



Oregon State University
Oregon Wine
Research Institute

Vine to Wine

April 2018

Welcome to our monthly *Vine to Wine* newsletter! **Oregon Wine Research Institute** faculty and staff work to provide research-based viticulture, enology and wine business information for the advancement of the Oregon wine industry, and this newsletter allows us to extend that information to you along with other news and events. We welcome industry questions, so contact **OWRI team members** with input, feedback or challenges you face in the vineyard, cellar or wine business.

Program Coordinator Update

Mark L. Chien, Program Coordinator, OWRI, OSU

OWRI Grape Day in Corvallis on April 3 offered a different perspective on growing and making wine in Oregon. It was a specifically economic one, and from q-sorting groups to tackle leafroll virus, replant calculators for trunk disease, and the impact of AVA values on vineyards, the presentations demonstrated the complexity of the wine business far beyond the growing and making of wine. It was both mind-bending and refreshing. The wine economics and business research program at OWRI is just launching and there will be a lot more information for growers, wine makers, and vineyard and winery owners in the future. But it would be neglectful to remember that for 60+ years OSU and USDA have been providing exciting viticulture and enology research and extension. In fact, the Grape Day proceedings are the best way, each year, to get a snap shot of what our scientists are doing. These **research abstracts** written by faculty and their students, often presented with illustrative posters, provide a summary of most of the research projects that are currently underway. Also included are the abstracts of the Grape Day speaker presentations. This year's proceedings contain a remarkable 30 abstracts that demonstrate the breadth of research at OWRI. Like a book review, abstracts can pique your attention to a topic, with the opportunity to delve deeper by contacting the faculty or student, or seeking topical publications, or attending a workshop or seminar. The proceedings are a window into the research that, in cooperation with the wine industry, the OWRI research faculty engage in to improve the quality, productivity and sustainability of Oregon grapes and wines. Denise Dewey, the OWRI Outreach and Communications Manager, deserves credit for compiling this outstanding resource.

OWRI wants to make a personal connection between our faculty and their research, and you. We produced the **Stakeholder Report** in 2015 to provide insights into the research and extension programs at OSU and USDA that serve the wine industry. Now, OSU Extension and Experiment Station Communications has produced videos that highlight current research being done by OWRI team members. By watching these short videos you can get into the labs and fields with our faculty and see and hear from them directly about their research. It's a great way to get up close and personal with our faculty. The video stories are posted and can be viewed on **YouTube**.

Research Focus: Economics and Business

Did you know that an American Viticultural Area (AVA) designation may confer valuable financial advantages to a planted or unplanted vineyard property? In this article, Dr. Robin

Cross will explain just what an AVA is worth to you. [Read more](#)

In her graduate research in behavioral economics, Dr. Nadia Streletskaya found that wine consumer purchasing behavior is influenced by social and environmental cues and beliefs. Once understood, these can be used to create opportunities to enhance wine sales. [Read more](#)

Thank You for Attending Grape Day!

The Oregon Wine Research Institute would like to thank you for attending 2018 Grape Day and taking the time to complete the survey. Your response to the survey will help us evaluate the effectiveness of the research meeting so that we can design better research presentations in the future. The deadline to complete the brief online survey is **Monday, April 30**. [Participate in survey](#). Click [here](#) to view 2018 Grape Day downloads (presentations/abstracts).

Course Profile: Sensory Evaluation of Wine



Through lectures and guided tastings of a range of wine and wine styles from around the world, course participants will be exposed to the topics of white and red winemaking, taste, mouthfeel, aromatics and spoilage. Held May 8, 10, 15, 17 from 6:30 p.m. to 8:30 p.m. on Tuesdays and Thursdays at OSU. This course is taught by OSU sensory scientist, Dr. Elizabeth Tomasino, a foremost expert on wine sensory analysis and flavor chemistry. [Register here](#)

OSU Statewide Crop Load Project Recruitment Open!

This long-term, collaborative research project has been in place since 2012 and will be embarking on its 7th season of research in 2018. Are you interested in scientifically testing different crop levels in your Chardonnay or Pinot noir vineyard? This project quantifies the impact that yield (by way of cluster thinning) impacts vine health, fruit composition, and wine sensory perception. Since we have four growing seasons left in the *Statewide Crop Load Project*, we encourage you to join for a multi-year research experience. To apply as a collaborating vineyard/winery, please fill out an [application form](#) online before June 15, 2018. If you have questions about the project, contact Dr. Patty Skinkis, OSU Viticulture Extension Specialist (patricia.skinkis@oregonstate.edu).

Status of Red Blotch Disease in Oregon



The OSU Viticulture Extension Team invites you to complete a [short online survey](#) about Red Blotch Disease. This survey will help us determine the extent of the virus presence throughout the state, so take the survey even if your vineyards do not have the virus. Also, the survey data will be used to design outreach programs and materials to meet industry needs.

Concerned about clean plants?

Join members of the winegrape and nursery industries to learn more about the importance of clean plants and the steps toward improving grapevine health across the state. The event, "Regionalizing Grape Quarantine and Certification Programs in the Pacific Northwest," will be

held in Central Point on May 2 and McMinnville on May 3. Registration is free but required in advance. Learn more and sign up online [here](#).

Resources

2018 Pest Management Guide for Wine Grapes in Oregon

This guide is developed by the OSU Viticulture Extension Team for use by grape growers in Oregon. It provides disease, insect, and weed control products based on grape phenology and appropriate timing of control. Information is also available for fungicide product efficacy. Access the guide [here](#).

Herbicide Drift Prevention

The OSU Extension publication, *Are Your Weed-control Products Damaging Nearby Vineyards?*, was developed to help the public understand the damaging effects that common herbicides can have on grapevines. Share this document with your neighbors to help reduce herbicide drift damage to grapevines. Grapevines are most sensitive to certain herbicides in early spring through bloom (mid-June).

Sparkling Symposium- May 7

Sparkling Symposium is a day long technical workshop dedicated to Oregon's sparkling wine renaissance. The event was created two years ago to the wine industry's demand for more educational information about growing and producing sparkling wine in Oregon. Registration is required and price varies based on ticket selection. [Event website](#)

Upcoming Events

PNW Clean Plant Outreach Sessions

May 1, 2018 | Hilton Garden Inn, Yakima, WA

May 2, 2018 | OSU Southern Oregon Research & Extension Center, Central Point, OR

May 3, 2018 | OSU Yamhill County Extension, McMinnville, OR

Sparkling Symposium

May 7, 2018 | Northwest Wine Studies Center, Salem, OR

American Association of Wine Economists (AAWE)

June 10-14 | Ithaca, NY

ASEV National Conference

June 18-21, 2018 | Monterey, CA

Have a particular topic or question you would like to see addressed in the *Vine to Wine*? Please [contact us](#).

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