

New Zealand Wine: Doing It Right For Future Generations

WINE ENTHUSIAST
VIRTUAL EVENTS



NEW ZEALAND WINE
PURE DISCOVERY



Christina Pickard

Contributing Editor, Wine Enthusiast
Reviews wines from Australia and New Zealand

WINE ENTHUSIAST

WEBINAR INTRO

- New Zealand was the first in the wine industry to establish a national sustainability program, Sustainable Winegrowing New Zealand™ (SWNZ), in 1994. It was introduced commercially to the entire industry in 1997.
- More than 20 years later, New Zealand is still one of the world's leaders in sustainability, with 98% of New Zealand's vineyard producing area certified by SWNZ. That's 87,866 acres certified as sustainable.
- Organics and Biodynamics are also a big part of New Zealand wine. 10% of New Zealand wineries now hold organic certification.





Clive Jones

Winemaker / General Manager
Nautilus Estate



Erica Crawford

Owner / Viticulturist
Loveblock



Julian Grounds

Chief Winemaker
Craggy Range



Craggy Range




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HOW TO ASK QUESTIONS DURING OUR WEBINAR

Attendee Tool Bar

Step 1

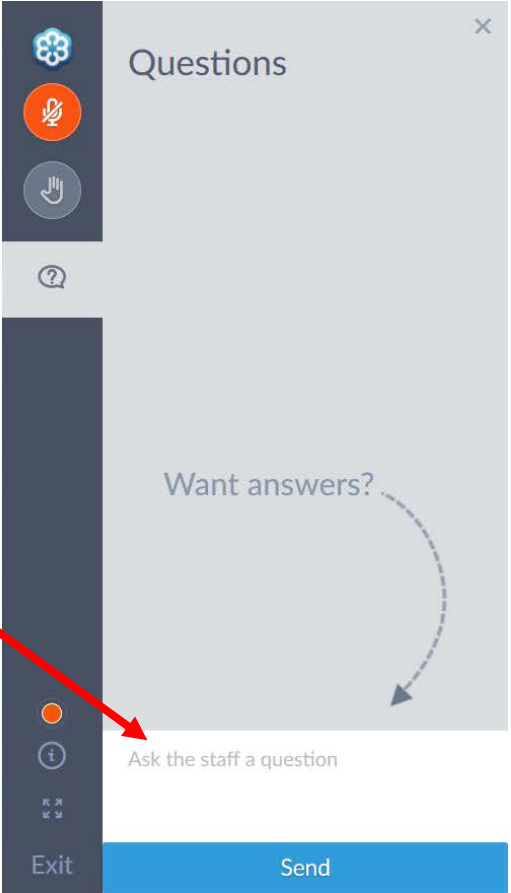


Step 2



Click to Ask Us A Question

Step 3



Type Your Question Here

Want answers?

Ask the staff a question

Send



Clive Jones

*Winemaker / General Manager
Nautilus Estate*



MONITOR, MEASURE, REDUCE...REPEAT



Sustainable Winegrowing NZ™ was created in 1997 to provide a 'best practice' model of environmental practices in the vineyard and winery.

Today over 98% of New Zealand's vineyard producing area is Sustainable Winegrowing NZ™ certified.

UNSD GOALS



TŪRANGAWAEWAE



A place to stand.

A place where we feel
empowered and
connected.

Our foundation, our place
in the world, our home.

KAITIAKITANGA

Guardianship and protection.

A way of managing the environment,
where people are closely connected
to the land and nature.

Humans as part of the natural world.



HE TĀNGATA, HE TĀNGATA, HE TĀNGATA

What is the most important thing in the World?

It is the people,

It is the people,

It is the people.



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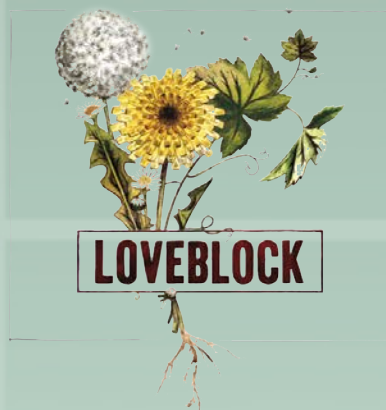
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The Nautilus logo is contained within a white rectangular box. It features a detailed image of a nautilus shell in the upper right corner. Below the shell, the word "Nautilus" is written in a large, elegant, black cursive script. Underneath the script, the words "ESTATE OF MARLBOROUGH" are written in a smaller, black, all-caps sans-serif font.



