help Desk to help members tackle the complex issues of alcohol regulations and excise taxes, tax credits, tax preparation, grant applications, business planning, and more. Our Sponsoring Partner American National Insurance once again supported the B.E.V. NY conference, without which the Keynote Address would not have been possible.



## BUSINESS DEVELOPMENT

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The world is changing rapidly and NYWGF supports wineries and growers statewide to adapt with the changing times and take advantage of every opportunity. The following resources were provided to the industry throughout the year.

### B.E.V. NY VIRTUAL CONFERENCE

B.E.V. NY is our state's annual gathering of the grape and wine industry, combining the resources of the Cornell Cooperative Extension Enology Lab, the Finger Lakes Grape Program, and NYWGF. The 3-day conference invites academic and industry experts from around the world to present seminars dedicated to Business, Enology, and Viticulture topics. B.E.V. NY 2022 was honored to welcome Stuart Pigott as the Keynote Speaker.



### **Stuart Pigott, Senior Editor, JamesSuckling.com**

Stuart's moment of wine revelation came when he was working as a barman in the Tate Gallery Restaurant in 1981, when a bottle of Château Cheval Blanc 1971 was opened. Despite an MA in cultural history, Stuart realized the only way he could earn a living was to write about wine. After meeting James Suckling at a wine auction in Germany he has been based in the Mosel, Berlin and New York City, traveling extensively through Planet Wine. He now lives in the little town of Eppstein in the Taunus Hills of Germany. Although his name is most closely associated with riesling and German wine, he has undertaken in-depth research in wine regions as contrasting as Bordeaux, Thailand and Arizona. In 2008-9, Stuart was a guest student at the famous wine university of Geisenheim in Germany. In 2020 he became the first winner of the Professor Müller-Thurgau-Prize.



### BUSINESS CONSULTING

Business consulting is a valuable service to wineries and grape growers as they can obtain expert opinions, guidance, and strategy from experienced business consultants with multiple skill sets. To assist members with questions about their business, overall earnings, costs to produce wine, gross profit, profit analysis, cash flow analysis, NYWGF offered up to three (3) hours of consulting to members provided by Farm Credit East (FCE).

## BENCHMARKING SERVICES

NYWGF believes that our industry is better when we work together. Members were provided a \$350 subsidy when they joined the Farm Credit East Benchmarks program for 2021. This program provides a unique way to see how each winery's own business compares to their industry peers. The program serves as an important annual management report and can provide key insights on business improvement processes. Benchmark participants also gather for a full day to discuss changes in the industry, labor challenges, new opportunities, and many other topics.

## CAPACITY-BUILDING WEBINARS AND SEMINARS

The Foundation was pleased to provide over 30 online events and webinars for our members in 2021-22. Presented by staff and in partnership with DTC Wine Workshops, the WISE Academy, Farm Credit East, Miranda Tax & Consulting and Mengel, Metzger, Barr & Company as well as many other NYWGF Business Partners, the topics represented interests that were important to wineries and growers, directed by their input, and focused on best practices in business development, legal compliance, marketing and more. Nearly 600 winery staff and grower members registered to attend these workshops and seminars.

Popular topics included:

- Business Succession Planning for Wineries & Growers
- Managing Exposure to the Elements: How a Crop Policy Can Help
- Business Valuation Considerations for Wineries & Growers
- Making Financially Sound Business Model Shifts for Your Winery
- Calculating Inventory Costs – An In-Depth Exploration
- Tax Implications of Selling Wine Outside of New York State
- Conducting a Winery Financial & Operational Analysis
- Frontline Staff Compensation and Incentive Structures
- Top 5 Wine Consumer Segments & Sales Strategies
- Tasting Room Best Practices
- Top 5 Wine Consumer Segments & Sales Strategies
- Building a Corporate Gifting Program
- Wine Club Mastery
- Top Tasting Room Engagement & Sales Strategies

## TIPS TRAINING

In 2021-2022, we began offering TiPS Training for a reduced price to winery members and their staff. TiPS Training is a dynamic, skills-based training program designed to prevent intoxication, drunk driving and underage drinking. Having staff TiPS-trained can ensure alcohol training compliance with state regulations, reduce exposure to alcohol liability lawsuits, and help reduce penalties for alcohol violations. Nearly 60 staff from member wineries were provided access to TiPS Training.

# GLOBAL MESSAGING

In order to communicate the unique story and world class image of New York wines to the world, NYWGF embarked on an ambitious, comprehensive messaging project in 2020. In 2021 the project produced updated maps and graphics to be used by global New York wine educators and ambassadors. In early 2022 NYWGF partnered with the Born Collective to advance the project even further. NYWGF and Born Collective’s partnership will result in additional statewide and AVA related messaging pillars and a library of marketing toolkits, which will be made available to winery and trade partners.

