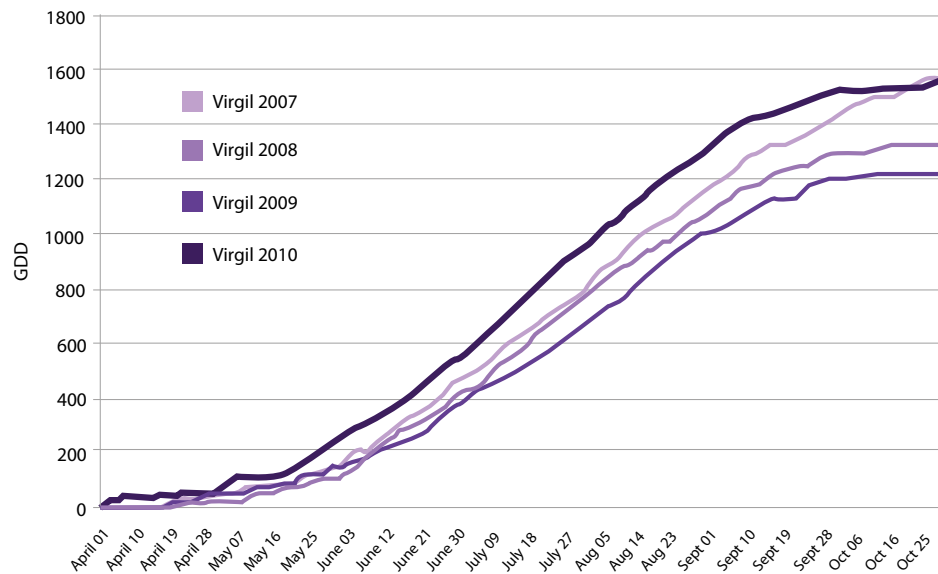


2010 Growing Season Weather Report



Seasonal Accumulation of Base 10°C Growing Degree Days | Compared to 2009, 2008 and 2007

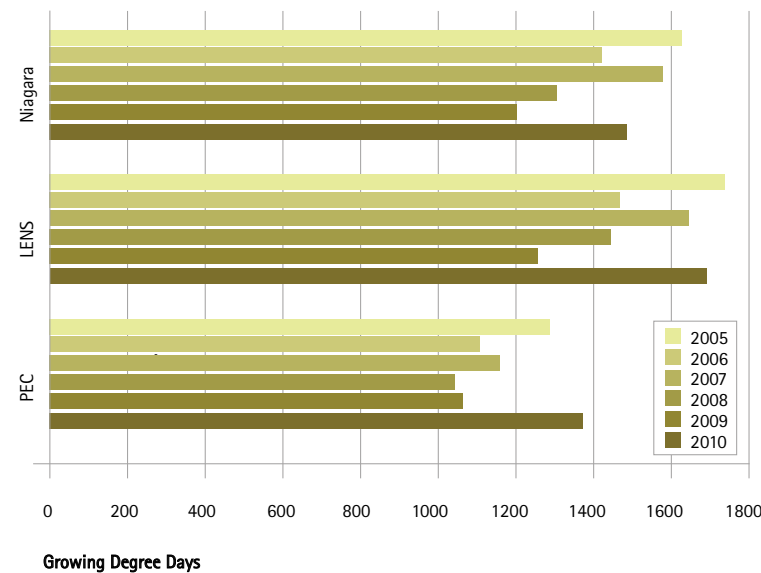
April 1 - October 25



The 2010 growing season was exceptional in many ways. The most noteworthy fact about 2010 is that it was one of the longest growing seasons in recent memory. Positive aspects can be noted from beginning to end. Crops entered the growing season with little damage and stress as a result of the mild 2009/2010 winter. The coldest winter event preceding the 2010 growing season took place in January, with the coldest temperatures reaching -22.6°C at the Grimsby station in Niagara, -18.9°C at the Kingsville station in Lake Erie North Shore and -27.1°C at the Hillier station in Prince Edward County. Most of the Niagara stations and all of the Lake Erie North Shore stations remained above -20°C throughout the winter that preceded the 2010 growing season.

Seasonal Accumulation of Base 10°C GDD

April 1 - October 31



Bud break occurred more than two weeks ahead of normal, as a result of warmer than normal spring temperatures. A very warm April led to a two week jumpstart on growing degree days compared to the past 3 years. Consistent heat throughout the growing season resulted in a steady and high accumulation of growing degree days. Accumulated growing degree days in 2010 actually surpassed the entire 2009 growing season by the end of August!

