Using the Viticare Module for Establishing Future Issues for the Great Southern Region of Western Australia

FINAL REPORT to
Grape and Wine Research and Development Corporation

Project Number: **RT 02/50-5**

Principal Investigators: **Colin McDonald** - Department of Agriculture, Western Australia

Research Organisation: **Wine Industry Association WA**
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Executive Summary

There has been a four-fold increase in the area under wine grapes in the Great Southern Region over recent years. It is therefore timely for growers to get together to consider the issues that affect their future.

Two workshops were held with grape growers from the Great Southern Region in June and September this year. The first workshop established viticultural issues and priorities for the region. Specialists were then engaged to overview the four top issues at the second workshop after which the growers developed action plans for each priority topic. The method outlined in Viticare Module 'Prioritising regional issues, Program 5" was used to guide the project.

A summary of the four key viticultural issues and the action plans established by the growers is as follows.

1. Develop sustainable viticultural practices

Growers felt that it was important to share each other's interest and experience in developing sustainable practices, to establish priorities and best practice for the region. Activities could include a questionnaire/survey, field trips and invited speakers. They considered that an organising group was needed, perhaps with a paid co-ordinator, and involvement from the Department of Agriculture and/or a university. It was suggested that this could begin within a year and would be ongoing.

2. Improve water catchment and irrigation efficiency

The success of current research into improving the performance of roaded catchments was of great interest. Continuation of this work for another two years as planned by Neil Lantzke, Department of Agriculture, was seen as essential.

The possibility of increasing water collection from the vineyard itself in addition to the unplanted land was also seen as worthy of investigation in the next 3-5 years.

Desalinising water for irrigation, and reducing evaporation and leakage from dams were also seen as priorities. The technology is currently available. It was suggested that the Department of Agriculture could collate the information. This would then be available for use by growers when assessing their individual cases.

3. Establish a regional viticulture group

The need to establish a regional viticultural group was seen as a central issue at both workshops. In fact, the formation of such a group was considered to be a starting point for much of the other work listed.

It was envisaged that the new group will allow:

- Growers to exchange information and ideas on viticulture practices- at meetings, field walks, bus trips, etc.
- Specialists from industry and research to speak on the latest findings
- Proposals to be prepared for group learning activities and research

- Any other important issues for grape growers to be addressed

At the time of writing some 15 growers had volunteered to form a 'start-up group' and a few more people were still likely to volunteer. The first meeting of the group will be in late January 2005. While forming, this group is expected to request advice, information and input from the Department of Agriculture and the Great Southern Wine Producers Association.

4. Regional benchmarking to compare viticultural practices and economics

Growers saw considerable value in participating in a regional benchmarking study to compare viticultural practices and economics, particularly costs of production. They proposed that a committee of growers should instigate and oversee this activity and should try to attract as many participants as possible. The possibility of engaging a consultant with benchmarking experience was noted as an option and it was also envisaged that the Department of Agriculture would be involved. It was suggested that this activity should take approximately one year to set up and be ongoing thereafter.

Background

It is timely for the winegrowing industry in the Great Southern to come together to establish, prioritise and address the issues that affect its future. Such issues are continually raised by the growers and associated groups in the region. There is a need to bring people together and to develop a plan in a structured manner, establishing future directions for viticultural research, development extension and training.

Whereas plantings of winegrapes developed gradually in the Great Southern during the 1960s, 70s and 80s, they have increased to nearly four-fold in the late 1990s, including massive developments in Frankland, Rocky Gully and Mt Barker.

The Great Southern region is an ideal viticulture environment for premium table wines. This fact was documented by scientists in 1950s and 60s and trial plantings in the late 1960s resulted in prize winning wines, the region now having a reputation for consistently excellent wines.

The numerous cellar door operations are an excellent complement to the outstanding tourist potential of the region, arising from the attractive coastline, rain-forests and the history associated with Albany being WA's first settlement.

