

Development of a phenology-based vineyard management poster for extension agents and vineyard industry stakeholders in the southeastern US.

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Bunch wine grape vineyards require intensive management for the successful perennial production of high quality, economical crops. This is particularly true in the southeastern US where the humid climate intensifies vine vigor and pest pressures and thus increases the need to properly manage vine growth and pests. Put simply, vineyard management involves decisions about *how* and *when* inputs should be implemented throughout the season. While regional vineyard management guides are available, they are typically available in book or bulletin format and are often verbose; they are thus arguably less practical for daily use by vineyard industry members. Having a vineyard management reference guide characterized by short phrases or bullets rather than paragraphs would increase its practical use and benefit to users. The usefulness of such a management guide would be improved by using a standard system to describe and reference popular grapevine phenological stages. The objective of this outreach project was to develop a phenology-based vineyard management poster that encompassed perennial viticulture, disease, and insect management.

This poster is anticipated to be a valuable, visual reference for extension agents and industry practitioners. It will serve as a phenology-based reminder of when it is most advantageous to implement seasonal vineyard inputs. The PIs will hand out these posters to industry stakeholders at field days, extension workshops, and regional conferences throughout the new year. The PIs envision that these posters will be displayed on the wall of a common area where vineyard owners, managers, and technical labors gather daily. As an additional output, the information will be made available as an extension publication in electronic format, so it can be easily accessed and purchased by a wide grower audience – particularly those unable to obtain posters. While this poster is anticipated to greatly help new industry members, it will serve as a reference guide for experienced growers, some of whom suggested that the development of such a poster would be extremely beneficial.