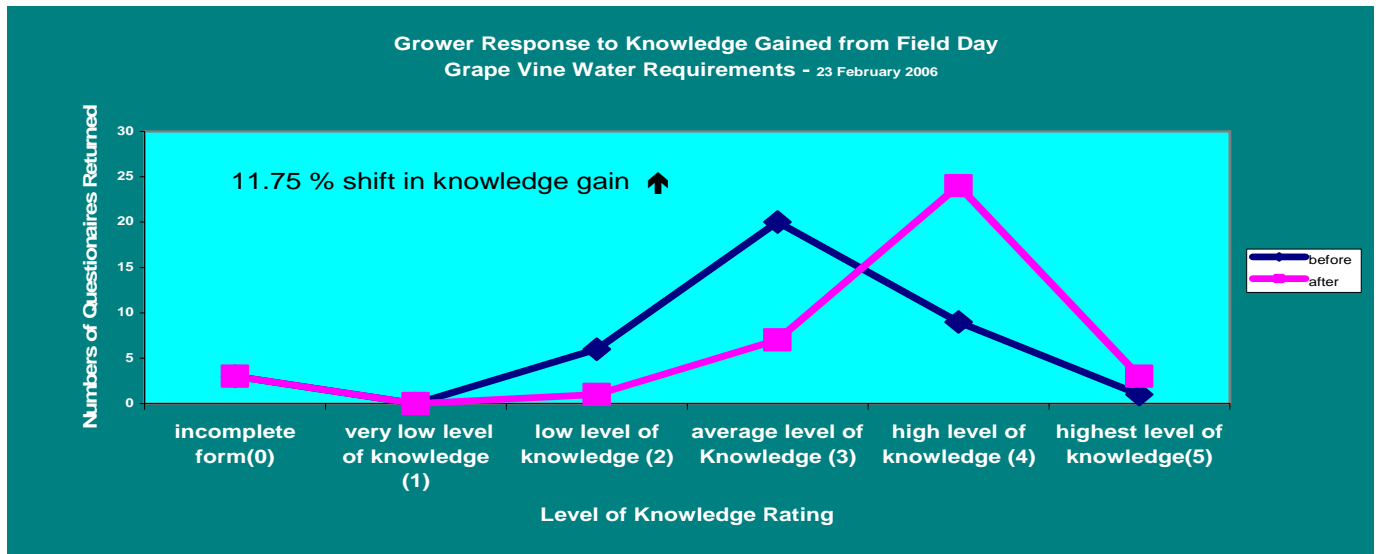


MARLBOROUGH FOCUS VINEYARD FIELD DAY SURVEY TO IDENTIFY THE VALUE OF THE DAY

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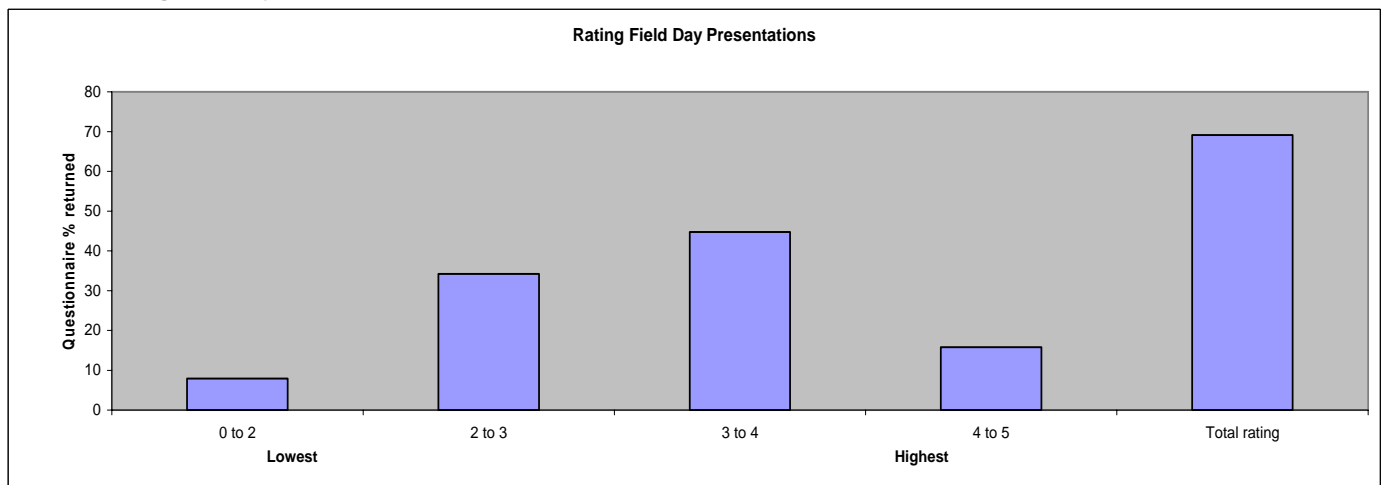
This survey was conducted in conjunction with a Marlborough Focus Vineyard Field Day; held February 2006. The day's presentations were focused on "Grape Vine Water Requirement", which carried a wide range of topics from 11 presenters. The survey completion response was 55%, from those that were present at the day.

