

MARLBOROUGH FOCUS VINEYARD



- New Zealand Winegrowers in conjunction with various industry stakeholders are initiating a three year programme entitled FOCUS VINEYARD
- The programme is aimed at what is best practice and how do we improve adoption of this best practise.
- Barriers to adoption generally includes :
 - lack of strong evidence of economic justification of the new technologies
 - lack of confidence by growers in their ability to implement sustainable practices into vineyard management.

The FOCUS VINEYARD will provide the primary platform for the implementation and demonstration of industry best practices

This will include:

- Use of appropriate research into existing vineyard management practises
- How does sustainable production work
- What are the costs and benefits of best management practice
- Provide winegrowers with cost of production templates eg pruning, pest and disease
- A forum for exchange of ideas – industry, regulators, researchers, suppliers
- Technology transfer of out-puts through -
 - media
 - field days
 - workshops
 - grape growers association
 - publications

The focus vineyard network will serve as a base for several research projects. Projects may include -

The influence and interaction of vineyard floor management on wine production and quality with respect to:

- Irrigation and vine water management
- Soil health and biological activities
- Biological control of pests and disease
- Nutrient management
- Vine management and development

What is needed to become a focus vineyard

- Three vineyards are required
- Need to be committed for three years
- Able to produce financial information
- Focused on best practice
- Minimum 8 hectares, vines of varying age, includes Sauvignon Blanc
- Hands on Manager
- Time commitment - paperwork, records, time to talk, collect information,
- Open to scrutiny - field days, limited financial information

As a FOCUS VINEYARD

What's in it for me?

- Part of a team
- Full support from a team of researchers, advisors and other industry participants
- Vineyard advancement through the use of best sustainable management practices for industry requirements
- To be able to grow grapes in the most profitable environment
- The “flag ship” for Marlborough grape growers

Closing date for applications: Friday 17th September 2004

For further information please contact:

Richard Hunter, Marlborough Research Centre, Blenheim

Phone: 03 5772376

E-Mail: Rhunter @hortresearch.co.nz