## NEW YORK WINE COURSE & REFERENCE

Education is critical to the brand understanding and awareness of New York Wines worldwide. In order to support our growing domestic and international efforts, NYWGF enlisted the help of Dan Belmont, a wine expert with deep New York wines knowledge and a proven passion and talent for telling our stories, to update the quintessential New York Wine Course and Reference Guide. This update included a comprehensive technical review, a refreshed Boldly, N.Y. voice as well as a new core curriculum to serve global trade and consumer audiences.

**Boldly, N.Y.**  
NEW YORK Riesling

ORIGIN | Rheingau, Germany

PRONUNCIATION | "reez-ling"

COLOR | Pale Lemon

STYLES & CHARACTERISTICS | Cool climate Riesling produces fresh, aromatic, ageworthy wines with light to medium body and racy acidity. In New York, styles range from bone-dry to very sweet.

FLAVORS  
Lime Apple Peach Honeysuckle Spice

**fun fact** Riesling comes in a range of styles from bone dry to dessert wine. Look for the International Riesling Foundation's Taste Profile on the bottle to help you choose the right Riesling adventure for you.

THIS RIESLING IS:  
Dry Medium Dry Medium Sweet Sweet

TYPE | *Vitis Vinifera*

PRINCIPAL AVAS  
Finger Lakes, Long Island, Lake Erie

**NEW YORK'S Finger Lakes**

AMERICAN VITICULTURAL AREAS (AVA)  
SUB-AVA®  
FINGER LAKES AVA  
SENECA LAKE AVA  
CAYUGA LAKE AVA



## DOMESTIC MARKETING

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Evolving with the times, NYWGF refreshed its domestic marketing strategy and tactics for 2021. By partnering with nationally recognized wine educators and brand ambassadors such as Paul Grieco, Kevin Zraly, Esther Mobley, Courtney Schiessl Magrini, Wanda Mann, and Cathy Huyghe, NYWGF was able to infuse new energy into the experience of virtual wine tastings and educational seminars, reaching over 350 people. A partnership with Cabot Cheese helped ensure that more delicious New York products were highlighted and shone especially bright when paired with New York wines. By working with national media such as Seven Fifty and outlets such as VinoShipper and Wine.com, NYWGF ensured that the trade and consumer discovery journey continued, and everyone had easy access to New York wines online.

### NEW YORK WINES, ONLINE!

NYWGF contracted with nine influential New York Wine Brand Ambassadors in 2021-2022 to produce 10 different New York Wines Online! virtual seminars featuring 45 wines from our Tier 3 members. Over 200 members of the trade and media and nearly 150 consumers signed up to participate and over 200 tasting packs were sent out to the most influential trade and media to taste alongside our Brand Ambassadors and featured wineries. For a video library of New York Wines, Online! Seminars, please visit: <https://newyorkwines.org/virtual-tastings/>

This year's virtual seminars included:

- The World of Wines within New York with Carlo DeVito
- Chardonnay, the Other White Grape with Dan Belmont
- Wine and a Healthy Lifestyle, with Cathy Huyghe
- A Cab Franc State of Mind with Kevin Zraly
- A Journey into the Vineyards with Courtney Schiessel
- New York Wine & Summer Traditions with Dan Belmont
- Riesling: The Noble One with Paul Grieco
- Everything is Coming up Rosé with Wanda Mann
- Budbreak in New York with Alice Wise
- Winegrowers, the Foundation of Sustainability with Esther Mobley

NYWGF also contracted with Crush Wine Experiences (Crush Wine XP) to produce two consumer seminars through February 2022 – New York Wine Guide for the Holidays and New York Wine Guide for Valentine's Day. The events were streamed live on Crush Wine XP's Facebook page and between the two reached over 33,000 people.

## SEVENTYFIFTY MEDIA PARTNERSHIP

To help drive sales of New York wines for the holidays in 2021, NYWGF partnered with SevenFifty to update the [New York Wines Marketing Hub](#) with new photography, featured wine lists, and call to action order incentive to purchase New York wines. Each order for New York wine placed on the SevenFifty platform automatically created an entry to the contest for purchasers. Nearly \$34,000 worth of New York wines were purchased during the month-long incentive, including over \$14,000 in first-time orders of New York wine.

NYWGF also partnered with SevenFifty to produce three different Buyer Roundtables for on-and-off premise buyers. This partnership also included sponsored content article on SevenFifty Daily including a promotional package featuring 100K SevenFifty search ads, 25K SevenFifty homepage ads, 20K targeted Facebook ads, in addition to ads to 36K Buyer Newsletter subscribers and 20K Daily Dispatch Newsletter subscribers.



