

Grape Sour Rot Biology and Management Digital Media Educational Series

Southern Regional Small Fruits Consortium Grant Final Report: November 17, 2022

Submitted by Karen Blaedow; Henderson County Commercial Small Fruit and Vegetable Agent & Principal Investigator

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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:

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 closed captioned for the hearing impaired. December 27, 2021 editing completed. Videos were posted on NC State Extension YouTube Channel on February 28, 2022.	NCSU YouTube Channel where videos are stored and shared from: Video 1: https://youtu.be/B2s78qqN_mk Video 2: https://youtu.be/6sQVOyX0NNs
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 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.	Management Guide for Sour Rot in North Carolina became an official NC State Extension Publication on May 11, 2022. It is available for download and in color print. https://content.ces.ncsu.edu/management-guide-for-sour-rot-in-north-carolina
Web Bulletin	A sour rot web page will be developed to serve as a one stop shop for on-line resources: Video Series, downloadable	Webinar videos and handout have been vetted by co-PIs updated resources were used to create	Web page has been developed that has embedded video series, downloadable Management Guide for Sour Rot in North Carolina as well as additional sour rot resources found in the region.