Graph 1: Grower response to knowledge



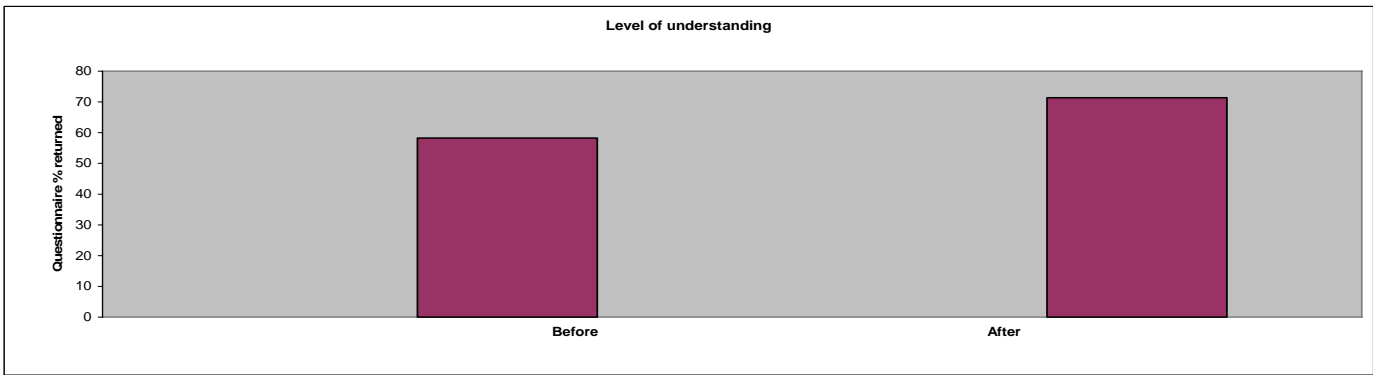
Graph 1, identifies grower knowledge uptake response before and after the Field Day presentations and is directly related to questionnaire responses.

Graph 2: Rating Field Day Presentations



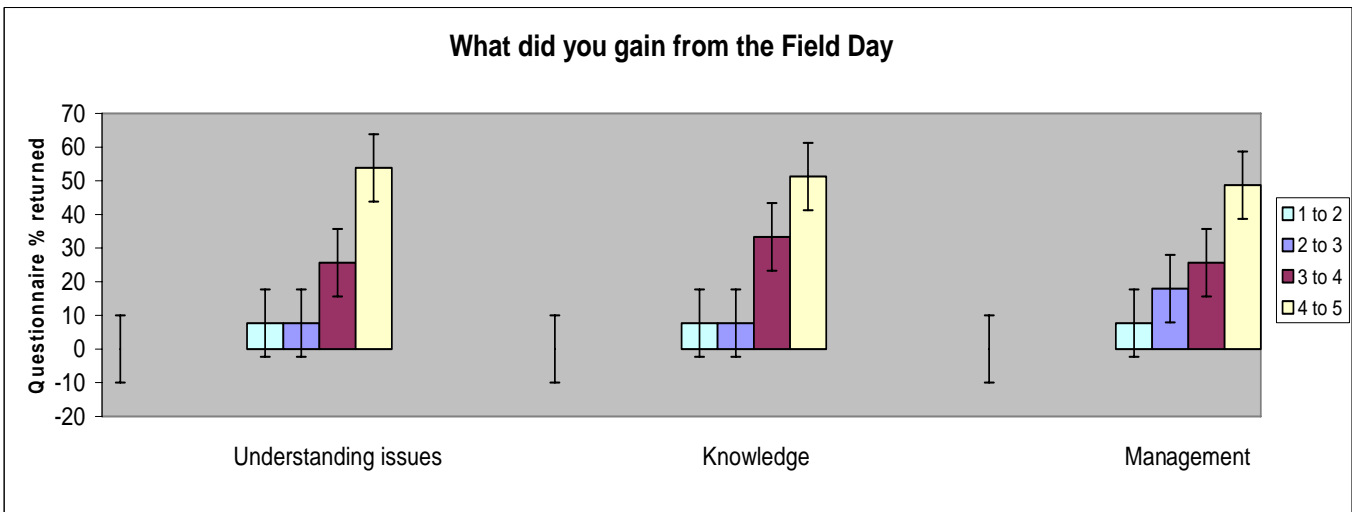
Graph 2, questionnaire responses shows that the majority rated the Field Day presentations at a level between 2 to 4 on the marking scale, with the medium being set in the 3 to 4 scale. Levels shown in the 3 to 4 scaling were 10% greater than those found in the 2 to 3 scaling. The total rating for the Field Day presentation was 70% (scale 3 to 4), which is slightly below the highest value of 4 to 5. It should be noted that 16% of the respondents rated the Field Day presentations within the highest scale value of 4 to 5.