These buyer “roundtables” served as educational tools for NYWGF Tier 3 member wineries as well as provide the opportunity for buyers from both off-and on-trade channels to engage 1-on-1 once again following Covid-19 lockdowns. The sessions were hosted by Courtney Schiessl Magrini and featured trade and media experts whose feedback on New York wines was used to create an engaging editorial piece on SevenFifty Daily – [Why Sommeliers and Beverage Directors Are Reaching for New York Wines](#).

## GUILDSOMM

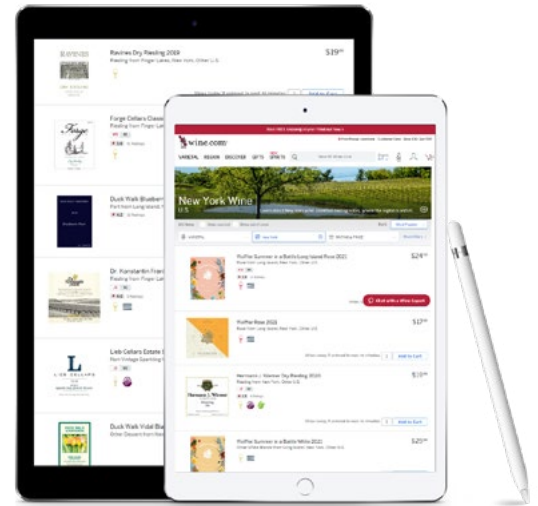
In an effort to support GuildSomm in their attempt to build out their New York wine region guide as well as to develop a New York seminar series/e-learning program for their members, NYWGF sponsored a robust visits to Long Island, the Hudson Valley, and the Finger Lakes for Chris Tanghe, MS, GuildSomm Director of Education.

To continue to build recognition of New York wines among buyers (retailers, restaurateurs, sommeliers) in New York and other key U.S. markets, including Washington, DC and Philadelphia, NYWGF also partnered with GuildSomm to produce three Masterclasses led by Chris Tanghe to members of the GuildSomm community. Each Masterclass gave an overview of New York’s viticulture and winemaking and highlighted New York’s history, unique climate and terroir, principal AVAs, grape varieties, and wine styles. Thirty-six different wines were sent out to over 120 vetted trade professionals of the GuildSomm community for these Masterclasses.

## WINE.COM

To build awareness and increase sales of New York wines, NYWGF partnered with Wine.com including advertising, sponsored discounts, and a custom [New York Wines landing page](#).

During the initial promotional week, New York wines had a front-page presence on the Wine.com homepage and was included in the retailer's digital marketing efforts – including email campaigns and social media promotions (to over 18.3k followers). Additionally, wine.com offered a special discount of 10% off 6 bottles or more of New York wines through the end of May 2022. The number of SKU's sold over the March time period increased by 26% as customers bought deep into the New York assortment.



## BUYNEWYORKWINES.COM

Vinoshopper provides an affordable avenue for wineries to sell their wines in over 40 states outside of New York without having to invest in costly state-by-state licenses. In 2021-2022, BuyNewYorkWines.com specifically promoted our Tier 3 member wineries as a one-stop-shop for ordering New York wines. From April 1st, 2021 through the end of August, participating Tier 3 member wineries sold nearly 16,000 bottles of wine valued at \$254,265.

## EDITORIAL CONTENT

To help build the narrative and amplify the unique perspectives of New York's winemakers and grape growers, the NYWGF continued with the commission of editorial content to be published on newyorkwines.org.

- [The Value-Added Argument for Sustainable Winegrowing in New York](#)
- [Wagner Vineyards: Disrupting the Wine Industry with Care](#)
- [Four Generations Later, Dr. Konstantin Frank Winery Isn't Slowing Down Anytime Soon](#)
- [Living Roots Wine & Co. is turning obstacles into opportunities](#)
- [Macari Vineyards is Doubling Down on Lifestyle](#)
- [Crushing New York: Four Finger Lakes Wineries on Driving Regional Progress](#)
- [How Small Changes in the Vineyard Can Yield Enormous Benefits](#)
- [Keuka Lake Vineyards Is Pushing Their Luck](#)

## BOLDLY, NY. MODERN FARMER PILOT PROGRAM

With guidance and permission from our friends at the [Lodi Winegrape Commission](#), in 2021, the New York Wine & Grape Foundation introduced the Boldly, NY. Modern Farmer pilot program. This pilot program was designed to provide our Grower Members with additional tools to build their grape marketing skills and, over time, create a toolkit of materials, including a Grower Tech sheet to help them sell their grapes.

