RITA Final report

Project Number: RT 08/01-1
Project Title: Environmental Mud Map – How can your vineyard meet global expectations?

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Project summary:

The seminar was very successful and brought together over 70 wine industry members from Victoria and South Australia to hear the high profile speakers (programme attached).

Attendees were able to network with each other, and the presenters, during breaks and learn from each others experiences.

The purpose of the day was to put viticultural management into a global context by presenting attendees with current outlook analysis and then detail the growing global demand for cleaner production; faced with these pressures the attendees are then given some tools with which to implement more environment friendly management practices. The two key messages were: (1) the global market for Australian wine is highly competitive with mounting pressure to prove clean and green production credentials and (2) producers that are ready to embrace sustainable production methods have access to a mounting body of research outcomes and experienced practitioners.

Verbal feedback to date has been positive and gives the Grampians Winemakers Inc. the confidence to plan for a similar event in 2009. The global pressure to adopt sustainable production methods will continue to grow so there is an opportunity to follow up this seminar with practical workshops in the Grampians region. There is also scope for trials to be implemented in the region assessing the suitability of vegetation species mentioned in the seminar for local conditions as many growers expressed interest in this.

A CD of the presentations has been produced and is being distributed to those who attended. A total of 60 copies of this CD have been sent to GWRDC for distribution to regional grapegrower groups as agreed when the funding was approved.