Significant potential also exists to increase wine exports from this region.

Short term improvements in efficiency, environmental sustainability and possibly yield and quality are likely as a result of the growers establishing and adopting best-practice grape growing for their sub-regions. Longer-term benefits may also be expected from the future work proposed from this project.

Objectives

1. Hold a workshop with selected growers to document and prioritise issues which optimise the viticultural advantages of the Great Southern Region and ensure a future profitable and sustainable industry.

2. Subsequently hold a second workshop (open to all growers) at which specialists and produces further examine the key issues identified at the above workshop and develop action plans for future work.

Method

The method outlined in Viticare Module 'Prioritising regional issues, Program 5" was used to guide the project. The first workshop ran for half a day and the second workshop ran for two thirds of a day. Two experienced facilitators from the Department of Agriculture were used at both events. Participants worked in groups of 4 to 7 and were encouraged to get involved and enjoy the process.

The first workshop addressed, in effect, the first 5 steps of the 8 step process described in the Viticare Module:

1. agree to plan
2. set ground rules for the process
3. agree on group purpose
4. the shared vision
5. most critical issues

This consisted of a morning workshop involving 13 invited growers on June 8th at Porongurup. The invitations and seating arrangements were designed to obtain a mix of grape growers representing the different subregions of the Great Southern and also a mix of owner operators and managers of corporate and private vineyards.

The facilitators initially worked with the audience as a whole involving a brainstorming session recorded on butcher's paper. The question being addressed at the brainstorming was:

What would you like the wine grape industry in the Great Southern to 'look like' in five years time?

This was then followed by working in groups of 4 to 5 people to establish the following:

"*Issues that would need to be addressed in order for the industry to develop as envisaged"*.

These issues were written on cards, one issue per card, indicating whether research (R), development (D), extension (E) or training (T) is required. The groups then re-combined and, as a whole, sorted the cards into like issues under agreed topics. Each person was then given a number of stick-on dots with which to indicate the topics they considered a priority.

The second workshop addressed, in effect, the remaining steps of the process described in the Viticare Module:

6. setting goals
7. develop and action plan
8. set a date to review progress

This consisted of a forum and workshop held in Albany on 7th September. Eighteen growers attended and again they were seated so as to obtain a mix of grape growers representing the different sub-regions of the Great Southern and also a mix of owner managers, managers of corporate and private vineyards.

The morning consisted of presentations by specialist speakers and growers addressing the four highest priority topics from the first workshop. After each presentation, the audience was asked to consider the question:

What strikes you as deserving action in this region and why?

Individuals recorded their responses on cards prior to discussing the question amongst the other people at their table. The cards were collected by the facilitators during the morning and sorted into like issues under nominated topics, and pinned on notice boards.

The afternoon was devoted to a workshop in which agreed action plans were developed for nominated topics. Growers used stick-on dots to nominate topics of interest. Then working in groups of 4 to 5 to develop simple action plans relating to these topics.

In developing the action plans for each topic (or sub-topic) the groups were asked to consider the following questions:

What needs to be done?

(eg. scientific research, grower demos, information updates, training courses, other- specify)

Why should it be done?

(eg. better quality/higher price, lower cost of production, better work conditions- easier, safer, more sustainable practices, environmental benefits, other- specify)

Who should do it?

(eg. growers, companies, universities, consultants, TAFE, Dept. Ag., other - specify)

How long should it take?

(eg. 1 year, 2 years, 3 years, 5 years, >5 years, other- specify)

Other comments?

They wrote their actions plans (responses to these questions) on butchers paper and, in the final session, a spokesperson from each group presented the actions plans to the whole audience for discussion.

The day ended with a summing up by David Braybrook, guest speaker from Victoria, and finally a session to obtain feed back as to how effective the day was from the audience's perspective.

Results and discussion

Workshop 1. June 8th: Butcher's paper recordings:

Brainstorming:"How would you like the industry to "look" in 5 years time?"