Erica Crawford

*Owner / Viticulturist
Loveblock*



WHY ORGANICS?

New Zealand is a small island nation

Exporter of agricultural products

Land is our major asset

Personal journey



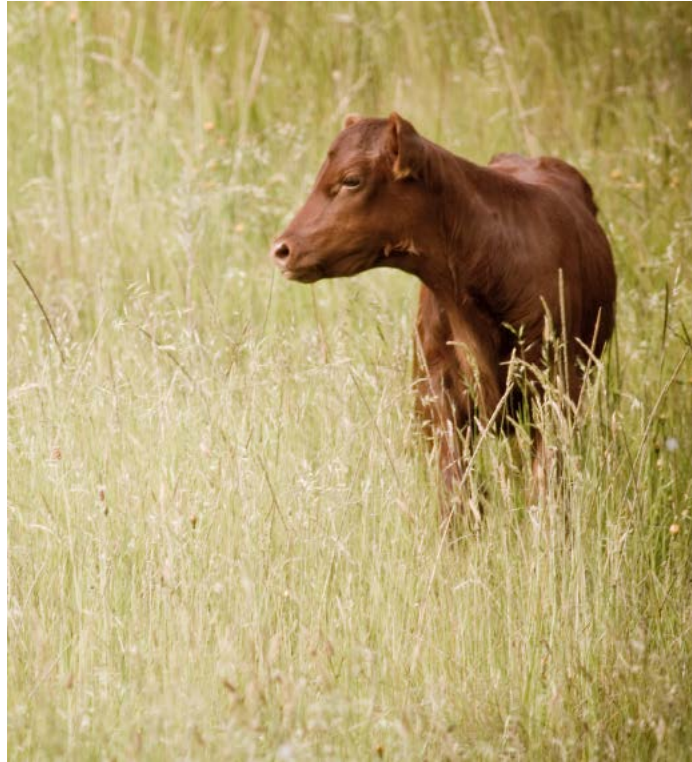
INTEGRATED ORGANIC FARMING



- Biodiversity planning
- Closed nutrient loops
- Animal
- Fallow paddocks
- **How does this relate to wine?**

PERMACULTURE

Role of community and *our responsibility*



THE CARBON FOOTPRINT



32% Grape Growing & Winemaking

3% Waste Disposal

16% Energy

3% Refrigeration Gas

46% Packaging

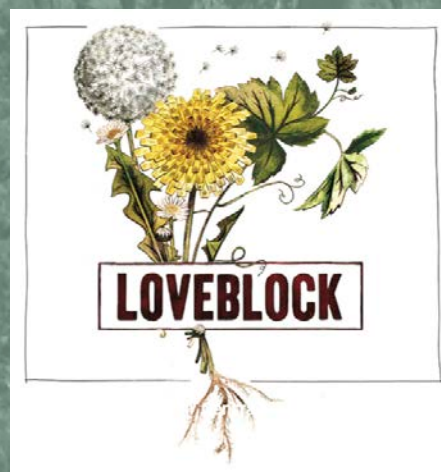


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Julian Grounds

Chief Winemaker
Craggy Range



Craggy Range

DOING IT RIGHT FOR FUTURE GENERATIONS

We are a young country and need to explore. We need to continue to challenge the status quo if we are going to improve and be regarded as a globally recognized Fine Wine nation. We owe this to the future generations of NZ winemakers and viticulturalists.

To achieve the above we need to consider both quality and true sustainability.

