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	2 videos:	Both videos have	NCSU YouTube Channel where videos are
Webinar	 Titled "Sour 	been recorded and	stored and shared from:
Series	Rot: Causes,	closed captioned for	
	Concerns, and	the hearing impaired.	Video 1: https://youtu.be/B2s78qqN_mk
	Coping	December 27, 2021	
	Strategies"	editing completed.	Video 2: https://youtu.be/6sQVOyX0NNs
	Presented by	Videos were posted	
	Dr. Sara Villani.	on NC State	
	Fruit Fly Slides	Extension YouTube	
	provided by Dr.	Channel on February	
	Hannah Burrack	28, 2022.	
	Titled "Cultural		
	Practices: Sour		
	Rot		
	Management"		
	Presented by		
	Dr. Mark		
	Hoffman		
3-page Sour	Pdf handout on Sour	Management Guide	Management Guide for Sour Rot in North
Rot	Rot Management for	has been developed	Carolina became an official NC State
Management	the Southeast that	by Dr. Sara Villani, Dr.	Extension Publication on May 11, 2022. It is
Guide for the	contains the following	Mark Hoffman, and	available for download and in color print.
Southeast	information:	Karen Blaedow and	
	1) What is Sour	reviewed by the	https://content.ces.ncsu.edu/management-
	Rot?	following co-PI(s): Dr.	guide-for-sour-rot-in-north-carolina
	2) Symptoms and	Phil Brannen, Dr.	
	Signs	Tremain Hatch, Dr.	
	3) Cultivar	Mizuho Nita, and Dr.	
	Susceptibility	Megan Hall prior to	
	Table	printing and	
	4) Cultural Control	distribution.	
	5) Chemical		
	Control		
Web Bulletin	A sour rot web page	Webinar videos and	Web page has been developed that has
WCD Dulletill	will be developed to	handout have been	embedded video series, downloadable
	serve as a one stop	vetted by co-PIs	Management Guide for Sour Rot in North
	shop for on-line	updated resources	Carolina as well as additional sour rot
	resources: Video	were used to create	resources found in the region.
	Series, downloadable	were used to treate	resources round in the region.
	Series, downloadable		

Sour Rot Management	sour rot resources	https://henderson.ces.ncsu.edu/2022/05/nc-
Guide, <u>University of GA</u>	web page.	state-sour-rot-management-resources-for-
Sour Rot Fact Sheet,		vineyard-managers/
Southeast Regional		
Bunch Grape		https://grapes.ces.ncsu.edu/resources-
Integrated		muscadine/bunch-grapes/#sour-rot
Management Guide,		
<u>Viticulture</u>		
Management Poster		

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.

Since May 11, 2022 the on-line publication has been downloaded 70 times. The video webinar series has been viewed 36 times and currently has 37 subscribers. Colored prints of the 3-page management guide were distributed to growers at the 2022 Grape Grower's School and Pruning Workshop held at Saint Paul Mountain Vineyards in NC on March 4, 2022 and additional copies will be available for distribution in 2023 at the NC Winegrower's Association Annual Conference.

Final 3-Page Publication:

