

Hudson River Valley Wine Industry



Land

- Land must contain proper drainage and have little risk of late or premature frost
- Because the Hudson Valley is located along the river, it helps prevent early frost
- Agriculture has been crucial to this area for a long time so the growers are skilled and know how to deal with the conditions of the land



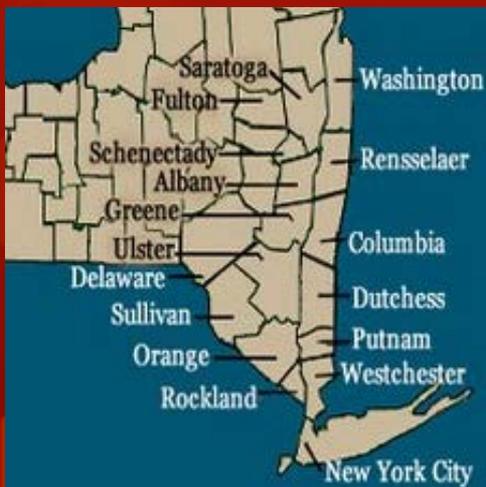
Climate Impact

- The river helps keep the climate fairly reasonable
- The Hudson Valley is nearly parallel to Italy and France but there are major differences in climate
 - The Hudson Valley is more humid
 - Receives more rain/snow
 - Cooler and shorter growing season



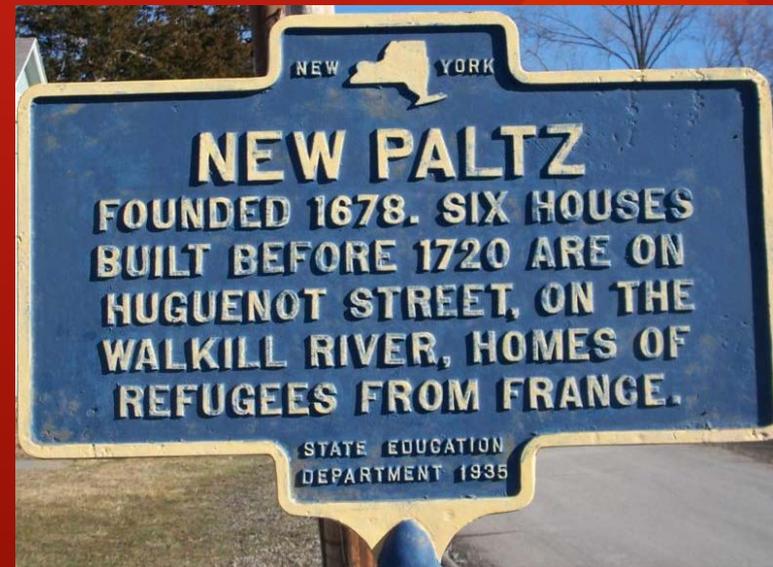
Location

- The Valley's location is key
 - The labor is hard and expensive due to the conditions of the land but its location relative to the city helps offset the cost
 - Transportation costs are minimal
 - There is no need for standardized grape containers and local grower cooperatives are reduced
 - Because of this, farmers can grow a larger variety of grapes



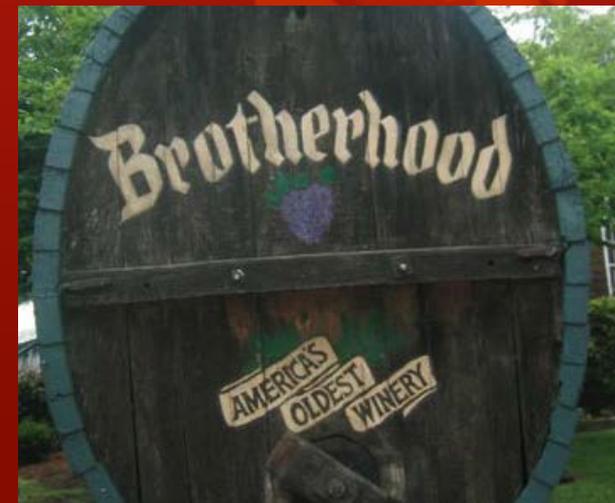
About the Industry in the Valley

- Hudson Valley is referred to as the birth place of American Wines
 - “The valley of the Hudson has more reason to be called the birthplace of American viticulture than any other of the grape-growing districts of the country” -U.P. Hendrick
- 1677 French Huguenots planted the first grape vines
 - Planted a European variety in New Paltz so they did not grow as well