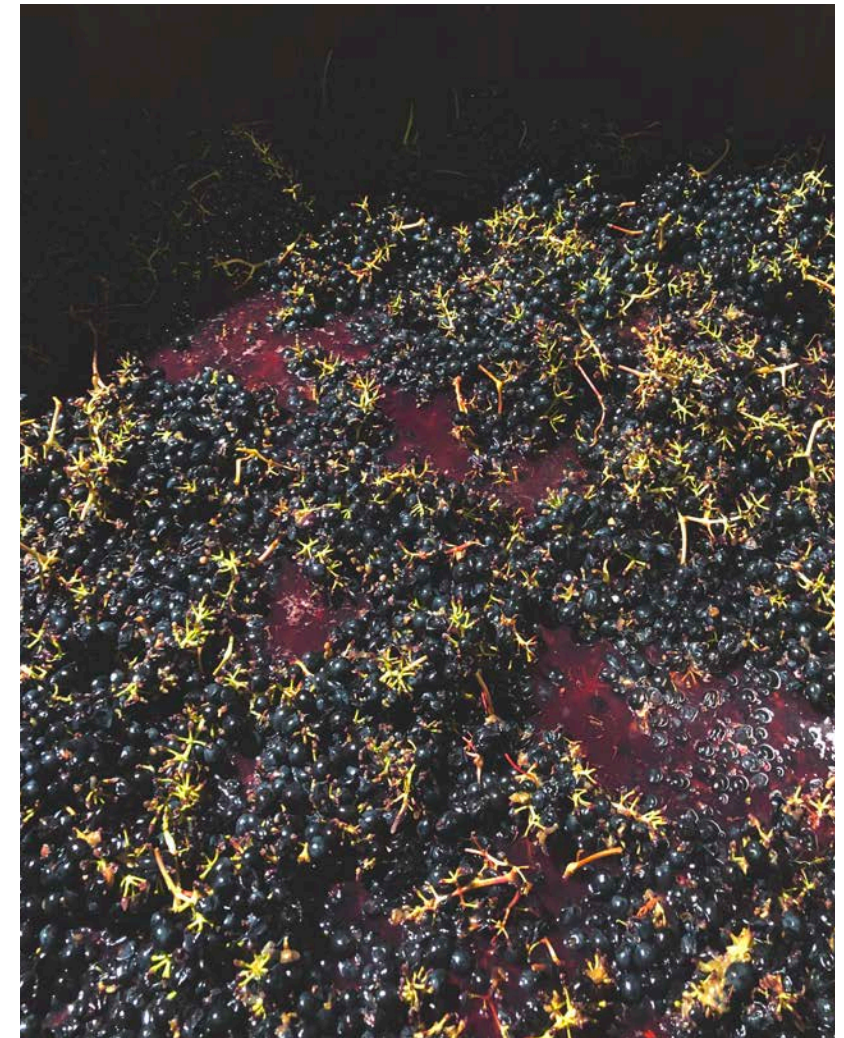
Quality

Quality requires evolution – constantly focusing on what we can do better. This is an inherent character of Kiwi's.

We are a small country both in population and Wine industry, so we need to evolve faster in order to survive.

Craggy Range has a long history of exploring and planting vineyards all over the country. Some worked and some didn't, but we learned. Even for our two most highly regarded vineyards we have replanted more than 50%. Trying different row spacing, clones and varieties along the way.

Like many of our peers in NZ we are going through a process of renewal. We now have vine age and confidence in our vineyards and ourselves to really start pushing...both in the vineyard and the cellar.



OUR SUSTAINABILITY



ENVIRONMENTAL SUSTAINABILITY



Native tree program

Stage 1 - 60ha (114 acres) of native planting to start in June 2020 within our Martinborough Vineyard.

Stage 2 – Additional 40 ha in 2021 In total, around 200,000 native trees will be planted over the next 18 months.

This will be a benchmark for biodiversity integration in New Zealand vineyards and one of the largest programs in the world.

Working with research partners to explore the outcome on both the local microclimate and our wine quality.

Expanding organics

Some great organic and biodynamic leaders in NZ. Strong trend in this direction in Martinborough with Ata Rangi leading followed by Dry River, Escarpment and ourselves. We have now employed one of New Zealand's key Organic specialists as our National Vineyard Manager to help us roll this out faster.

SOCIAL – COMMUNITY / WHANAUTANGA



People are an integral part of our Turangawaewae. It is important that we reinvest back into our community.

In 2018 we launched A Children's Christmas Foundation, a response to the high levels of Child Poverty in the Hawkes Bay community. It is estimated that more than 25% of the Children in Hawkes Bay live below poverty line. In 2018 we delivered 1800 Santa Sacks, and in 2019 we expanded to 5,500 Santa sacks. Each Sack is filled with School backpacks, sporting equipment and books top not only give the kids hope at Christmas, but a good start to the new school year.

More than 100 people from the Hawke's Bay & Martinborough Wine community, joined together to help us pack and distribute to the charities.

A CHILDREN'S
Christmas

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AUDIENCE Q&A

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Thank you for joining!



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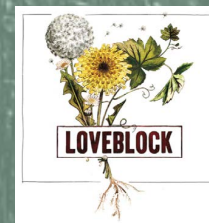
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