



Strategic and Annual Plan

APPLICANT DETAILS

(a) Administrative Body

<input type="checkbox"/> Riverland Wine Industry Development Council
<input type="checkbox"/> Murray Valley Winegrowers Inc
<input type="checkbox"/> Riverina Wine Grapes Marketing Board
<input type="checkbox"/> Barossa Wine and Tourism Association
<input checked="" type="checkbox"/> Langhorne Creek Wine Industry Council
<input type="checkbox"/> Limestone Coast Wine Industry Council
<input type="checkbox"/> NSW Wine Industry Association
<input type="checkbox"/> Victorian Wine Industry Association
<input type="checkbox"/> Wine Industry Association of WA
<input type="checkbox"/> Wine Industry Tasmania Ltd
<input type="checkbox"/> Queensland Wine Industry Association

(b) Contact Details

PRIMARY CONTACT FOR PURPOSES OF PROGRESS AND FINANCIAL REPORTING:

Title: Mrs	First name: Lian	Surname: Jaensch
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Signature		Date

(c) Regions Represented (Please list all of the regions represented by the Administrative Body)

Adelaide Hills, Currency Creek, Kangaroo Island, Langhorne Creek, McLaren Vale, Southern Fleurieu.

Start Date	End Date
1/7/09	30/6/10

A. BACKGROUND TO PLAN

Outline the process behind developing this plan, how the priorities were arrived at and who was consulted. Also include proposed benefits to the region. Section A can be updated annually if required.

In the development of this plan consideration was given to the diversity of local resource capacity and structure of the regions within the SA Central cluster. All regions share a vision to provide appropriate knowledge and tools to ensure the future viability of the wine industry. This vision strives for economic, environmental and social sustainability.

It is intended that this program will strengthen the industry through renewed regional cooperation without forgoing regional diversity.

A preliminary planning meeting was held on February 25, 2009 at the centrally located Adelaide Hills Wine Region offices. Lian Jaensch of the administrating Langhorne Creek body notified all stakeholder regions of the meeting and, with the GWRDC, provided relevant background information on the "GWRDC regional grassroots solutions" initiative. The meeting included representatives of the stakeholder regions Adelaide Hills, Langhorne Creek, McLaren Vale and Southern Fleurieu. The stakeholder regions of Currency Creek and Kangaroo Island who were unable to attend were provided the opportunity to input. Samantha Hellams (GWRDC) attended and assisted facilitation of the meeting.

Concepts were developed via email correspondence between all the stakeholder regions with a subsequent planning meeting held April 24, 2009 at the Adelaide Hills Wine Region offices. This meeting was attended by representatives of the stakeholder regions Adelaide Hills, Langhorne Creek and Southern Fleurieu. Other stakeholder regions were unable to attend this meeting. The draft plan was reviewed by those present with prior input received from McLaren Vale Wine Region. It was concluded that the 1 July deadline would not be feasible for the desired plan to be completed. Further editing of the plan was conducted via email communication before a further group meeting on 11 June, 2009.

A negotiated and agreed final plan was drafted and submitted to GWRDC by 31 July 2009.

Various means of member consultation were employed by the stakeholder regions to identify the regional priorities for the plan. These are detailed below.

Consultation summary:

Adelaide Hills – online member surveys and consultation with viticulture committee.

Currency Creek – opportunity provided to be involved. Nil input to the plan.

Kangaroo Island – opportunity provided to be involved. Interest received but nil input to the plan.

Langhorne Creek – consultation with grower committee and executive council and reference to regional management plan and strategy already developed with members.

McLaren Vale – online survey to indicate preferred extension activities. Additionally meetings were held with the McLaren Vale Grape Wine and Tourism growers development group.

Southern Fleurieu – emailed and wrote to members.

Proposed benefits to the SA Central regions include improved viticultural management practices, knowledge to better meet industry demands, capacity to better manage climatic risks, more resilient enterprises, and enhanced communication strategies within and between regions.