We engaged a small pilot group of growers to test and develop the program before NYWGF introduces it to members statewide. Members of the pilot group will be provided with:

- Education on grape market(s) and pricing trends (in partnership with Cornell)
- Seminars and Expert advice on defining and telling their story
- Individual consultations to best capture the heart of their story
- “Wow-the-buyer” Vineyard Tech Sheets to use as tools they attempt to sell their winegrapes.

## WINE TRAIL STRATEGIC PLANNING PROJECT

Travel and tourism changed forever in 2021. Though challenges arose to be sure, the wine tourism industry and marketing associations such as wine trails, remain integral partners in accomplishing our mission goals. In order to assess the impacts of global events on New York wine trails and explore potential areas of opportunity and partnership, NYWGF supported a comprehensive wine trail strategic planning process in late 2021, led by Farm Credit East. The result of the process will be a cohesive strategic plan for our joint future and will help guide subsequent investment of NYWGF resources in wine trail initiatives.



## UPPER HUDSON WINE TRAIL SIGNAGE

NYWGF received a USDA Specialty Crop Block Grant to support the growth of wine tourism in the Upper Hudson AVA, specifically within the 2017 state designated Upper Hudson Wine Trail. The grant helped to cover the expense for the installation of directional and wayfinding generic wine trail highway signs along the state designated route. As part of the grant, metrics to measure the visitation to tasting rooms and exposure to the four recognized grape varieties (Marquette, Frontenac, La Crescent, and La Crosse), as a result of the signage, were to be collected during the summer and fall months to capture the busiest tourist time. NYWGF engaged with Farm Credit East, ACA to act as a third party to confidentially collect, compile and analyze wine trail data to measure the impact of highway signage. Due to unforeseen

circumstances, mostly attributed to COVID-19 and supply chain delays, the wine trail signage did not get installed prior to the wine tourism season. Farm Credit East and NYWGF were able to revise the data collection plan and provide metrics to satisfy the grant requirements. Although the timing of the installation was not ideal and the level of data retrieved less robust than desired, we believe these signs will have a long-lasting positive impact for the Upper Hudson Wine Trail.



## INTERNATIONAL MARKETING

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Over 30 New York wineries continued to shine worldwide in 2021. As active participants in the NYWGF Export Program, these wineries were featured in virtual and in-person events in London, Copenhagen, Brussels, Toronto, Hong Kong, Shanghai, Tokyo, and Seoul. Top wine educators such as Dr. Jamie Goode, Emilie Steckenborn, Oz Clarke, David Kermode, and Isabelle Bachelard were brand ambassadors for New York wines in Europe and Asia, and their ringing endorsement enabled many wineries to successfully export to markets such as Norway, Denmark, and the United Kingdom.

Global Press continue to tout the quality, cool climate crispness, and universal food friendliness of wines from across New York state. In September 2021, internationally acclaimed wine critic and journalist James Suckling authored a comprehensive review of New York wines noting that the state produces more than the renowned Rieslings of the Finger Lakes. “The story of each area is quickly becoming much more diverse, as a growing ensemble of other white, red, rosé and sparkling wines with real élan beautifully showcase their regions and sites’ strengths, characteristics and capacity to grow great vinifera.”

For a full list of international articles and pre-recorded seminars, please visit <https://newyorkwines.org/industry/new-york-wines-export-program/>



The Massoud Family, Paumanok & Palmer Vineyards  
(Photo by Rima Brindamour)

## NEW YORK SUSTAINABLE WINEGROWING

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The energy behind the sustainability movement in the grape and wine industry continues to build across the United States. NYWGF and the California Sustainable Winegrowing Alliance were proud partners in planning the second U.S. Sustainable Winegrowing Summit held in April 2021. The summit inspired our efforts to revitalize the VineBalance workbook for grape growers and to establish a [statewide sustainability certification program](#). In May 2021, NYWGF hired a Sustainability Manager to spearhead the “New York Sustainable Winegrowing” program.

The mission of the program is to advance the environmental, social, and economic sustainability of New York’s wine and grape industry through regionally defined sustainability standards, third-party certification, grower education, and stakeholder engagement. The vision of the program is to elevate New York State as a world class wine and grape region that protects the environment, conserves natural resources, and improves the lives of our stakeholders.

In February 2022, NYWGF announced the release of the VineBalance 2022 (2.0) workbook. This version was thoroughly reviewed, workshopped, and revised through a robust six-month stakeholder engagement process involving over 40 New York viticulturists, winemakers, grape growers, and conservationists with the support from the USDA Natural Resource Conservation



Service and Yates County. The resulting workbook broadly applies to all winegrowing regions and grape varieties of New York State.

