Murray Valley Winegrape Industry Development Committee

Project Applications 2020-21

Agricultural Industry Development Act

Project Name	**Grower Communications**
Objective(s)	To provide information that assists growers in their decision-making and understanding of the wine industry; to communicate industry issues and developments, research outcomes and extension programs; to promote seminars, workshops and industry events.
Project Description	Murray Valley Winegrowers' Inc. (MVW) publishes four editions annually of ***MVW News & Views***, providing information on winegrape supply/demand, market data (including export performance), research outcomes and application, viticulture developments, industry commentary and grower forums. ***MVW Easy Update*** is an email bulletin that is sent to growers whenever issues arise that demand timely communication. On average, one per week is broadcast. This service gives MVW the ability to keep grower communications current, particularly for time-sensitive information during harvest and when natural disasters hit, such as hail and frost. MVW also presents an annual ***Growers' Information Forum***, with expert speakers who report on current issues of relevance to the wine industry, e.g. industry outlook, market conditions and viticulture management. The ***MVW website*** www.mvwi.com.au is vital to the communications process, giving growers easy access to a pool of information that is helpful to vineyard and business management. The website is a shared resource with the IDC. SMS texting is also used as a means of promoting workshops and other grower-related events.
Project Results	1. Generate greater grower awareness and understanding of the issues that affect the wine industry and winegrape businesses 2. Generate greater understanding of winegrape market conditions 3. Informed decision-making for vineyard businesses
Submitted by	MVW Executive Officer, Paul Derrico

Project Summary	**Total Project cost**	**IDC Levy Funding Sought**
Total cost	$70,565	
GST	$7,057	
Total Inc GST	**$77,622**	

Project Checklist

Project Name	**Grower Communications**
Project year	2020-21
Project Start Date	July 1, 2020
Project Completion Date	June 30, 2021

Murray Valley Winegrape Industry Development Committee

Project Applications 2020-21

Agricultural Industry Development Act

Project Name	**Information Collection and Database Management**
Objective(s)	To keep growers informed of industry trends in the areas of domestic and export wine sales, grape pricing data, wine grape supply/demand and market projections to facilitate informed commercial decision-making.
Project Description	Murray Valley Winegrowers (MVW) is required on growers' behalf to collect and communicate industry-related information. Decision-making surrounding vine removals, plantings, vineyard management and varietal selection requires good information. This is obtained through MVW's involvement in industry forums, participation in regional aerial mapping programs, annual database survey, crush survey reports, market reports and wine industry data collated by Wine Australia and government agencies. Information is sourced, reviewed and, if necessary, précis prepared for growers' consumption via information forums, MVW News & Views, MVW Easy Update, MVW Website, MVW Annual Chairman's Report, industry journals and general media. An important source of information comes from growers, from answers they provide in the annual Database Survey, which enables MVW to update and maintain a growers' database for the Murray-Darling & Swan Hill wine regions. Maintaining an accurate database that provides MVW with statistics of grower numbers, area planted to wine grapes, varieties planted, irrigation methods and changes to plantings is essential to MVW's communication with industry and government stakeholders. The database also enables MVW and the Murray Valley Winegrape Industry Development Committee to communicate directly with growers, and for growers to receive invitations to workshops and seminars, news on specific industry-related developments, meeting notices and project voting papers.
Project Results	**Project Results** 1. Accurate profile of Murray-Darling and Swan Hill wine regions 2. Essential information sourced for use by growers 3. Aggregated regional data for use in submissions to government and sector planning 4. Accurate growers' database that enables direct communication as issues arise
Submitted by	MVW Executive Officer, Paul Derrico

Project Summary	**Total Project cost**	**IDC Levy Funding Sought**
Total cost	$44,550	
GST	$4,455	
Total Inc GST	**$49,005**	

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Murray Valley Winegrape Industry Development Committee

Project Applications 2020-21

Agricultural Industry Development Act

Project Name	**Production Support**
Objective(s)	To support growers in the selling of their grapes; recording spray applications for pest & disease management; representing growers' interests in the development of national biosecurity strategy for grape vines.
Project Description	**Wine Grapes for Sale Register** MVW maintains a Wine Grapes for Sale Register to assist non-contracted growers in the selling of their fruit. Growers advise MVW of available varieties and estimated tonnes, creating an inventory of grapes for sale in the Murray-Darling and Swan Hill regions. MVW also maintains records of around 30 wineries known to buy fruit from these regions and periodically advises them of available varieties, without disclosing individual grower details. If a winery expresses interest in buying grapes, MVW advises all registered growers of that enquiry. It is the grower's responsibility to follow-up with the winery. This is a service that brings growers and wineries together to facilitate a transaction. **Spray Diaries** The availability of spray diaries in electronic formats has, for many growers, eliminated the need for a hard-copy spray diary. However, grower demand still exists, resulting in Murray Valley Winegrowers annually updating and printing diaries for use over the season. This project provides a service to growers who do not have a permanent home for their fruit and are required by law to maintain a chemical spray record. **Biosecurity management** Murray Valley Winegrowers is required to represent the region at federal and state levels, participating in the development and maintenance of a national biosecurity strategy. The development of regional, state and national biosecurity protocols demand that MVW remain involved in policy-setting forums and communication of outcomes. The Australian viticulture industry is expected by government to participate in policy development for pest and disease prevention and eradication, meaning that MVW is called on to represent growers' interests in this area of management and control. Through MVW, growers in the Murray-Darling and Swan Hill regions have a say in how these arrangements evolve. **IDC Poll (4 year term 2021 -2024)** MVW assist with the poll of winegrape growers within the Murray Darling and Swan Hill regions; Includes meeting with and writing to growers, SMS and Easy Updates and attending consultation sessions