(not in any priority or order)

- Balance the plantings in vineyards (red vs. white demand)
- Varieties for different areas (to suit climatic conditions)
  -don't just follow fashions
- More proactive in influencing public perception (eg variety choice) and the region's profile
- Compatibility of grafting with varieties (comment- work has been done on this)
- Quantitative measure of quality- when the grape is ready for picking
- Stronger viticulture group in the area- needs a driver
- GM- need to determine if industry goes down this track (there was a suggestion in favour)
- Water supply and quality (catchment area)
- Improved regional profile- wine marketing issue
- Plantings likely to increase at Frankland- area isn't so available at Mt Barker, Denmark, Porongurup
- EMS in the industry
  -developing now
  -measuring soil moisture needs to improve
  -need weather stations and linkages between them
  -and access for everyone to the information (Internet/)
- Effective mulching to conserve moisture
- Cleaner vineyards- less pests
  -more organic control of pests and weeds
  -but still like to see some insects and some weeds (balanced systems) not all eliminated
- Accessing literature for different varieties and trials

- Everyone still in the industry and still making money
- Industry to get together as a body and work out industry direction (united)
- Increased mechanisation to reduce labour costs (includes vineyard design)
- Stable industry (not following short term trends)
- Maintained or lifted quality standards
- Reduce costs of production for a given quality
- Benchmarking cost of production whole industry
- Young people encouraged into industry and trained
- Stronger training agency- input and support
- High level of quality control (affect final product)
- High quality of product
- Large areas planted to varieties that are well suited to the soils/climate
- More players into region
  -small vineyards (5-6ha) tend to fall away, except where premium fruit
  -larger ones dominate
  -smaller vineyards have different needs, cater for tourist industry
- Open communication with neighbours to reduce issues with land use (eg. spray drift)
- Knowledge of soil moisture profiles (tensiometers) as a management tool.
- Internet used for sharing information in the region (there is heaps of info around, not shared now)
- Literature available on trial work (investigations over time) to investigate techniques on vineyard
  -Organic techniques
  -Level of investment (low for non-chemical solutions)
  -Scientific replication and recording (well designed)

Workshop 1. June 8th: Card recordings:

Question considered: *"Issues that would need to be addressed in order for the industry to develop as envisaged?"*.

(grouped under priority topics with the numbers of votes indicated).

Priority topic 1. Sustainable Vineyard practices (9 votes)

Sustainable Vineyard Practices

D/E

Nutrition
- regarding pest and disease prevention

E

Priority topic 2. Water (7 votes)

Water
-quality
-quantity

R/E

Irrigation and water collection, use, conservation

R&D

Water
-Catchment efficiency
-Water use
-Monitor soil moisture
R,D and E

Priority topic 3. Regional group (5 votes) and Risk Analysis

Viticultural regional group

Information sharing and meetings
-research to growers
-grower to grower
-benchmarking
E

Risk Analysis
- long term
- commercial viability
- reds/whites mix

E

Varietal research
-area specific
suited varieties and clones
-market related with emphasis on successful varieties

Stabilise industry
Soil type
climate
variety
top-working
R,D,E and T

Priority topic 4. Benchmarking (four votes) and pest and diseases (four votes)

Benchmarking
-costs
-methods

R/E

Benchmarking
-mechanisation
-labour cost (and training)
-vineyard practices
-cost per ha production

Botrytis sprays do they work?
R, E

Pests and disease
1) powdery mildew
2) Botrytis
– downy
* resistance
fungicide use workshops?
Research to Practice
E and T

Other remaining cards (not prioritised)

Labour
-experienced
-transient
(3 votes)

Infrastructure in view of encouraging tourism
-roads
-land use
-public facilities

Weather data
- access
- -disease models
- interpretation
R?E
(0ne vote)