In May 2022, NYWGF announced the [successful completion of the New York Sustainable Winegrowing pilot phase](#). The pilot phase was an educational opportunity to prepare growers for certification in 2023. Thirty-five grape growers and wineries from across New York State completed a vineyard self-assessment using VineBalance 2022, and subsequently passed an independent verification process completed by a third-party vineyard inspector.

In 2023, growers who successfully achieve certification will be permitted to use the program's Trust Mark in their marketing efforts. The Trust Mark will provide participants with a way to include a credible, visible sustainability claim on their product, making it easier for consumers to identify certified sustainable wines from New York.

Participation in New York Sustainable Winegrowing will help to measure the New York grape industry's contribution to conserving New York State's natural environment. Documenting these practices through VineBalance will position grape growers as key contributors to the goals of the landmark 2019 NYS Climate Leadership and Community Protection Act (CLCPA). The establishment of a statewide sustainable vineyard certification program will elevate the ability of New York vineyards to be a proactive force in conserving the environment, tackling climate change, and supporting rural economies.



## RESEARCH PROGRAM

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Since its creation in 1985, NYWGF has sponsored an ambitious and comprehensive program in close coordination with the industry and academia. As with the promotion program, private sector funding is used to leverage the state funds. NYWGF's annual research budget is normally between \$350,000-\$600,000 to support many projects, mostly conducted by Cornell University's New York State Agricultural Experiment Station in Geneva NY and the Cornell Lake Erie Research and Extension Lab in Portland NY.

The private sector funds come from various organizations, businesses, and individuals to support all research related projects, but focused on the two main areas of research: viticulture and enology.

The NYWGF's Board Research subcommittee oversees the solicitation of research proposals based on industry generated priority themes. They meet with the researchers at a reporting session held each February where they can ask questions about current projects and research proposals for the next fiscal year. The committee meets in March and reviews all proposals and makes a recommendation to the NYWGF Board for final allocations to individual projects.

The projects funded in Fiscal Year 2021-2022 are listed on the adjacent page.



## RESEARCH PROJECTS AWARDED 2021-2022

<b>Researcher</b>	<b>Viticulture Topics</b>	<b>Project Cost</b>
Acevedo/Hed	Effect of silicon on grapevine health	\$10,515
Bates/Vanden Heuvel	Improving Regional and Block-Level Concord Crop Estimation	\$38,258
Fuchs	Identifying Clean Nursery Stocks for a Sustainable New York Viticulture	\$15,077
Gadoury/Gold	The use of ultraviolet light to suppress grapevine diseases and pests	\$37,828
Gold/Lynch	Sustainable Disease Management for 21st Century New York Viticulture	\$32,926
Hed	Evaluation of Cevya for grape black rot and powdery mildew control of juice and wine grapes	\$7,642
Hed/Centinari	Side by Side eval of clones and hybrids of Vitis Vinifera "Riesling" in the Lake Erie Region of Penn	\$11,465
Loeb/Gold	Biology and management of Sour Rot and its important insect vectors	\$39,672
Loeb/Scott	Insecticide resistance is limiting control of sour rot in New York vineyards	\$44,360
Martinson	Continuing Veraison to Harvest Newsletter and Fruit Sampling in 2021-2022	\$24,103
Reisch	Breed and eval of new wine grape varieties with improved cold tolerance and disease resistance 2021-22	\$27,548
Russo	Evaluating the effects of cropping levels on bud hardiness to mitigate risk in Lake Erie grape prod etc	\$14,038
Russo	Increasing the Reliability /Scope of NEWA Weather and Pest Model Information 2021-2022	\$41,466
Sosnoskie/Bates	Evaluating PRE and POST emergence herbicide tank mixes for residual weed mgmt and sucker control in grapes	\$10,556
Vandel-Heuvel/Jiang	Determining bud mortality via thermal & multispectral imaging to guide pruning practices	\$18,442
Walter-Peterson	Evaluation of a berry cuticle supplement to reduce cluster rots in vineyards	\$15,774
Wise	Evaluation of winegrape cultivars and clones on Long Island 2021-22	\$26,312
Wise	Evaluation of a berry cuticle supplement to reduce cluster rots in vineyards	\$9,933
<b>Subtotal Viticulture Projects</b>		<b>\$425,915</b>
<b>Researcher</b>	<b>Enology Topics</b>	<b>Project Cost</b>
Sacks	Expanding the range of rapid analysis approaches to semi-polar volatiles and non-volatile precursors in grapes	\$107,378
<b>Subtotal Enology Projects</b>		<b>\$107,378</b>
<b>Total Awarded Research</b>		<b>\$533,293</b>