B. ISSUES FOR THE REGION OVER NEXT 3-5 YEARS

List in order of importance the highest priority* issues for the region over the next 3-5 years. This can be a mix of issues relating to research and development, extension, adoption, etc. Section B can be updated annually if required.

- Wine grape profitability: managing cost of production, understanding winery demand and market pressures.
- Water security & salinity management: adjusting to changes in water quality and quantity and subsequent impacts on soil and vine health and fruit quality.
- Climate and Environment: providing adaptive capacity to potential climate change impacts and the focus on environmental credentials.
- Business skills: to manage contracts, economic uncertainty, business finances and succession.

*(*issues listed in no particular order – summary of the varying priorities across all regions in SA Central.)*

Over the next 3-5 years SA Central regions hope to improve member access to, and understanding of, relevant viticultural, industry, business and market information & research by user-friendly means relevant to the regions, thereby increasing the prosperity, sustainability and capacity of wine industry enterprises to continue to contribute to the Australian wine industry success story.

C. EXTENSION AND ADOPTION PRIORITIES FOR THE REGION OVER NEXT 12 MONTHS

List in order of importance** the highest extension and adoption priorities for the region over the next 12 months. Section C to be updated annually.

- Development of a Disease Monitoring Network training module (to compliment CropWatch or like pest & disease services) to ensure quality control and consistency of service with the use of various contracting agencies.
- Best management with variable water resources and reduced water availability focussing on salinity management, water use efficiency and resource allocation.
- Producing fit for purpose crops – measuring and meeting yield and quality requirements.
- Extension of relevant wine industry data for understanding of, and improved, profitability.

*(**items listed in no particular order – summary of the varying priorities across all regions in SA Central.)*

D. ACTIVITIES TO ADDRESS PRIORITIES AND OUTCOMES

Statutory requirements under the Report of Operations Order within the *Commonwealth Authorities and Companies Act (1997)*, require that all Corporations provide accountability and performance measurements. If further clarification is required please contact the GWRDC. Section D to be updated annually.

Activities and Outputs 2009-10

	Extension Priority*	Activity to Address Priority**	Attendance/ Distribution Target	Target Date	Outcome sought***
1.	Disease Monitoring Network training module.	Develop training module with associated Standard Operating Procedures for regional bodies and contractors	Electronic version of module available to all SA Central regions (online &/or CD). Hardcopy package (sample) of module	Feb 2010	Provide a user friendly training tool for CropWatch contractors for consistency and quality of service.

			available to each SA Central region.		
2.	Best management water, salinity & resource allocation	Literature and research review of soil salinity management over the past 20 years to date, with development of supporting soil interpretation guide.	Electronic and hardcopy report to all regions. Electronic and hardcopy guides to regional bodies and growers (800).	Mar 2010 May 2010	Growers better equipped to manage vineyards under potential constraints of a changing climate and likely restricted and variable water scenarios.
		Soil Management Series: Grower field & seminar series presenting findings of current trials in SA Central, with development of supporting extension materials.	Session 1: Subsurface (soil pits) & soil and water management trial outcomes (McLaren Vale) Session 2: Soil amelioration & wine trial outcomes (Langhorne Creek) Seasonal conclusion Seminar (Extension handouts developed for each session.)	Sept 2009 Nov 2009 May 2010	
		Survey & guide to water budgeting for soil management and profitability through demonstration of water budgeting tool.	Electronic and hardcopy Demonstration site bulletins throughout season to all regions. Pre-irrigation grower session. Mid-season session. Post-vintage session	Aug 2009-April 2010 Sept 2009 Jan 2010 May 2010	

3.	Fit for purpose-yield & quality	Survey of methods available for crop estimation, abilities and constraints for achieving yield targets.	Survey & assess target results	Sept 09 - April 2010	Increased capacity for growers to meet individual or contractual industry demands for fruit.
			Communication 1	Nov 09	
			Communication 2	Feb 2010	
			Final Report & presentation	May 2010	
			Electronic dissemination of results summary to SA Central regions.	June 2010	

*Extension priority must link to a priority defined in Section C.