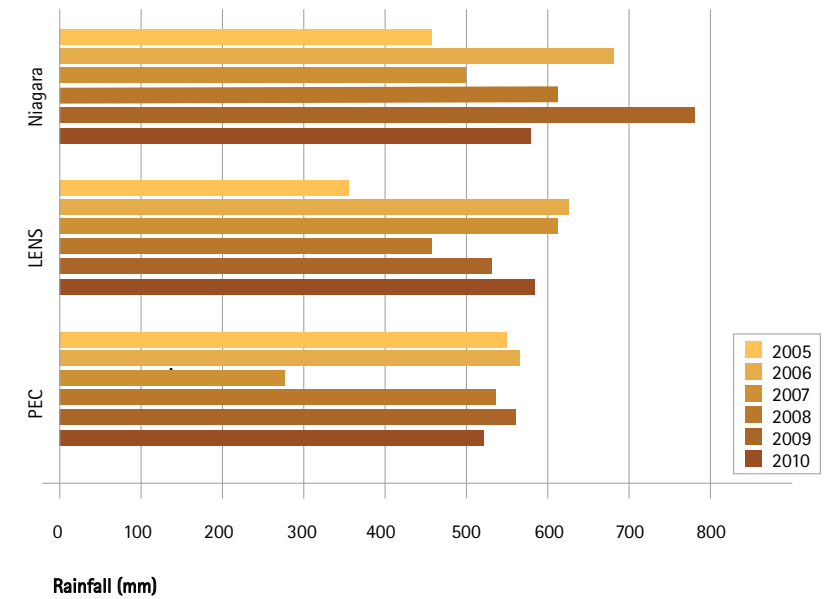
Comparing Seasonal Rainfall Accumulation | April 1 - October 31

Following two consecutive years, 2008 and 2009, of very cool growing seasons, the 2010 growing season was a welcomed turnabout. Appropriately higher solar radiation levels, as compared to the previous two years, were also of significant value.

normal rainfall occurred in late summer and autumn. Prince Edward County experienced below normal rainfall in the spring; followed by approximately triple the normal

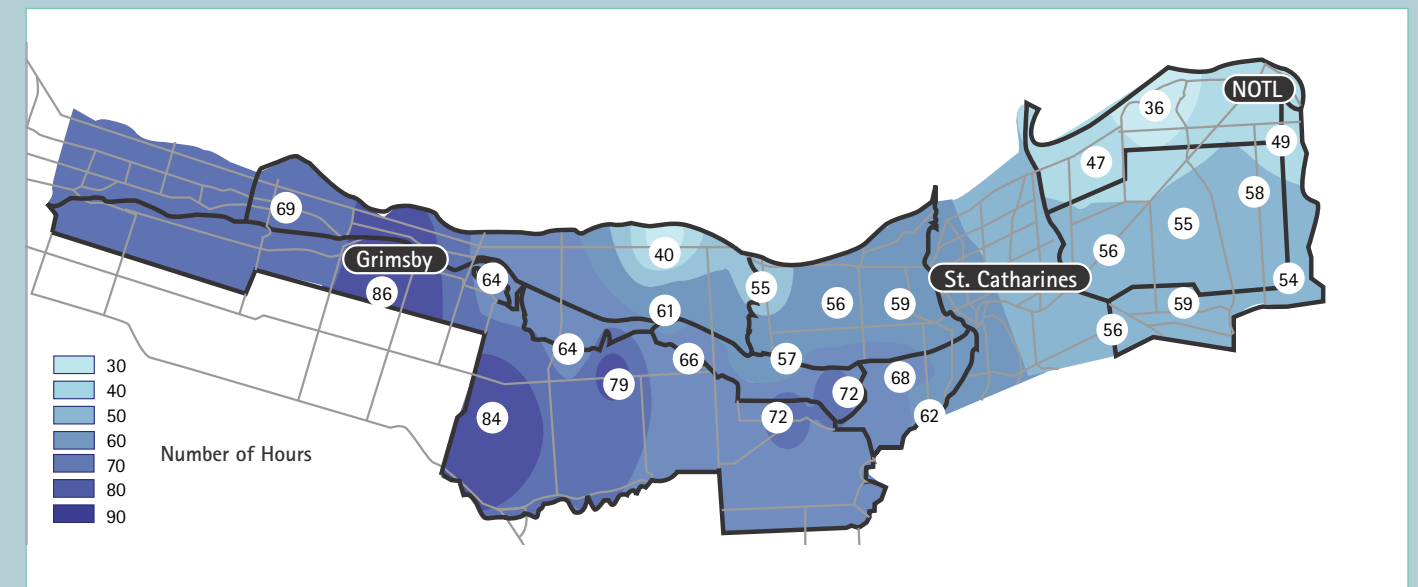
rainfall amounts in June! Overall, rainfall accumulations were nearly ideal, producing moderate soil moisture conditions and suitable periods for fungicide applications.

An excellent combination of extended dry periods and significant rainfall events encapsulates the 2010 growing season, leading to near normal seasonal rainfall accumulations. However, the monthly distributions of rainfall varied from normal. In Niagara, below-normal rainfall in April and May was followed by nearly twice the normal rainfall accumulation in June. The remaining months brought near-normal rainfall totals for most locations. Most locations in Lake Erie North Shore received above-average rainfall during the spring and early summer; while significantly lower than



Niagara: Accumulation of Icewine Hours in December 2010

Temperatures became colder than normal as winter approached; thus, providing suitable temperatures to begin the icewine harvest early in December 2010. The accumulation of icewine hours ranged from 36 to 86 hours across the Niagara appellation, 59 to 66 hours in the Lake Erie North Shore appellation and 125 to 126 hours in Prince Edward County. The 2010 growing season will no doubt be remembered for its many positive attributes: a preceding warm winter, a lengthy growing season, nearly ideal rainfall and an early start to the icewine harvest.



For more detailed weather data, management tools and weather reports throughout the year, visit www.vineandtreefruitinnovations.com
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