Restrictions placed on vineyards eg. chemical residue
(one vote)
T, E

Labour
Infrastructure Frankland
(2 votes)

Spray techniques and machines
E
(one vote)

Vermin control
-birds, nets, deterrents
- foxes
- rabbits
D
(one vote)

Weather stations
Coordinating approach on installation of communal stations
Pooling funds
Cooperation!
D and T

Environmental management Plan
- spraying (neighbouring land-users)
- pest control
- salinity
E/T
(one vote)

Pest management 2010
Eg Garden Weevil
IPM

E, R, D

Objective assessment of quality

D, T, E

Rootstocks and Grafting
- phylloxera

R

Pest – insects
- mies
- -weevils- economic ans effective control practices
- - safe chemical use
- -african black beetle
- on young vines
- grass hoppers
- ?European wasps
- biological control
- R/E
- (2 votes)

Problem weeds
- black berry nightshade
- raddish
E
(one vote)

Birds
R, E

Solution to spray technique
Research to practice on spray technique and Chemcert.

Plant vigour control
-canopy management
-drainage
-fertilisation
-pruning techniques
-irrigation
D
(one vote)

Workshop 2. September 7th: Morning seminar

The presentations for the morning seminar were as follows.

1. 'Sustainable Vineyard Practices' (priority 1 from 1st workshop)

Brenton Air, Viticulturist, Augusta

Case study of establishing sustainable vineyard practices at Cape Mentelle in Margaret River Region.

David Braybrook, Viticulture consultant and lecturer, Lillydale, Victoria

What do sustainable vineyard practices mean to different people? What are the opportunities emerging from research, and from practical experience? Suggestions as to what activities the Great Southern growers could become involved with and how they could make them happen.

2. 'Water' (priority 2 from the 1st workshop)

Neil Lantzke, Department of Agriculture South Perth

Opportunities to improve catchment efficiency, water quality and efficiency of use. Suggestions as to what activities the Great Southern growers could become involved with and how they could make them happen.

Bart Downe, Department of Environment, Albany

What future regulations to water usage (and run-off etc.) are likely to affect Great Southern viticulturists in the next 5years, 10 years and beyond?

3. "The need for a regional viticulture group" (priority 3 from the 1st workshop)

Cate Finlay, Goundrey Wines, Mt. Barker

The need for and the benefits of a regional viticulture group, what was envisaged at the first workshop, the example of the former group(s), suggestions as to what sort of group the Great Southern growers could form and how they could make it happen.

4. "Benchmarking" (priority 4 from the 1st workshop)

Brian Hand consultant with Albert Haak and Associates Pty Ltd Dunsborough

What is benchmarking, how it is done, what 'parameters' can be benchmarked- eg. costs, practices etc., examples of benchmaking in WA viticulture, suggestions as to what benchmarking activities the Great Southern growers could become involved with and how they could make them happen.

Workshop 2. September 7th: Card recordings:

Question considered: *What strikes you as deserving action in this region?- Why?".*

(grouped under priority topics with the numbers of votes indicated).

Priority topic 1. Sustainable vineyard practices (total 32 votes)

Sharing information and current knowledge (15 votes)

Has brought out the need to develop a group.
How?
It could be a good start.
More shared information

Sustainable vineyard practices
Action: Seek knowledge on the benefits of improving and maintaining the soil biology

Need 'group' to get started
- meeting between growers will identify existing sustainable practices

To share information regarding sustainable viticulture practices through a coordinating group
Reason: reduction of chemical inputs important for long term viability of all agriculture

Can integrate with benchmarking
Use information from other regions/groups to advance environmental/sustainability vineyard practices

All growers trying to do things 'sustainably'
Organise transfer of info between groups through grower field days etc.
- identify regional priorities

Create info list relevant to our region
to help get started changing vineyard practices

Sustainable vineyard practices.
I though Brenton Air's talk on organic vineyard practices was good
Organic probably only apples to established vineyards
Sensible parts were
1. Mulching or using straw as mulch
2. Guinea fowls to control insects
3. Minimal chemicals to protect environment
4. Western Minerals fertilisers

Sustainable vineyard practices
-info transfer needed
-use local group to coordinate and disseminate info

Environmental Plan (no votes)

Sustainable
Growers need to develop an environmental plan
Why? – to find out where the weak sustainable points are

Research and Development (no votes)

Priorities for R&D should be profit driven not just environmentally friendly

Do more research on soil health in different management systems. Is there anything in this organic thing?