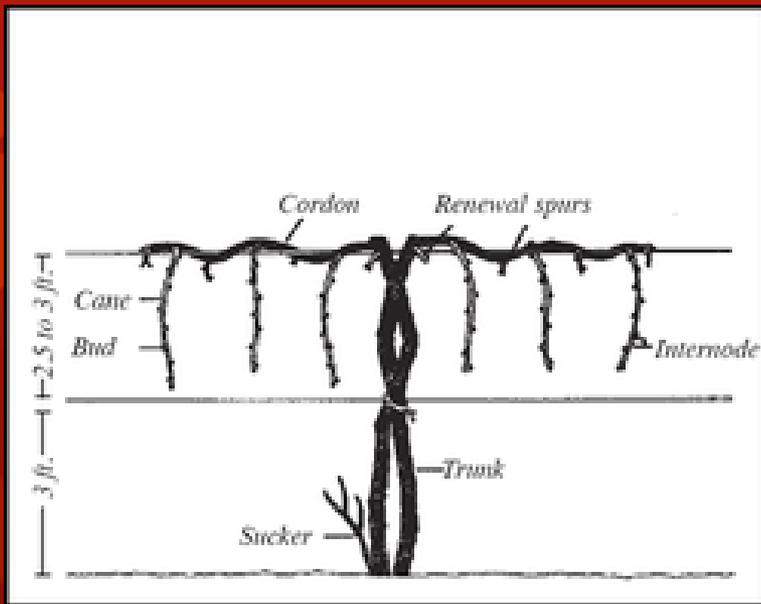
About the Industry in the Valley

- Originally people made wine for their own families
- 1827 Robert Underhill planted vines with the intent to sell the finished product
- 1837 Jacques Brother Winery was opened in Washingtonville
 - First commercial and oldest continuously operated winery in the country
 - 1855 it was renamed Brotherhood

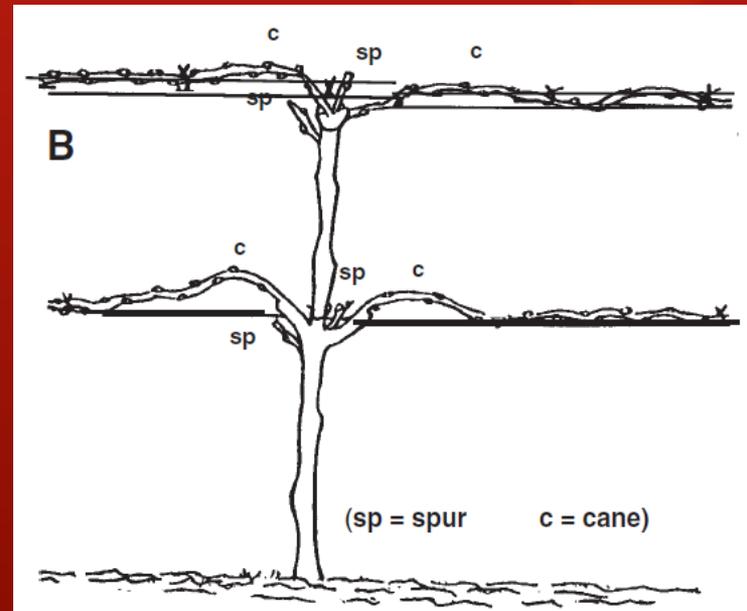


William Kniffin

- Important viticulturist from Clintondale
- Created the umbrella and 4 arm kniffin system for pruning



Umbrella System



4 Arm Kniffin System

Wineries

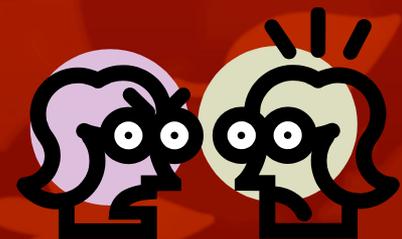


- Brotherhood
 - Has its own vineyards but also buys grapes from local growers
 - Stayed in business during prohibition by selling altar wines and wines intended for medicinal uses
- Hudson Valley Wine Company
 - Vineyard was established in 1845 in Marlborough by William Cornell and Andrew Caywood
 - Focused their efforts in hybrid vines



Challenges Faced by the Industry

- Gaining recognition
 - European wines are considered superior
- Land
 - Land developments and disputes with developers have taken valuable land
 - Wineries in the area have small pieces of land to operate on which causes them to operate small vineyards or they have to import extra grapes which is costly



Challenges Faced by the Industry

- Climate

- Large portions of the crop can be lost to frosts, black rot, and mildew

- Deer

- Often times deer will eat the crops and walk over them



Challenges Faced by the Industry

- Picking which type of grapes to produce
 - Growers must take the weather into account
- All challenges lead to a smaller production of wine and greater production costs





Role of the Government

- Prohibition

- Jan. 16, 1919, 18th amendment banned the manufacture, sale, and transportation of alcohol

- Volstead Act

- Passed October 18, 1919 and banned production and sale of alcohol

- There were many loopholes with the act

- People would produce wine for home, church, and medicinal use



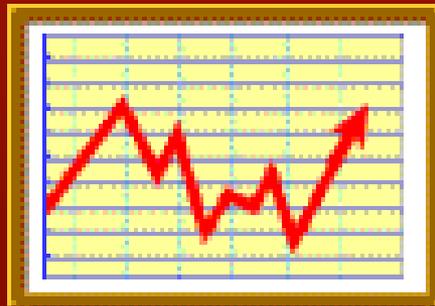
Role of the Government

- Wills-Campbell Act and the Jones Act
 - 1929
 - Jones act increased punishment for bootlegging to 5 years in prison and \$10,000 fine
- Larger companies were able to talk the government into allowing them to produce wine for religious and medicinal purposes
- 18th amendment was repealed by the 21st amendment in 1933



