

Grape Sour Rot Biology and Management Digital Media Educational Series

Southern Regional Small Fruits Consortium Grant Progress Report: December, 15, 2021
Submitted by Karen Blaedow; Henderson County Commercial Small Fruit and Vegetable Agent
& Principal Investigator

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- Hannah Burrack (co-PI); North Carolina State University, Unit 1 Method Road, Box 7634, Raleigh, NC 27695; email: hjburrac@ncsu.edu (Dr. Burrack is currently transitioning to a new position as the Head of the Department of Entomology at Michigan State University, effective Jan. 1, 2022)
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- Meghan Hall (co-PI); E. & J. Gallo Winery, 3387 Dry Creek Rd., Healdsburg, CA 95448; email Megan.PondHall@ejgallo.com (Dr. Hall left the University of Missouri during the course of the grant year to take a new position with E.&J. Gallo Winery)

Justification:

Sour rot management is one of the most critical and wide-spread bunch rot issues in European-style wine grapes on the East Coast. When surveyed, vineyard managers in North Carolina, indicated that sour rot was a top reoccurring issue, but management information and resources are severely lacking on the topic. When asked how they would like to see educational materials disseminated, on-line resources ranked highest. Grape-growers' primary request was for video and webinar resources, followed by educational pdf's and web bulletins. The overall objective of this project is to provide growers and extension agents with sour rot management information for the Southeast in the form of webinar videos, an educational pdf, and sour rot web page.

Objectives:

- Develop a video series on Grape Sour Rot Biology and Management

- Develop a 2-page pdf handout on Grape Sour Rot
- Develop a long web-bulletin (hosted at UGA, VT, and NCSU) on Grape Sour Rot

Outline of Outcomes (Progress):

Product	Content	Progress	Outreach
Video Webinar Series	2 videos: 1) Titled “Sour Rot: Causes, Concerns, and Coping Strategies” Presented by Dr. Sara Villani. Fruit Fly Slides provided by Dr. Hannah Burrack 2) Titled “Cultural Practices: Sour Rot Management” Presented by Dr. Mark Hoffman	Both videos have been recorded and are currently being closed captioned for the hearing impaired. December 27, 2021 editing completion date.	Web Portals (NCSU Grape Portal, GA Viticulture Blog, the Virginia Tech Extension Portal
3-page Sour Rot Management Guide for the Southeast	Pdf handout on Sour Rot Management for the Southeast that contains the following information: 1) What is Sour Rot? 2) Symptoms and Signs 3) Cultivar Susceptibility Table 4) Cultural Control 5) Chemical Control	Management Guide has been developed by Dr. Sara Villani, Dr. Mark Hoffman, and Karen Blaedow and is currently being reviewed by the following co-PI(s): Dr. Phil Brannen, Dr. Tremain Hatch, Dr. Mizuho Nita, and Dr. Megan Hall prior to printing and distribution.	Post pdf for download on Web Portals listed above. Print Media and distribute to county extension offices and at the Winter Grape School held annually in March 2022 Location: Hendersonville, NC
Web Bulletin	A sour rot web page will be developed to serve as a one stop shop for on-line resources: Video Series, downloadable Sour Rot Management Guide, University of GA Sour Rot Fact Sheet , Southeast Regional Bunch Grape Integrated Management Guide , Viticulture Management Poster	Jan 2022-after webinar videos and handout have been vetted by co-PIs updated resources will be used to create sour rot web page.	Web Portals (NCSU Grape Portal, GA Viticulture Blog, the Virginia Tech Extension Portal

Potential Impact:

Providing growers and extension agents with the best practices for sour rot management has the potential to lessen the negative economic impacts from reduction in yields and quality caused by sour rot. These educational resources can guide growers to plant less susceptible cultivars, use cultural controls when applicable, and the importance of IPM for overall vineyard health.