Continued research and education on the meaning of sustainability and what individual growers can do to head towards achieving it.

Prioritise issues and then benchmark practices (17 votes)

<u>Sustainable viti practices</u>
Actions
- benchmarking of chemical use and application to ensure less waste, loss and cost
- identify agri products that have less detrimental effect on environment
-identify agencies/labs that can conduct soil and tissue tests that include microflora population counts and identification
-introduce beneficials into vineyard on every occasion

<u>Action</u>
Questionnaire to all growers in region in order to prioritise vineyard problems/pests diseases so as to identify and address sustainability issues

<u>Prioritise issues</u>
Identify key issues for sustainability
Eg pest and disease spraying
Then plan R&D

-Identify regional goals for sustainable practices by growers in sub regions in conjunction with Dept Ag. over next 12 months
-Investigate existing tools for assessment over next 18 months

Identify Issues
Prioritise
Act
Measure

Sustainable practice
Vineyard risk assessments

Highlight/identify areas of improvement

Sustainable vineyard practices
-better management practices regarding the environment
- what are we aiming for?

Priority topic 2. Water and irrigation (total 30 votes)

Relevant research, development and extension topics (19 votes)

-Look more at drying out soils in spring
-Irrigation use not critical in this region

-Don't need RDI and PRD in Denmark as there is good rainfall in this area.
-Should dry out the soil more to reduce vigour
-R&D should be on Botrytis research

-Over supply
-Vigour issues

-continue with Neil's work (Research and Development)
-Extra funding req. to speed up work
-Water is critical to vineyard viability of the industry in Mt Barker/Frankland regions

-Continuation of roaded catchment run-off trials
-Continued analysis of effects of treatments on water quality so that they can be approved for use on vineyards

Water
- ongoing water catchment trials

1. Efficiency of roaded and other catchments
2. Reduce evaporation from soils – requires R&D (cover crop use) and trial sub-surface drip

Water management
-study water balance in response to key management options- cover crop, ripping, building organic matter
How?- establish long term management blocks

Water
Look at rootstock and mulches may lead in no irrigation requirement during the growth season

Extension Management and Practice (9 votes)

Water
Action: increase and maintain soil biology which can decrease water requirements by 50%

Water
Look at reduce water loss in mid rows increase the water for vine use

Cover crop use and how to judge water use

Water
- cover crops in the vineyard
-catchments

Water
-information and examples water efficiency models in region
why?- reduce impact on creek, dams

Encourage expansion of vine root zone to increase use of ground water-management practices

-Mid row crops
-encourage bigger root area
-cross ripping
- fertiliser

-Group when formed should work closely with Neil Lantzke as there appears to be much work in progress and Ag Dept need direction from growers
-Cover crop transpiration

Benchmarking water use and water monitoring (2 votes)

Water
Action: monitoring of irrigation use to avoid overuse of resource

-Greater water penetration after ripping to benefit the vine roots
-Training and observation of vine water use work closely with Neil

-Benchmarking of irrigation water usage – parameter: region, soil type, yield as a function of water use.
-Make better use of water

Action
Encourage as many growers as possible to tabulate irrigation applications in order to assess the overall use of supplementary water
Why? This could form basis for encouraging careful use and promoting RDI

Monitoring of water quality and quantity-
Early detection of problems that might be able to be fixed

