

The New Zealand and European Wine Industries

Future Success through Research Provider, Industry and Governmental Collaboration

Professor Brian R. Jordan

Divisional Director/Professor of Plant Biotechnology

Agriculture & Life Sciences Division

Lincoln University

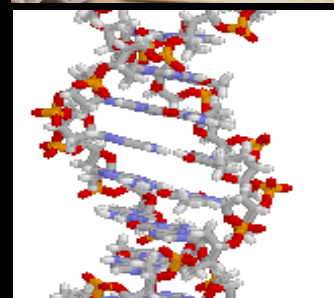


The New Zealand and European Wine Industries

- Common Issues for New Zealand and Europe
- Grape and wine research/industry collaboration in New Zealand.
- Lessons and problems: what works and what does not work.

Common Issues for New Zealand and Europe

- The role of government
- The scientific “philosophy”
- Industry imperatives
- Precompetitive funding
- Global companies
- Acceptance of new technology and ability to innovate



Grape & Wine Research in New Zealand: A new paradigm for research, industry and government collaboration

- Brief summary of the New Zealand Wine Industry
- Establishment of the Marlborough Wine Research Centre
- The Sauvignon blanc programme: partnership for excellence



Wine producing regions in New Zealand



Shows each region



New Zealand Wine Industry

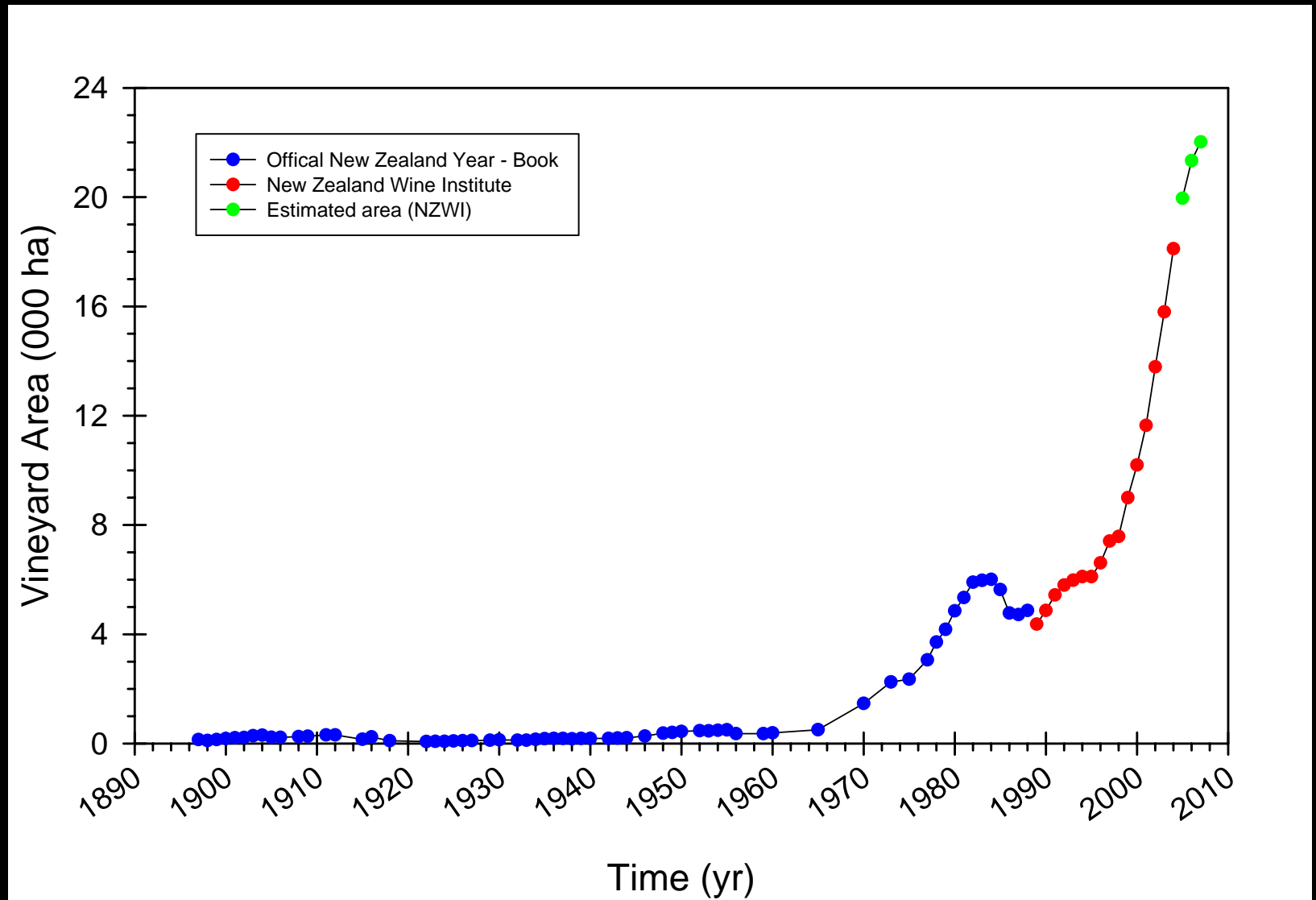


- 60% of wine production is in Marlborough.
- Modern high technology Industry and well educated management.
- Expertise in cool climate viticulture and oenology.

