

GRAPES

Organisations

- > Northern Wine Growers & Vine Improvement
- > NZ Winegrowers
- > Northland Winegrowers Association
- > Bragato Research Institute
- > Other...

Vision

NZ Winegrowers

Carbon neutral by 2050 (industry-wide); around the world, New Zealand is renowned for its exceptional wines

Initiatives



Previous

National Northland

- Bragato Research Institute [BRI] – world-class research facility in Marlborough, subsidiary of NZ Winegrowers



Current

- NZ Winegrowers – working with wider industry, aim to be carbon neutral by 2050, have engaged Toitū Envirocare to assess and develop guidance on the industry’s current carbon production footprint; Made With Care campaign (with NZTE), driving preference/awareness for premium NZ food and beverage products; Sustainable Winegrowing New Zealand, industry-wide certification programme



Planned

- NZ Winegrowers, MPI – vine improvement programme aims to build resilience for vines against climate change, pests and diseases

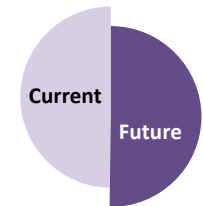
90ha
Total vineyard land area in Northland

60
Individual grape growers in Northland

25
Number of Northland vineyards that are larger than 1ha

These include:

- Toitū Envirocare
- MPI
- New Zealand Trade and Enterprise (NZTE)
- Kaipara District Council
- Northland Inc



Challenges

- **Tourism** – border closures/regional lockdowns have a major impact on cellar door sales & local restaurant accounts, especially in Northland as most winemakers sell within the region. Hard to predict buying behaviour
- **Lack of good local training** – often has to be done collaboratively between vineyards. This extends beyond the horticulture side – hospitality & cellar hand qualifications, & year-round employment opportunities, are also difficult
- **Climate change** – BRI are doing good work on this but are focused on other regions
- **Insufficient promotion** of the region’s wine industry
- **Organic wines difficult** in Northland due to humidity and rainfall (although most growers are SWNZ-certified)
- **Spray drift** from nearby farms affects grapes

Collaborators

- Agritourism NZ
- ... are there others?



Opportunities

- **Suitable climate** – Northland is the oldest & warmest grape growing region in NZ
- **Strong distribution channels** – NZ wineries’ partnerships with supermarkets & big retailers has strengthened
- **Higher income** – the current national vintage shortage will push costs higher for wineries, but lift income for growers
- **Expansion** – planting more vineyards to meet growing demand



- **Tackle climate change** – work together with other primary industries in Northland to understand the implications of climate change for the region



- **Avoid spray drift** – establish a collaborative forum with other fruit growers and primary industries addressing spray drift; to increase awareness of the location & effects of certain sprays on grapes and other crops



- **Improve local training** – partner with tertiary organisations or training establishments to improve local training options (horticulture, hospitality and cellar hand qualifications)



- **Promote Northland tourism** – could grapes work with agritourism and/or dairy/sheep and beef to promote travel to Northland, e.g. around gastronomy, wine tastings, cellar door sales, fine dining, luxury travel, luxury farm stays & cattle station experiences? Some vineyards have luxury accommodation and experiences attached to them – the grape industry could benefit from more promotion of these experiences (as opposed to just relying on the scenery)



- **Promote Northland as a wine region** – collaborate with Northland Inc to build this into the Northland ‘story’

Potential cross-sector collaboration

References