Graph 3: Level of understanding from Field Day presentations



Graph 3, two questions were asked. They were to identify levels of understanding before and after the Field Day presentations. Before the presentations were made a majority of growers identified their level of understanding to be 58%. At the conclusion of the field Day presentations, that understanding had increased by a further 12%.

Table 3: Understanding the issue, knowledge and skills, management techniques would they be applied to their operation



Graph 4, presents three questions to identify where gains were obtained from information presented at the Field Day. The majority of the responses to these three questions were found to have responses in the 4 to 5 scale, which suggests that the three questions posed the respondents have a high understanding of the implication, especially issues and knowledge, but tended to show a short fall in the management processes or applications. The questions that this then poses do the scale of our presentation require more management (“hands-on”) presentations to show how management systems work?

Results identified in the 3 to 4 scaling are similar to the 4 to 5 scaling, but this scale shows there is a much closer linkage between the understanding the issues and management practices.

It should be noted that the scale values identified 1 to 2 are a result of non-completion of the questionnaire questions.



FIELD DAY RESPONSE SHEET

“Grapevine Water Requirement”
23 February 2006

So as we may enhance our workshops in the future for you. Would you please take the time to complete this form and return to the Focus Vineyard team?

Please grade the following questions as 1 being poor and 5 being excellent by circling the appropriate number:

1) Your level of confidence/understanding:

a)	Before this workshop	<hr/>				
		1	2	3	4	5
b)	After this workshop	<hr/>				
		1	2	3	4	5

2) What did you gain from this workshop:

a)	Understanding of issues	<hr/>				
		1	2	3	4	5
b)	Knowledge and skills	<hr/>				
		1	2	3	4	5
c)	Management and techniques to apply	<hr/>				
		1	2	3	4	5

3) Your overall rating of the Workshop/ Field Day Presentation

<hr/>					
	1	2	3	4	5

Your Comments and Suggestions including what you would like to see more/less of etc:

Scale interpretation

Scale 1 to 2 = 20 – 40% 2 to 3 = 40 – 60%
 3 to 4 = 60 – 80% 4 to 5 = 80 – 100%

Survey Comments

- Peter Yealands the visionary. His outlook on vineyard development in Marlborough should be used more often.
- More speakers like Peter Yealands
- The highlight for me was listening to Peter Yealands talk about his philosophy regarding grape production and his vision for the future.
- Enjoyed guest speaker, Peter.
- Peter Yealands very interesting.
- HortResearch presentation was informative too.
- Val Wadsworth presentation was most informative and identified a number of issues that I was unaware of.
- Feel the subjects could be covered in more depth. It felt to me that I was revisiting old basic knowledge.
- FruitFed was too commercial. Water dynamics did not add much to the day.
- Why the FruitFed advertising Grrrrr! I hope they are buying the beers.
- Don't know if we needed the advert from FruitFed/PGG/Wrightsons monopoly.
- Chemiplas and Watertechnologies very interesting.
- Presentations from Water Dynamics could have been more informative and practical examples given.
- Less of systems and product sales.
- A little too much commercial presentations rather than technical and practical.
- OK some very interesting, but some speakers just advertising their case – not on.
- Presentations of polymers excellent could be important for the future.
- Research and technology stuff too much. Don't need to facts and figures need to know recommendations.
- Get to the point of discussion more quickly.
- Huge amount of subject matter some skipped over very lightly but good spur to seek more information.
- Practical demonstration on irrigation chemical flushing could be useful to help growers calculate chemical amounts – good exercise.
- Speakers who are doing No.8 wire technology.
- Less e-mail notification duplication.
- Microphone, or make sure the people at the back hear or don't allow them to chat.
- "Toilet" (toilet).
- I was only able to stay for the first half of the afternoon. Their may have been practical sessions I may have missed out on.
- Change the day regularly (not always on a Thursday).
- Some people left early why.
- I did have to leave early.
- Prefer more take away info if possible for later digestion.
- We tend to be too insular a fresh look at things can be useful
- Good format – maybe to break into practical sessions (look at something in vineyard).
- Very useful seminar – covered a wide range of issues – well worth attending.
- Very good cross member of speakers.
- Field Day should not be longer than 2 hours (too much info).
- An excellent Field Day as always
- Very good day well paced.

Survey Suggestions

- Update irrigation research on an ongoing basis.
- More speakers from outside the district and the country.
- Vineyard managers from larger companies, their issues and management styles.
- Have a hands-up of who actually flushes their drip-lines at least twice a season – check filtration regularly etc.
- More on audit processes.

- Approved handler course.
- Financial benchmarking.
- Data re: Yields = Brix = Varieties.

Further information

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Marlborough Focus Vineyard Project is sponsored by