Murray Valley Winegrape Industry Development Committee

Project Applications 2020-21

Agricultural Industry Development Act

Project Results	1. Helping non-contracted growers find purchasers for their fruit. 2. Providing a hard-copy back-up to electronic spray diaries. 3. Providing regional input to biosecurity management policies. 4. Completion of the IDC Poll for its 4 year term [2021-2024]
Submitted by	MVW Executive Officer, Paul Derrico

Project Summary	**Total Project cost**	**IDC Levy Funding Sought**
Total cost	$19,817	
GST	$1,982	
Total Inc GST	**$21,799**	$

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Murray Valley Winegrape Industry Development Committee

Project Applications 2020-21

Agricultural Industry Development Act

Project Name	**Project Preparations, Development & Delivery**
Objective(s)	To alleviate costs incurred by Murray Valley Winegrowers (MVW) in researching and preparing submissions to funding bodies; in arranging and attending grower events.
Project description	To operate, MVW requires funding support from, predominately, Wine Australia and Murray Valley Winegrape Industry Development Committee (IDC). From time to time, it may also be necessary to prepare funding applications for submissions to other organisations, e.g. Victorian Viticulture & Wine Innovation Program. Most of the services provided by MVW, such as workshops, seminars, field walks, weather stations, information bulletins, production & price data result from funding applications prepared by MVW. They often require a significant investment in preparatory work (research) and application preparation. In previous years the IDC funded the employment of an Industry Development Officer (IDO), who had responsibility for preparing those submissions that related to research, on-farm trials and extension activities. But the position of IDO no longer exists so this responsibility now rests with the MVW Executive Officer and Office Manager.
Project Results	1. Funding to assist MVW in the preparation and development of funding submissions 2. Dedicated income stream
Submitted by	MVW Executive Officer, Paul Derrico

Project Summary	**Total Project cost**	**IDC Levy Funding Sought**
Total cost	$8,624	
GST	$862	
Total Inc GST	**$9,486**	**$**

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Project Applications 2020-21

Agricultural Industry Development Act

Project Name	**Support - Regional Wine Shows**
Objective(s)	To benchmark Murray-Darling/Swan Hill wines with those from other inland wine regions. To promote and create greater awareness of Murray-Darling/Swan Hill wines.
Project Description	**Australian Inland Wine Show, Swan Hill** Wines are judged over the first weekend in October, with medal winning wines presented to the public at the Swan Hill Food and Wine Festival staged over the March long weekend. More than 2000 people attend this event. Many Murray-Darling/Swan Hill wineries enter their wines for judging, along with wineries in the Riverina NSW, Perricoota NSW, and Riverland SA. The process of comparing wines and benchmarking is invaluable to growers and winemakers. **Australian Alternative Varieties Wine Show, Mildura** AAVWS is held in Mildura each year in November. The aim is to promote wines that other wine shows don't cater for and to identify emerging varieties that have the potential to succeed in the Murray-Darling and Swan Hill regions. The event attracts more than 700 entries and is the largest of its type in Australia. It also attracts the attention of wine and tourism writers and wine buyers, generating considerable publicity for the Murray-Darling and Swan Hill regions. Murray Valley Winegrowers is a sponsor of both events.
Project Results	1. Heightened awareness of the Swan Hill and Murray-Darling wine regions. 2. Identifying varieties with the potential to perform well in these regions, thus creating additional opportunities for growers. 3. Benchmarking of local wines against those of other regions.
Submitted by	MVW Executive Officer, Paul Derrico

Project Summary	**Total Project cost**	**IDC Levy Funding Sought**
Total cost	$5,434	
GST	$543	
Total Inc GST	**$5,977**	**$**

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Murray Valley Winegrape Industry Development Committee