- Small by International standards, but premium value product.
- Reputation for Marlborough Sauvignon blanc. Developing reputation in other wines, notably Pinot noir.



Change in vineyard area, New Zealand 1895 - 2008



Establishment of Marlborough Wine Research Centre

- Steering Committee formed from interested partners (2001)
- Industry willingness to contribute financial support, research providers involved and development of degree course to be delivered in the region.
- Regional development funding from government.
- Research Centre established in 2003.
- Substantial research funding gained through Foundation for Research Science & Technology in 2004.

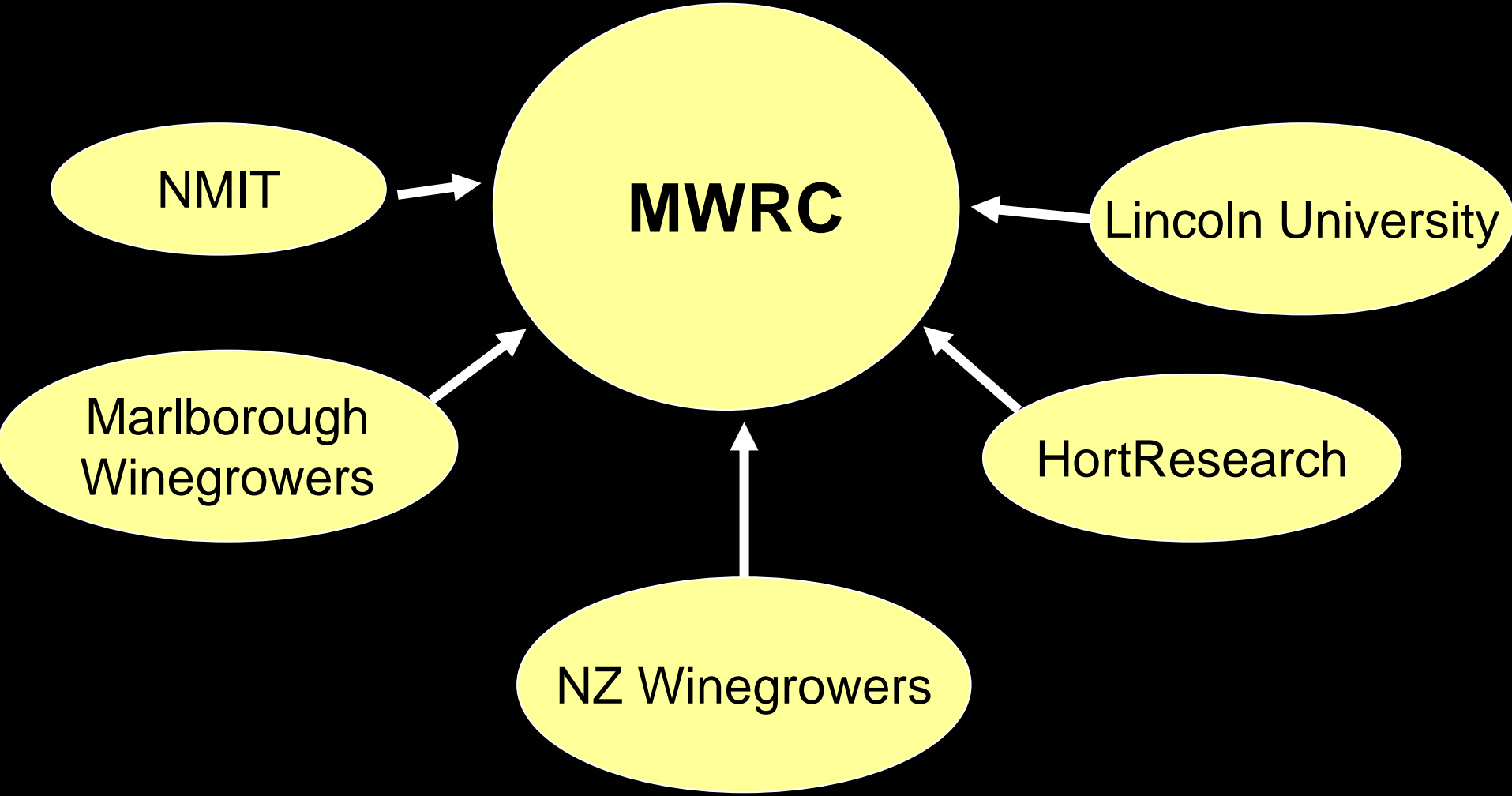
Marlborough Wine Research Centre



A case study of research provider, industry and Government collaboration.