# ORGANIZATIONAL STRUCTURE

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## BOARD OF DIRECTORS

**Charlie Marshall**, *Chairman*  
The Marshall

**Mike Colizzi**, *Vice Chair*  
Kashong Glen Vineyards

**Katie Roller**, *Secretary*  
Opici Upstate & Metro NY

**Oskar Bynke**, *Treasurer*  
Hermann J Wiemer Vineyard

**Kwaw Amos**  
Gotham Winery

**Gerry Barnhart**  
Victory View Vineyard

**Michael Brooks**  
Bed-Vyne Wine & Spirits

**Matt Doyle**  
Doyle Vineyard Management

**Stefan Fleming**  
Empire State Development

**Philip Gelsomino**  
Gelsomino & Co. CPA

**Nicole Leblond**  
Department of Agriculture & Markets

**Jan Nyrop**  
Cornell AgriTech

**Ami Opisso**  
Lieb Cellars

**Linda Purdy**  
Pendleton Farms

**Dominick Purnomo**  
Yono's & dp An American Brasserie

**Max Rohn**  
Wölffer Estate

**Matt Schraeder**  
E. & J. Gallo Winery

## **Robert Smith**

National Grape Cooperative Association

## **Julie Suarez**

Cornell University, College of Agriculture and Life Sciences

## **Leah Van Scott**

Greater Rochester Enterprise

## **Wendy Oakes Wilson**

Leonard Oakes Estate Winery

## STAFF

**Sam Filler**, *Executive Director*

**Dana Alexander**, *Director of Operations*

**Whitney Beaman**, *Sustainability Manager*

**Jennifer Cooper**, *Membership & Events Manager*

**Amy Ellsworth**, *Communications Manager*

**Kim Hughes**, *Finance Manager*

**Valerie Venezia-Ross**, *Director of Programs and Marketing*

**Programs:** Promotion, Research

**Products:** Grape Juice, Wine, Table Grapes

**Regions:** Chautauqua/Lake Erie, Niagara Escarpment, Finger Lakes, Hudson Valley, Upper Hudson, Champlain Valley of New York, Long Island, Other

## CONSULTANTS AND OUTSIDE CONTRACTS

The following consultants, institutions or organizations received monies from the Foundation during FY 21-22. The listing includes a brief description of the projects and the amounts committed during the fiscal year.

<b>Consultant/Service Provider (Project)</b>	<b>Commitment</b>
Adirondack Diversity Solutions (Contract for DEI consulting services)	\$5,000
A & M Consulting and Communications Inc. (FAS Market Access Program/ATP LCBO program consultant)	\$17,510
Asahi Agency (FAS Market Access Program; export program consultant)	\$36,413
B Cause Marketing Inc./Born Collective (Contract for Sustainability program marketing plan)	\$24,000
BDO -FMA LLC (Contract for board financial training and Policy Book creation)	\$14,000
Whitney Beaman (Contract for content creation svc & grant writing)	\$8,500
Dan Belmont (Contract for content creation svc/webinar host and NYWCR update)	\$33,151
Rima Brindamour (Contract for photography svc)	\$8,509
Bryant Christie Inc. (FAS Market Access Program; export program management consultant)	\$86,875
Lisa Cantrell (Consultant to create content and Grower Tech sheets)	\$6,600
Cornell University & Cooperative Extension offices statewide (For Viticulture and Enology research projects, Wine Lab, Sustainability and BEV NY)	\$624,937
Carlo DeVito (Contract for webinar host svc)	\$2,400
Elderlee Inc. (Contract to create signage for Upper Hudson Wine Trail)	\$57,732
Enolytics/Cathy Hughes (Contract for webinar host svc)	\$1,200
Farm Credit East (Contract for capacity building services)	\$57,970

<b>Consultant/Service Provider (Project)</b>	<b>Commitment</b>
Finger Lakes Economic Development Council (Contract for NYWGF office space)	\$20,100
FLX International LLC (FAS Market Access Program; export program consultant)	\$72,289
Good Kids Creative (FAS Market Access Program/ATP LCBO program digital mkt svc)	\$17,205
Paul Grieco (Contract for webinar host svc)	\$1,200
HROne (Contract for HR services, mandatory trainings, payroll svc)	\$2,907
Heveron & Company CPAs (Contract for annual audit services)	\$7,120
Maiah Johnson Dunn (Contract for content creation services)	\$2,000
Ketchin Sales & Marketing (FAS Market Access Program; export program consultant for Canada)	\$105,349
Bob Madill (FAS Market Access Program; NYWCR update)	\$1,250
Wanda Mann (Contract for content creation svc/webinar host)	\$1,200
Tim Martinson (Contract for Sustainability farm audit svc/content creation svc)	\$2,942
Esther Mobley (Contract for content creation/webinar host svc)	\$1,500
Nantel & Assoc (FAS Market Access Program consultant)	\$1,500
Nixon Peabody (Contract for legal services)	\$7,156
O'Donnell Lane (Consultant svc for domestic program and events)	\$167,690
Pennsylvania State University (For Viticulture research projects)	\$22,188
R&R Teamwork/Think Drink Global (FAS Market Access Program consultant)	\$209,555
Sawtooth Vineyard Mgmt & Consulting/Chris King (Contract for Sustainability farm audit svc/content creation svc)	\$1,063
Courtney Schiessl (Contract for content creation/webinar host svc)	\$1,200