Project Applications 2020-21

Agricultural Industry Development Act

Project Name	**Weather Station Network**
Objective(s)	• To maintain the Murray Valley Weather Station Network for the purpose of recording regional weather conditions and providing infection alerts to growers • Provide growers with access to a live data feed on the MVW website.
Project Description	MVW has nine weather stations stationed in the Murray-Darling and Swan Hill regions, logging temperature, rainfall, relative humidity and leaf wetness. Data from the weather stations is displayed in real time on the MVW website www.mvwi.com.au Growers' ability to access the network gives them the opportunity to assess and manage the risk of disease in their vineyards. The weather station network requires servicing and maintenance, daily conductivity for data access and a service fee for access to the software to run the data in real time. Data is verified by a plant pathologist following a disease model indicator and when necessary, disease alerts are sent to growers via Easy Update email bulletin and SMS. This project aims to maintain grower access to the data and disease indicators produced by the weather station network. MVW plans to increase the system by two new weather stations & commence replacement of ageing stations which will no longer be able to be repaired by the current provider. MVW will be required to change over to a new type of weather station & will require updated software to integrate with MVW's current network.
Project Results	Prevention of disease outbreaks; heightened awareness among growers of vine disease pressures; ongoing provision of an effective weather station network.
Submitted by	MVW Executive Officer, Paul Derrico

Project Summary	Total Project cost	IDC Levy Funding Sought
Total cost	$48,202	
GST	$4,820	
Total Inc GST	**$53,022**	$

Murray Valley Winegrape Industry Development Committee

Project Applications 2020-21

Agricultural Industry Development Act

Project Name	**Winegrape Crush Report & Price Indications**
Objective(s)	Publish an annual report that itemises winegrape intake by variety, tonnes (grower owned & winery owned), average prices and harvest value, production trends and comparisons with previous seasons. Circulate price indications to growers throughout and prior to vintage
Project Description	The Murray-Darling / Swan Hill Winegrape Crush Report has been a fixture of harvest reporting for many years. It is the means by which data is collected after every harvest to inform growers of tonnes crushed by variety, average prices and overall value. It also provides an historical record of production for the two regions. Murray Valley Winegrowers (MVW) manages the process in association with Wine Australia, which conducts an Australia-wide post-vintage survey to establish a national production report by variety and purchase prices. Data relating to fruit bought in the Murray-Darling and Swan Hill regions is sourced from this survey. Using this data and information collected from past seasons, Wine Australia produces a report specifically for the Murray-Darling and Swan Hill regions. Source, disseminate and circulate up-to-date price indication information periodically throughout and prior to vintage to keep growers informed of current price offers and to provide growers with an informed commercial decision-making tool. Deliver accessible, relevant & timely analysis of market trends to indicate short to medium term prices for commonly grown varieties in the region.
Project Results	1. Publication of an annual Murray-Darling / Swan Hill Winegrape Crush Report 2. Annual inventory of winegrape production specific to the Murray-Darling and Swan Hill regions 3. Data for industry planning 4. Price indication information circulated to growers periodically (per ACCC recommendation)
Submitted by	MVW Executive Officer, Paul Derrico

Project Summary	**Total Project cost**	**IDC Levy Funding Sought**
Total cost	$9,647	
GST	$965	
Total Incl. GST	**$10,612**	**$**

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Murray Valley Winegrape Industry Development Committee

Project Applications 2020-21

Agricultural Industry Development Act

Project Name	**Winegrape Industry Development**
Objective(s)	Ensuring the Murray-Darling and Swan Hill regions are represented at state and national levels in all areas affecting wine industry policy development.
Project Description	The Murray-Darling and Swan Hill wine regions of NSW/VIC account for approximately 20 per cent of national winegrape production. The area is categorised as one of the "big three", the other two being Riverina NSW and Riverland SA. Together, these inland regions are responsible for nearly two-thirds of the national crush. Wine made from grapes from these regions accounts for around 70 per cent of Australian wine exports. The big three have much in common - similar climatic conditions, grape and wine profiles and consumer markets. They also contribute the biggest proportion of funding to Wine Australia. On matters of winegrape industry policy, research & extension, biosecurity and representation of common issues and concerns, Murray-Darling/Swan Hill, Riverina and Riverland act collaboratively through the Inland Wine Regions Alliance (IWRA). Through Murray Valley Winegrowers, growers are involved in policy development, representation, wine taxation arrangements, viticulture research & development, vine health, industry code of conduct and market intelligence. MVW gives voice to these and many other matters, representing growers' in its dealings with: • Inland Wine Regions Alliance • Wine Australia • Australian Wine Research Institute (AWRI) • Wine Victoria • Victorian Wine Viticulture & Wine Innovation Program 2019-2023 • Victorian Wine Industry Development Strategy 2017-2021 • Victorian Horticulture Industry Network (HIN) • Regional horticulture industry bodies • Australian Wine Industry Code of Conduct • Victorian and national biosecurity agencies • Victorian Winegrower Liaison Committee • State & Commonwealth Departments of Agriculture • Australian Competition & Consumer Commission (ACCC) – Agriculture Consultative Committee • ACCC – Wine Grape Market Study

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Agricultural Industry Development Act

Project Results	1. The interests of Murray-Darling and Swan Hill region growers conveyed in key areas of state and national wine industry policy 2. Involvement in policy-development processes at state and national levels in areas that impact on growers' profitability 3. Maintaining an influential role in constructive reform of the Australian wine industry
Submitted by	MVW Executive Officer, Paul Derrico

Project Summary	**Total Project cost**	**IDC Levy Funding Sought**
Total cost	$77,990	
GST	$7,799	
Total Inc GST	**$85,789**	**$**

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