**It is possible to have a series of different activities to address a priority

**Outcome sought should link to a benefit to the region defined in section A

E. INDIVIDUAL ACTIVITY DETAILS

Up to 1 page for each activity defined in Section D. Section E to be updated annually.

1. Disease Monitoring Network (e.g. CropWatch) Standard Operating Procedure

Background

Disease Monitoring Networks are being run in three out of the six sub-regions of the cluster accounting for approximately 90% of growers within the cluster. At present there is a lack of consistency regarding responsibilities, monitoring and reporting procedures. To overcome this issue the group has proposed the development of Standard Operating Procedures (SOP) which would encompass

- pest and disease monitoring procedures,
- weather station location and maintenance,
- data assessment and interpretation of primary and secondary downy mildew events according to D-Model criteria,
- reporting of pest and disease issues for each region,
- maintenance and use of mailing lists.

This document can then be used as the basis for efficiency management of regional networks and allow regional comparisons, bench marking and quality control. It will set the criteria to which contractors report on an annual basis. Additionally this document can be used as a training manual.

The manual will be constructed in such a way that it will allow for regionally specific information to be added. The manual will be available for use on a national basis.

Proposed Project Leader

David Hansen

What is the outcome sought as a result of conducting this activity?

A more robust, reliable and self sustaining model for practical, regionally managed day to day viticultural decision making.

Available in electronic format.

2. Soil Salinity Review and Interpretation Guide.

Background

All irrigated practices introduce salt to the soil profile which must be adequately managed to ensure sustained plant health, fruit quality and yield as well as maintain soil structural integrity and nutritional balance. Water resources are coming under increasing pressure placing quality and availability limitations across viticultural regions. With increasing salinity of irrigation water, requirements for high water use efficiency and reduced water allocations managing soil salinity is posing a critical threat to vineyard viability.

It would appear that much work has already been conducted in the field of salinity but grasping the full scope of knowledge is proving difficult yet necessary to help focus efforts for further advancement of key management options for growers.

It is proposed to undertake an extensive literature and research review of current work in the field of salinity and soil management in viticulture over the past 20 years. This will provide a valuable summary to the GWRDC collateral while providing the necessary information for a gap analysis of further needs in the industry.

A soil guide will also be developed covering soil sampling and testing, interpretation and amelioration tips for vineyard owners and managers.

Proposed Project Leader

Lian Jaensch.

What is the outcome sought as a result of conducting this activity?

Industry summary of all critical knowledge in the field of soil salinity management to date. Identification of knowledge gaps and the most appropriate areas for extension of information for improved soil management in viticulture in the SA Central regions. Improved understanding of soil interpretation and management options.

3. Soil Management Series

Background

Continuing the theme of 'best management water, salinity and resource allocation' is the opportunity to present findings from current field trials being conducted in SA Central (and also Nuriootpa) by CSIRO and SARDI at Fosters Wine Estates vineyards.

The trials encompass:

- a.) soil amelioration techniques such as mulching and ripping as part of the project "Soil Management for Yield and Quality" (McLaren Vale, Langhorne Creek, Nuriootpa),
- b.) small lot winemaking to assess quality effects (Langhorne Creek site) as part of a.), and
- c.) subsurface irrigation assessment for yield, water use and salinity management (McLaren Vale).

The following grower extension series is proposed:

Session 1: Seminar summarising results of ripping and composting trials at McLaren Vale site, assessing root distribution, soil structure and yield followed by a soil pit demonstration. Presentation of results of the SARDI subsurface drip irrigation trial with a site inspection (September).