Priority topic 3. The need for a regional viticulture group (30 votes)

Develop a clear purpose and activities for a group (20 votes)

Need to involve as many growers as possible. Need a paid coordinator to make sure contacts are made, group needs to offer a stimulating program to encourage exchange of ideas and experiences,

-Set up a Great Southern Wine Industry Association with an office and permanent (part –time) face/coordinator
-Should be able to get government and corporate funding and small subscription for members. -
Can coordinate and show case producers
(ask M/R how they did it)

Action- Circularise all growers in the region to inform of need for a group and potential benefits of such
A social occasion to initiate/launch ideas. Eg. a comparative varietal tasting

-A viticulture group is a must for the region.
-Part of an existing group
1. For facilitating the sharing of information
2. Organising training and information sessions
- paid organiser!

<u>Regional Group</u>
-There is a need for growers to get together to exchange idea and practices
-Organise bus tours, training, workshops

R&D group to start off and maintain the formation
R&D group to undertake a full email list of growers to pass on all information

Group
Actions- inform growers of group being formed. See if interested
what would like to be discussed
Why? Interest in group

-Develop planned activities annual day/days and on a needs basis
-Viticulture technical seminars associated with the Mt Barker Wine Show

Organise days with some key speakers followed by a tour looking at different vineyards
Why? To exchange information on viticulture practices and see results

Unify with other groups (6 votes)

Dissemination of useful information by monthly pamphlets to growers in regions. Would need someone to do it- eg via internet.

Regional viticulture group
Action- employ a coordinator
-determine funding if required
-Why?- nothing will happen without a

Regional viticulture Group
Action- Speak to other regional groups to determine their organisational structure and funding
Approach WAWIA regarding possible funding options and sponsoring speakers

R and D Group to get it up and running
-letter
-meeting

Regional group
Information exchange-
-meetings
-vineyard tours

Develop database of all G. S. growers address including email

Try to educate bodies like GWRDC etc about the need to cater for smaller regi0ons and how our needs are totally different to Riverland

Set up a viticulture R and D Group under auspices of GSWPA
Reason: coordinate viticulture Rand D under existing body and avoid proliferation of research bodies

-Viticulture only
-Funded by sponsors or members?
-Data to be obtainable

Develop a structure for the group (4 votes)

-Regional Viticulture Group can be an extension of the Great Southern R&D Group
-Current sub-regional groups eg. Frankland more focussed on regional promotion rather than viticultural issues

-Incorporate with R&D Group!
-Co-ordinator from Ag. Dept. (part-time??)
-Disseminate info through Wine Industry News?

-A viti group is definitely needed
-Need to determine
a) structure
b) funding
-Can learn from other regions/states
-Issue is to keep group motivated after initial period

Priority topic 4. The need for benchmarking studies (total 28 votes)

Set up benchmarking committee to drive process (12 votes)

Benchmarking
- Set up benchmarking committee produce standardised data collection survey form and distribute
- Efficiency in production

-End of season information
-Streamline information collection

-Need benchmarking on a number of properties in the -Gt Southern and results available to all growers
-How? – joint industry participate funding

-Benchmarking- a critical mass of participants required
-Time constraints to collect data and analyse issue

Benchmarking
- through the regional group!

Develop case studies for existing and potential to assess/gauge industry and region (11 votes)

Benchmarking
-awareness amongst Gt. Southern area of performance
-how going compared to other regions
- why?- awareness for improvement

Benchmarking action- do it!
-The need for comparison between similar vineyards
-As a gauge of key performance indicators - productivity, profitability

Benchmarking comparisons in Great Southern

Benchmarking study to determine the minimum vineyard size required to achieve profitability in this region (allowing for variables)
Why? To encourage small growers to achieve this minimum size and to discourage potential growers who cannot achieve this size

Trellis research- types for varieties
-to find out which trellis system suit varieties for this area
- most cost effective