Decline of the Industry

- After prohibition the industry never really recovered
- This was a small spike in production in 1939 because of the war
 - European production slowed
 - In 1939 America was producing 86,000 gallons of wine and by 1940 it was up to 400,000 gallons



New York Wineries

- The decline of the industry hit the NY area hard
 - NY produced 9,352,000 gallons in 1944
 - By 1948 it had dropped to 4,654,000 gallons
- The Farm Winery Bill was passed in 1976
 - Dropped annual fees for growers which made things a little easier for smaller growers
 - Wineries began to show up in the Hudson Valley

New York Wineries

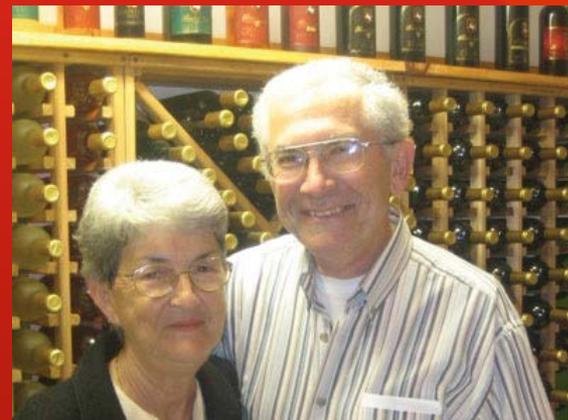


- Benmarl Winery
 - One of the first wineries to open after the war
 - Owners liked to experiment
 - Created the *Societe des Vignerons*
 - Paid friends in wine to try their experimental wines
 - This family inspired others to begin experimenting
 - Voted best US Red Wine at the 2000 Atlanta Wine Summit International Competition

New York Wineries

- Baldwin Vineyards

- Founded in 1982 by Jack and Patricia Baldwin
- 1988, Jack was the first person to make fruit wine without using grapes
- 2006 and 2007 they received international recognition
- Recently shut down because it was too much work for the two owners



Economic, Cultural, and Social Impact

- The wine industry has led to festivals and special events
- Wine tours
- Wine trails
- Brings in tourists
- Many wineries also have restaurants, bars, art galleries, etc incorporated into the establishment

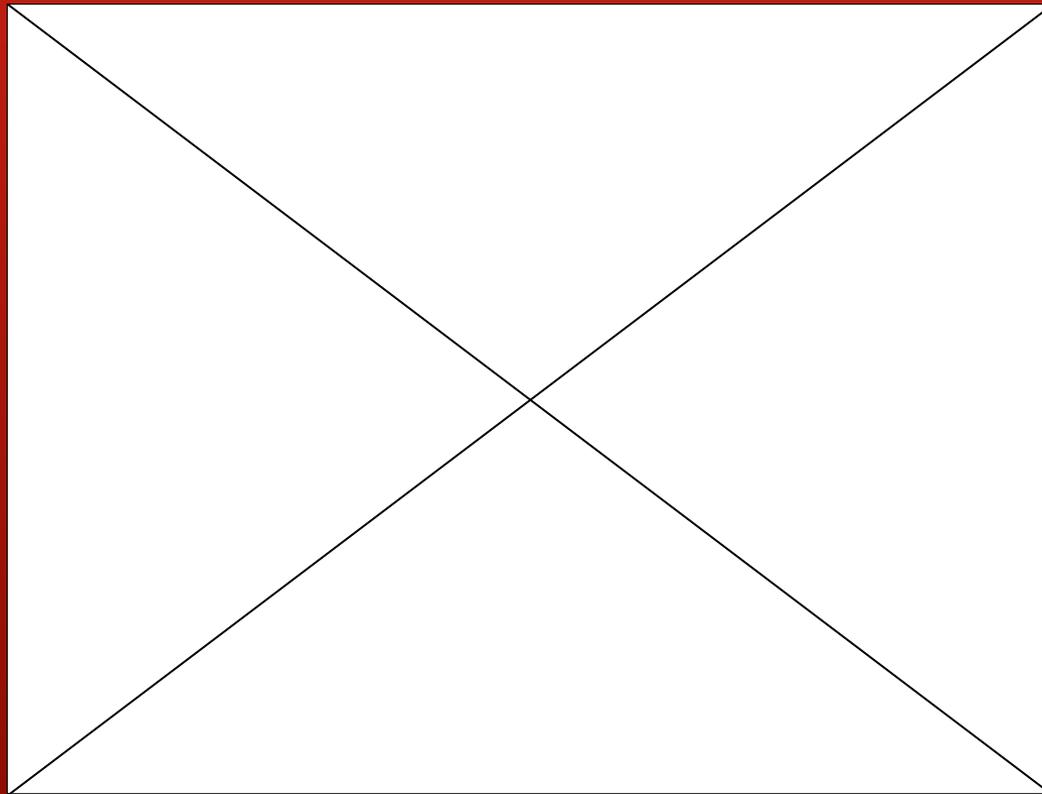


For More Information

● <http://www.hudsonvalleywinecountry.org/>



Wine in the Valley



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