<b>Consultant/Service Provider (Project)</b>	<b>Commitment</b>
SCT Computers (Contract for monthly maintenance, computer equip)	\$4,723
Chris Serra (Contract for consulting services for Vinebalance update)	\$15,250
Thinking Outside the Bottle (Contract for content creation svc)	\$825
Traphagen Law PLLC (Consulting Service for trademark application)	\$450
Winship Media/Crush (Consulting services/event management for BEV NY)	\$12,500
Wise Academy (Contract for capacity building webinar svc)	\$19,100
Kevin Zraly (Consulting services for webinar hosting)	\$2,400
<b>Total Consultants and Outside Contracts</b>	<b>\$ 1,685,460</b>



Brad Martz, Whitecliff Vineyards  
(Photo by Rima Brindamour)

## NYWGF MEMBERS 2021-2022

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### GRAPE GROWERS

Amberg Grapevines	Klocke Estate
Anthony Pagano, Jr.	Knight Vineyards
Apple Barrel Orchards	Lahoma Farms
Argetsinger Farms	Lakewood Farms
Bedient Farms	Lin-Ary Vineyards
Bedient Vineyards	Naeser Vineyards
Bowman Farms	Old State Vineyards
Bruce Henderson Farms	Olde Chautauqua Farms
Butternut Hollow Vineyards	Oliker Farms
C & D Wager	Orton Farms
Clearview Farms	Pendleton Farms
Cold Brook Farms	Purple Foot Vineyard
Double A Vineyards	Rockhouse Vineyards
Doyle Vineyard Management	Sawmill Creek Vineyards
Edward C. Dalrymple Farm	Shale Creek Vineyards
Emery Vineyards	Simmons Vineyards
Erdle Farm	Simmons Vineyards
Fino Farms	Trebor Vineyards
George Disbrow	Tuller Vinifera Vineyards
Gridley Vineyards	Two Gorges Vineyards
Hector Vineyard Management Company	Valcour Vineyards
JM Joy Farms	VanDette Farms
John Kasper	Vinehaven Vineyards
Joyful Vineyards	Virgil Road Vineyard
Kashong Glen Vineyards	Wishing Well Vineyards
Kelley Farms	

### WINERIES

21 Brix Winery	Atwater Vineyards
A Gust of Sun	Baiting Hollow Farm Vineyard
Adirondack Winery	Barnstormer Winery
Anthony Road Wine Company	Barrington Cellars (Buzzard Crest Vineyards)
Anyela's Vineyards	Belhurst Estate Winery
Applewood Winery	Benmarl Winery
Arbor Hill Grapery & Winery	Bet the Farm Inc.
Arrowhead Spring Vineyards	Billsboro Winery

## WINERIES (CON'T)

Black Diamond Farm & Cider	Hunt Country Vineyards
Black Willow Winery	Inspire Moore Winery & Vineyard
Boundary Breaks	Jamesport Vineyards
Bregg Winery Inc	JD Wine Cellars
Bridgehampton Breeze Vineyards	Johnson Estate Winery
Bright Leaf Winery	Kelloggsville Farm Cidery
Bully Hill Vineyards, Inc.	Kemmeter Wines
Buttonwood Grove Winery	Keuka Lake Vineyards
Canandaigua Wine Company	Keuka Spring Vineyards
Channing Daughters Winery	Klock Estate
Chateau LaFayette Reneau (Seneca Lake Winery)	Knapp Winery
Chateau Niagara Winery	Kontokosta Winery
CJS Vineyards	Lakeland Winery Inc.
Clearview Vineyard	Lakewood Vineyards
Clinton Vineyards, Inc.	Lamoreaux Landing Wine Cellars
Clover Pond Vineyard	Leidenfrost Vineyards
Colloca Estate Winery	Lenz Winery
Croteaux Vineyards	Leonard Oakes Estate Winery
Damiani Wine Cellars	Liberty Vineyards & Winery
Dr. Frank Wine Cellars	Lieb Cellars & Bridge Lane Wine
Element Winery	Living Roots Wine & Company
Forge Cellars	Lucas Vineyards
Four Maples Vineyard & Winery	Macari Vineyards
Fox Run Vineyards	Magnanini Farm Winery
Frontenac Point Vineyard & Estate Winery	Mazza Chautauqua Cellars
Fulkerson Winery	McCall Wines
Galway Rock Vineyard & Winery	McGregor Vineyard
Glenora Wine Cellars	Meadowdale Winery
Goose Watch Winery	Merritt Estate Winery
Grace Tyler Estate Winery	Middleburgh Winery
Hazlitt 1852 Vineyards, Inc.	Milea Estate Vineyard
Heart & Hands Wine Company	Montauk Daisey Wines/Comtesse Thereres
Hermann J. Wiemer Vineyard	Montezuma Winery
Heron Hill Winery	N Kendall Wines
Hillick & Hobbs Estate	New Vines Bed & Breakfast
Hosmer Winery	Northern Cross Vineyard
Hound's Tree Wines	Nostrano Vineyards
Hudson Valley Cider Company (Rose Hill Farm)	Old Tavern Farm Winery
	Osmote Wine LLC
	Pail Shop Vineyards