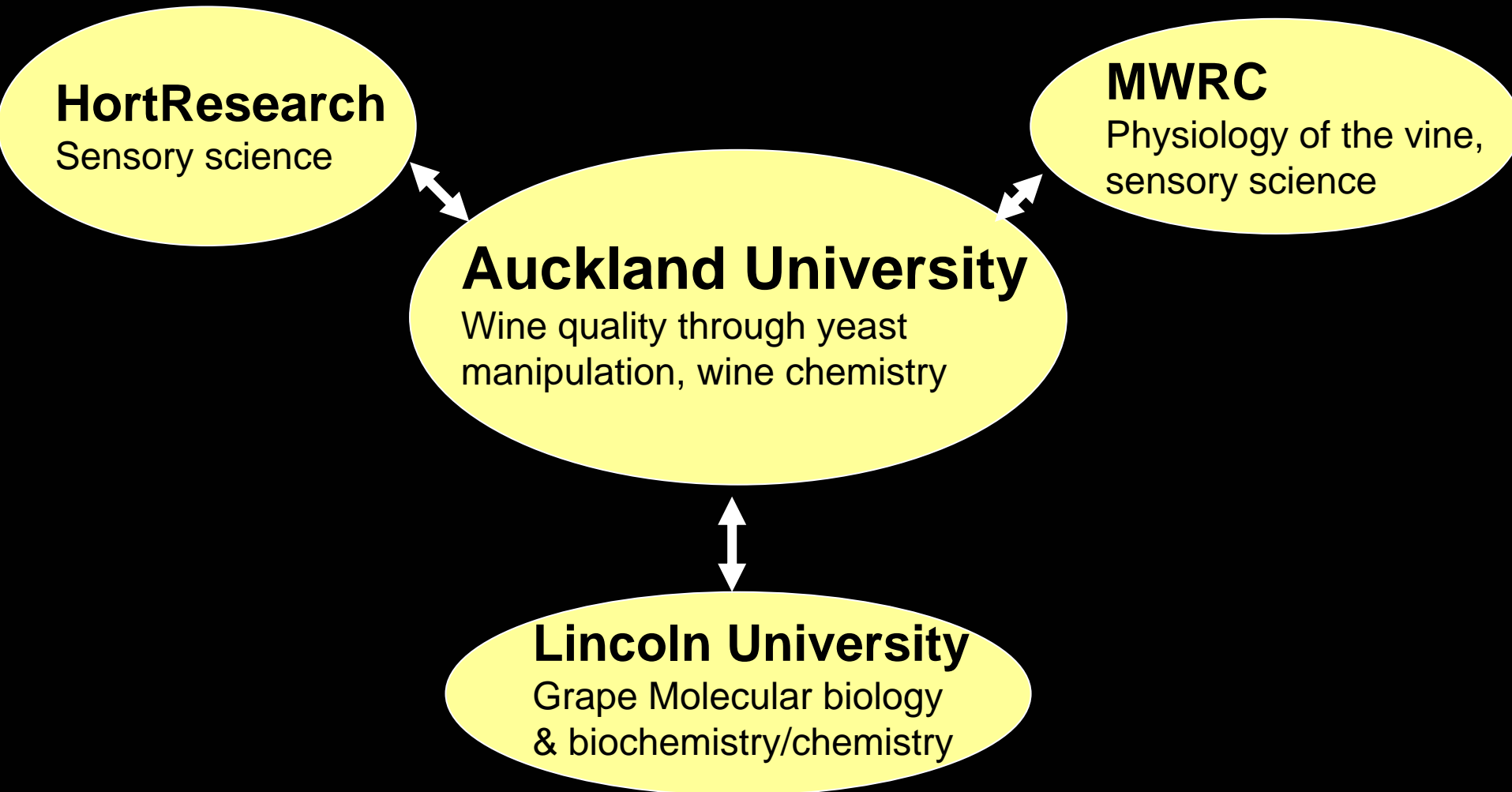
Marlborough Wine Research Centre

Partnership



Government Funded Research

Partnership



What Works

- New Zealand Regional demand has become National 'vision'
- Clear objectives set by all parties and appropriate budget
- Constant communication throughout programme
- Benefits clear to all - precompetitive

What Doesn't Work

- Over compliance, policies, etc, (Appellation controllee)
- Introduction of new technology – yes and no
- Tradition and resistance to change
- Competition between providers

Acknowledgements

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