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Research – Industry Perspective

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Critical:

- One industry body – New Zealand Winegrowers
- Research and industry highly integrated
- Tailor resourcing to our strengths and collaborate in areas of weakness
 - NZ small population, limited resources, highly technical, innovative, entrepreneurial
- Support our researchers
- Think big and keep your eye on the ball

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NEW ZEALAND WINE
PURE DISCOVERY



Quality is everything

- Commercial reality – every time a consumer buys a New Zealand wine they must be assured of its quality
- Global market key message for NZ – **do not allow quality to slip**
- Highly competitive global market
 - Are we ahead or behind our competitors?
- NZ wine industry trade platform is underpinned by R&D and relies upon:
 - Biosecurity
 - Pest and disease control
 - Product quality
 - Healthy ecosystems
 - Economic sustainability

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Capacity is vital

- Global markets move quickly
 - NZ Sauvignon Blanc, Prosecco, Rose
- Critical that our industry research is equally as agile
- R&D is crucial to understanding and controlling variation – vintage, sub-regional, varietal
 - Competitive advantage industry-wide
- Invest in the long term
 - Build capacity to deal with new issues quickly and effectively = competitive advantage

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Capacity is vital

- We're small and therefore must work collectively within our industry and with other NZ industries and researchers
- Transfer anecdotal evidence across to empirical
 - “The Ham effect”

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Research – areas of interest

- Copper
- Oxidation
- Phenolics
- Aromatics and organic acids
- Biomolecular and new, quick assays (matrix data)
- Linking viticulture ecosystems project to wineries
- Unlocking export restrictions – new methods of analysis
- Protecting authenticity
- Ensuring the highest levels of quality

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New Zealand Winegrowers

NZ wine industry

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