2016 HARD CIDER PROGRAM WORK TEAM ANNUAL REPORT

1. Full name of your Program Work Team (PWT):

Hard Cider Program Work Team

2. Please identify your PWT’s greatest accomplishments over the past year.

This was the first year of the Hard Cider PWT. Our first official business meeting was held on January 24 in Syracuse at the annual NY Producers EXPO. At this meeting the PWT’s purpose and membership policies were discussed, along with establishing PWT goals for the upcoming year. A second meeting was held on April 26 in which the members covered industry meetings dates, funding opportunities, projects in progress, and business challenges and opportunities.

Our Lyris listsev (cce-hard-cider-apple-pwt-l) now includes 38 members representing Ithaca and Geneva faculty, extension educators from across the state, graduate students, Cornell staff, and stakeholders from both the apple and cider production industries.

Our greatest accomplishment over the past year was the development and launch of Cornell’s Hard Cider website: http://hardcider.cals.cornell.edu. The site contains information about PWT members’ current research, resources for cider producers in New York, links to Cornell and CCE events and workshops, undergraduate educational opportunities, and news about our work. We have also just started to develop a “Cider Science” section which will contain short blurbs and videos about the science behind producing hard cider. The website went live this past fall and we will continue to update and build the site over the next year.

Additionally, the cider PWT members hosted, organized, and/or presented at two Cider Academy workshops in Geneva, NY, the Finger Lakes Craft Beverage Conference, a hard cider session at the NY Fruit and Vegetable Expo, the International Fruit Tree Association Summer Tour, the Cornell Fruit Field Day, an event at the Cornell Orchards in Ithaca during the Finger Lakes Cider Week, CiderCON, a Virginia Tech cider workshop, and the Great Lakes Fruit and Vegetable Expo.

Over the past year, we have also developed a partnership with the newly formed NY Cider Association (NYCA) and PWT members attended their inaugural meeting last February. The NYCA is in the process of developing a web presence and we are working closely with them to ensure that each site has a unique purpose but also strong linkages. The NYCA is also forming a research committee. Greg Peck and Dan Donahue serve as Cornell representative on this committee.