Information session-
With detailed examples/case studies from Great Southern (highlighting benefits)

Benchmarking
-Regional benchmarking of viticultural production
- The examination of differing production techniques and the outcomes on yield and quality

Invite and involve growers to participate (4 votes)

Benchmarking - collect data from local growers - compare data - cost per tonne	1. grower trials and extension 2. gather increasing information	Benchmarking Growers in the Great Southern to take part in a benchmarking trial

Develop standard list of key performance indicators (KPI's) (1 vote)

Benchmarking Action- decide on data to collect by group and start collecting data by each vineyard Why?- so data is available for benchmarking	-Growers should get involved in benchmarking -No need for industry funding	Agree on standard list of KPIs Benchmarking data to be collected and circulated to all growers so everyone knows what to collect

Outcomes

The project outcomes are the action plans established at Workshop 2. on September 7th:

Action plans for priority topic 1. Sustainable vineyard practices (32 votes)

Sharing information and current knowledge

What? New group to identify members to become responsible for sharing information on sustainable viticulture practices

Why? To determine best practice for the region

Who? Group to employ coordinator
Group members to offer field trips etc on relevant topics. Outside speakers invited

How long? Ongoing- from formation of grower group

Prioritise issues and benchmark practices

What? Determine growers areas of interest in sustainability
Develop a questionnaire for grower feedback

Why? So all growers priorities are known and discussed, acted on.

Who? A core group of growers to develop a questionnaire
Involve someone from the university to produce document and collate information
Also Ag. Dept

How long? Within a year

Action plans for priority topic 2. Water- research and development topics (30 votes)

What? Desalination

Why? Option open to everyone

Who? Dept Ag. - disposal regulations
- generic info
Growers - individual cases

How long? One year

What? Increase water collection of existing vineyard

Why? Limited land

Who? Dept Ag and growers, consultants, universities

How long? 3-5 years

What? Improving roaded catchment performance

Why? Limited land

Who? Dept. Ag.

How long? 2 years

What? Reducing dam evaporation and leaking

Why? Losing 1500mm by evaporation annually

Who?

How long?

(also mentioned- climate prediction model)

Action plan for priority topic 3. Establish a regional viticulture group (30 votes)

What? 1. Form group (within R and D group)
2. Funding- sponsors, levy, government grant
3. Information flows- email, Wine Industry Newsletter
4. Regional bus tours (timely)

Who? a) Coordinator (approach Ag Dept- short term)
b) See 1.

How long? 2-4 months

Action plan for priority topic 4. Set up a regional benchmarking committee (28 votes)

Option 1. Use existing service via committee

Option 2. Committee or group from local industry

What needs to be done? Select committee
Cross section of growers
As many growers as possible

Why? Better quality
Higher grape prices
Measurement of performance
To lower cost of production and be sustainable

Who? All growers (large and small)
Viticulture only
Dept. Ag.
Committee- 7 people

How long should it take? One year set up, ongoing

Other Promotion to get max. involvement

Budget Reconciliations

Items	**Requested from GWRDC (inc. GST)**	**Expended (inc. GST)**	**Regional Contribution (inc. GST)**
Venue Hire and Catering	1,100.00	1,633.50	
Facilitators	2,200.00	910.00 Dept. of Agric. Facilitators @ $182/hour	
Producers prepare and present case studies. C. Finlay $360 B. Air, inc. travel from Augusta $660			1,020.00
Specialist speaker costs.	3,300.00	3,274.93 D. Braybrook fee $1100, fares and accom $744.93 B. Hand fee $1100 N. Lantzke travel and accom. $330	
Printing, postage, stationery	660.00	341.57	
Vehicle hire	462.00	462.00	
Dept Agric. staff C, McDonald Planning, organising, writing			10,560.00
Totals	**7722.00**	**6,622.00**	**11,580.00**

Note: Actual allocation by GWRDC was $$6,622