



On Target Gets Crops to the Finish Line in a Tough Year

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In a growing season that will go down as one of the rainiest ever in East Coast wine grape production, some growers fared better than others.

A common denominator among many who did? On Target Spray Systems.

On Target's wrap around technology, combined with its low spray volumes, helped growers stay ahead of mildews and rots and, as one grower put it, get their crops to the finish line.

"I had some challenges," said Robert Butz of Windridge Farm in Maryland, "but I got a crop across the finish line in all cases, and I do feel that On Target was a big part of that."

"There were a lot of rejected loads, and a lot of guys didn't even pick," said Jay Baker of Baker Estate in Ontario, who has been using an On Target sprayer since 2016. "But my volume was good and my fruit was pretty spotless."

The advantages of the electrostatic technology in On Target Spray Systems over conventional spray technologies were never as obvious as this past East Coast growing season. Growers said On Target sprayers enabled them to treat blocks faster, more effectively and more economically.

"With the On Target sprayer, we were able to keep on top of the spray program," said Chris Jenkins of

Faith Brooke Vineyard in Luray, Virginia. "Timing was critical, and application efficiency was critical, and we were able to make it happen. We actually had a fair crop, where a lot of vineyards lost theirs."

"We had some really tight windows and I was able to get in there and zip a spray out, where, with my old sprayer, I might not have been able to have enough time to do so," Butz said.

"With On Target, we can spray our farm in 10 hours, as opposed to 20 hours with our old air-blast sprayer," said Dean Stoyka, assistant winemaker for Stratus Vineyards in Ontario. "And when you are desperate to get the spray on before rains are coming, that is a huge advantage."

"For me, the On Target is the difference between finishing a spray by 10:30, versus not finishing at all, or finishing at midnight or one in the morning," said Nathan Vrooman, sprayer manager for Stinson Vineyards in Virginia, who often sprays at night. "I move through the vineyard pretty quickly with the On Target sprayer."

On Target Spray Systems utilize the law of attraction to keep grapes covered even in tough conditions.



With tiny electrostatic charges, the systems atomize, or positively charge droplets that are attracted to the negatively-charged, or grounded surface of a plant.

Also, because the droplets are positively charged, they repel one another and will not collect into large droplets that can run off plant material and onto the ground. Spray from an On Target sprayer emerges from the system's patented nozzles as a mist that evenly coats the fronts, backs and undersides of plant material, forming a bond that protects plants from disease and insect pests.

Joe Moran, owner/operator of Revolution Springs vineyard in Tennessee, said he likes that he can maneuver nozzles on On Target sprayers to concentrate sprays where they are most needed.

"That was big plus this past year," Moran said. "That is a lot of flexibility, where with a lot of sprayers, you don't have that option."

Moran added that the two wineries that purchased his fruit this past year said the fruit was exceptional, particularly compared to other grapes they purchased.

"They were perfect clusters," Moran said, "which is what we wanted. I was really glad to have the sprayer to do the battle against insects and diseases."

The improved coverage provided by On Target was particularly helpful in cases where growers were forced to skip sprays because of wet conditions, according to vineyard managers.

"It was one of those years where the disease pressure was as high as it can be," said Vrooman of Stinson Vineyards, "but we were forced to spray less because

of the conditions of the vineyard floor. Still, we ended up with pretty good fruit."

"What I noticed is with the On Target, the distribution of product extends from the top of the canopy to the bottom," said Baker of Baker Estate in Ontario. "So, you are getting the coverage right from the fruit zone, all the way to the new growth at the top."

In many cases, growers said the lower volumes used by On Target sprayers enabled them to access blocks in conditions that they could not have with traditional sprayers.

"It was a bonus that in muddy conditions, we were able to get in there," said Jenkins of Faith Brooke Vineyard. "If we were using a heavy sprayer, it would have been very difficult to do so."

Also, Jenkins said, he liked that he was able to treat vineyards without concerns of runoff.

"With all the rainfall, we didn't have to worry about the runoff that a typical sprayer would have created on the vineyard floor," Jenkins said.

Added up, the benefits of On Target sprayers came to the forefront in multiple fashions for East Coast and Southeast U.S. wine grape growers in 2018.

"It was a tremendously challenging year, from our first sprays up until our last," said Vrooman, the Virginia grower, "and I think the On Target helped us get to where we were able to get a crop, and a pretty decent crop."

"I am telling people it is a good sprayer," said Baker. "It works well. I highly recommend it."



For more information on On Target Spray Systems, go to OnTargetSpray.com

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