## NYWGF MEMBERS 2021-2022 (CON'T)

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### WINERIES (CON'T)

Palmer Vineyards	Stoutridge Vineyard
Paul Brady Wine	Suhru Wines (Simcha Cellars)
Paumanok Vineyards, Ltd.	Tabora Vineyards
Pellegrini Vineyards	Ten Thousand Vines
Penguin Bay Winery	The Vineyard at Windham
Pindar Vineyards	The Winery at Marjim Manor
Point of the Bluff Vineyard LLC	Thirsty Owl Wine Company
Prejean Winery	Thorpe Vineyard
Quartz Rock Vineyard	Three Brothers Wineries & Estates
Red Hook Winery	Treleaven Wines
Red Newt Cellars, Inc.	Trestle 31 (Tradewinds Wine)
RGNY	Tug Hill Vineyards
Robibero Family Vineyards	Valkyrie Crafted Libations
Rolling Hills Estate Winery	Ventosa Vineyards
Rose Hill Vineyards	Victory View Vineyard
Royal Wine Corporation	Vineyard View Winery
Ryan William Vineyard & Winery	Vizcarra Family Vineyards at Becker Farms
Schulze Vineyards and Winery	Wagner Vineyards
Schwenk Wine Cellars	Weis Vineyards
Seiche Wines & Spirits	White Birch Vineyards
Seminary Hill Orchard & Cidery	White Hill Vineyard @ Wilkens Fruit & Fir Farm
Shalestone Vineyards, LLC	Whitecliff Vineyard and Winery
Shaw Vineyard	Wild Arc Farm
Sheldrake Point Winery	Willow Creek Winery
Silver Thread Vineyard	Winery of Ellicottville
South Dominion Vineyard	Wölffer Estate Vineyard
Sparkling Pointe	Young Sommer Winery LLC
Standing Stone Vineyards	Zugibe Vineyards
Stever Hill Vineyards	

### BUSINESS PARTNERS

1897 Beekman House	Astrapouch
Advance Media	BASF
American National & Farm Family Insurance	Bond, Schoeneck & King

BUSINESS PARTNERS (CON'T)

Brady Risk Management  
 Century Enrollment and Benefit Services  
 Clinton Tractor & Implement Co.  
 Cornell AgriTech  
 Crop Growers  
 DNT Express Inc.  
 Double Forte PR  
 Easy Charter Bus NYC  
 Economy Products & Solutions  
 Experience! The Finger Lakes  
 Farm Credit East  
 FLX International  
 GoGo Charters New York  
 Grapeln  
 Growers Co-op  
 Harris Beach  
 HR One  
 Hudson Valley Wine Magazine  
 Imbibe Solutions  
 La Bella Botte  
 Longs' Cards and Books  
 Lyons National Bank  
 Malbec Supplies

Merrill Lynch  
 Miranda Tax & Consulting  
 National Charter Bus New York  
 National Grape Coop.  
 Nelnet Renewable Energy  
 New York Charter Bus Company  
 New York Kitchen  
 New York State Pollution Prevention Institute  
 New York State Tourism Industry Association  
 Nixon Peabody  
 Nutrien Ag Solutions  
 Peter J. Schiller Corporation  
 Shofur  
 Solar Liberty Energy Systems  
 Stork Insurance Agency  
 Terraview  
 The Gilded Grape Wine & Spirits  
 Timac AGRO USA  
 Tonnellerie Berger  
 Van Alstine/Macaran  
 Vegan Wines  
 Waterloo Container Co.



Winemaking Team, Macari Vineyards  
 (Photo by Rima Brindamour)

# Boldly, NY.

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

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