Session 2: Seminar and wine tasting summarising results of the soil amelioration trials at Langhorne Creek site (November).

Session 3: End of season concluding seminar summarising all site outcomes (May).

Each session will be accompanied by user-friendly grower guide summarising the practical applications of the trial outcomes. These guides will be available for industry distribution.

Proposed Project Leader

David Hansen / Lian Jaensch

What is the outcome sought as a result of conducting this activity?

First hand communication of the latest outcomes from soil and water management research relevant to sites within SA Central.

Translation of results in the form of grower guides for practical application of outcomes.

Networking opportunities within SA Central.

Connectivity of activities 2, 3 and 4 as outlined in Section E of this planning document.

4. A Guide to Water Budgeting for Soil Management & Profitability.

Background

Changes in water security across the SA Central regions has resulted in increasingly variable supply and quality of water for irrigation. River Murray and mains water allocations have been restricted and whilst some area's have access to reclaimed water, availability during peak usage periods is limited by delivery and storage infrastructure. Combined with drought conditions and extreme heat events this has significantly increased the need for both water budgeting and water and soil monitoring.

A need is perceived to increase the ability of grape growers to utilise water budgeting and soil management tools to maximise return for water applied and develop skills which can identify water management strategies for potential extreme heat events and water supplies of variable quality. In this project available water budgeting tools will be assessed for adaptability and use for grape growers.

Based on the assessment a water budgeting tool will then be used to create an annual water budget for the McLaren Vale Visitors centre eastern Shiraz block, to be used as a model for the regions. This block is owned by the council and leased by MWGWTA and has 3 different moisture probe systems. Fruit quality and quantity aims for the block will be determined in conjunction with the purchaser and a water budget developed with the aim of meeting the end user requirements. Soil monitoring and management for salinity and water use efficiency will also be incorporated and considered.

On a weekly basis the water budget and any required modifications, the thought process behind irrigation strategies, along with water use, salinity and moisture probe readings will be reported and available to all SA Central regions.

This will be combined with three grower information sessions highlighting implementation strategies.

1. How to develop a water budget (prior to irrigation season).
2. Modifying the water budget with consideration of seasonal conditions, water quality and soil condition (mid season).
3. Reviewing the final outcomes (Post Vintage).

Proposed Project Leader

David Hansen

What is the outcome sought as a result of conducting this activity?

Improved understanding and adoption of water and soil management tools.
Increasing efficiency of water use and maximising profitability.

5. Survey of the Ability & Constraints to Achieving Yield Targets.

Background

Achieving yield targets is a primary factor in determining vineyard profitability. There are also impacts on supply demand ratios, wine quality and winery logistics at harvest. There is a need for growers to best estimate crop yields under conditions of variable geography, varietal traits, climatic impacts and soil types.

This project aims to identify the success of vineyards in SA Central wine regions in achieving yield targets over the last three years. A survey will be conducted to:

- analyse yield estimation procedures employed by growers and those required by wineries,
- assess the level of communication and identify areas of conflict between growers and wineries,
- quantify the accuracy of final yields to yield estimates,
- determine how yield targets are set and the degree of success of growers in achieving yield targets,
- where possible, assess seasonal variability of yield and yield parameters, and
- identify the primary factors affecting growers ability to meet yield targets.

Yield estimate communications will be made in November and February.

A final report will be compiled with a seminar presentation of results. A summary will be made available for distribution.

Upon assessment of the trial, options for further model workshops in year 2 to demonstrate best practice will be considered, with further option for a 'zonal' pilot to be conducted in year 3.

Proposed Project Leader

Stefan Chandler

What is the outcome sought as a result of conducting this activity?

Growers will better understand determinants of crop yield and vine balance, factors influencing and methods available for crop estimation.

Provide an increased capacity for growers to meet individual or contractual industry demands for fruit (ie: improved profitability).

Value add to the proposed GWRDC 'yield development and crop estimation' Water & Vine module.