



Riverland Wine Industry Development Council Inc.

Riverland Wine DVD released

The Riverland wine promotional DVD produced by the RWIDC in conjunction with Interaction Concepts in Adelaide is being released this month.

The primary target for the DVD will be Australian wine writers, with over 200 copies being sent to journalists encouraging them to take an interest in the region and generate positive press on the Riverland.

Why a DVD? The RWIDC is constantly striving to be innovative in its method of delivery of information, and a DVD fits this criteria. The DVD provides an information vehicle that is visually stimulating and educational, and we feel it gives the recipient a better understanding of what the region is about rather than just providing them with words on paper.

Perceptions of the region are shifting and through tools like the DVD the RWIDC can continue to educate journalists, trade, consumers and even the wine industry on the Riverland's history, viticultural achievements, climate, winemaking innovation and wine styles.

Much of the research for the DVD is proving useful for other aspects of the RWIDC's work. As a result of the preparation for the production of the DVD the RWIDC now has a comprehensive image bank, record of the region's history, production statistics and general industry

profiles that will be used in the future to create a comprehensive media kit (fact sheets and a brochure) and to update the Riverland wine website.

As it says in the DVD 'the Riverland has only scratched the surface of what it can achieve' and the RWIDC will continue to bring the Riverland's achievements to the attention of the wine media, trade and consumers.

Riverland wineries and growers alike are encouraged to use the DVD as a promotional or educational tool. For a free copy of the DVD please contact Emily White on (08) 8582 2952 or email: emily.white@riverlandwine.org.au



Riverland Wine Marketing Forum

Riverland Wine Producers Join Together To Promote The Region

The Riverland Wine Industry Development Council Inc (RWIDC) is working with regional producers to raise the consumer and trade awareness of the Riverland.

Through technological innovation and a commitment to quality, the Riverland is achieving status as the country's largest wine region and home of Australia's most popular wine.

'How to market and promote the home of Australia's most popular wine' was the topic of discussion at a Riverland wine marketing forum held on Thursday 7th July at Banrock Station Wine and Wetland Centre.

Organised by the Riverland Wine Industry Development Council (RWIDC) the forum was facilitated by Keith Smith (former Managing Director of Tatchilla and Wolf Blass wines and former Executive Chairman of KPMG Global Wine Industry Group).

Emily White, Marketing and Promotions Officer for the RWIDC said "we were fortunate to secure the services of Mr Smith to run the forum. Mr Smith is highly regarded in the wine industry and with his assistance we were able to develop some exciting ideas for marketing the region."

Marketing and business representatives from both large and small Riverland wineries were invited to the meeting and provided valuable input into the forum.

Topics discussed at the forum included:

- Perceptions of the region – where have we come from and where are we at now?
- A review of the 'Riverland wine Australia's most popular wine' regional branding paper prepared by Interaction Concepts in 2003.
- Changes in the operating environment for the wine industry and how this affects regional marketing.
- Future direction for marketing the Riverland wine region.

The assembly of a Riverland wine marketing forum is very timely due to an emphasis being placed on regional marketing by the Australian Wine Export Council (AWEC) following the re-launch of their 'Wine Brand Australia' in May of this year.

For a copy of the outcomes of the forum please contact Emily White on phone: (08) 8582 2952 or email: emily.white@riverlandwine.org.au

Cellar Door Sales Forum established in the Riverland

The RWIDC has recently established a regional cellar door sales forum where representatives from Riverland wineries meet to discuss issues relating to wine tourism and cellar door management.

"We believe this is a first for the region and we are pleased by the positive response from local cellar door sales representatives to the forum" said Emily White, RWIDC Marketing and Promotions Officer.

Soon the group will release a promotion incentive to encourage more local people to visit the Riverland's cellar door outlets. The reason behind this initiative is that 'visiting friends and relatives' is one of the largest Riverland wine tourist market segments. By encouraging locals to 'rediscover' cellar door sales outlets they will be inclined to take visitors to local wine tourism attractions in the future.



'Operation Acorn' launched in the Riverland

The Riverland Wine Industry Development Council (RWIDC) is currently co-ordinating a Riverland plan to combat downy mildew by ensuring good information and adequate stocks of fungicide are available for 2005/06.

The plan is called the Riverland Downy Mildew Action Plan (RDMAP).

The aim of the Plan is to reduce crop loss from Downy Mildew each season and especially in an epidemic season the next time the Riverland has a wet spring. On average, conditions are favourable for Downy Mildew one season every nine years, but because the last severe event was in 1992-1993, the Riverland is now well overdue for a high-pressure season.

"There is now a very high probability of a bad Downy Mildew year in the next one or two seasons. When this occurs, we will be confronted with heavy crop losses across the Riverland, unless we do something about it", said Peter Magarey, SARDI's Plant Pathologist at Loxton.

"In 1992-93, the supplies of Downy Mildew fungicide across Australia failed. This required emergency action to import product from overseas at high cost to growers and the resulting delays led to significant crop loss. Some growers lost 80-90%," Mr Magarey said. "The aim of the Action Plan is to learn from the past and avoid this situation in the future."

A key component of the Plan is to secure adequate chemical supplies before conditions favour Downy Mildew. Julie Sippo from RWIDC said that to-date, CCW Cooperative has supported the project by distributing response forms to all CCW growers to assess the quantities of both preventative and 'curative' fungicides held in stock by growers. "Thanks to the excellent responses to date, an assessment of the region's situation is being compiled, though more responses are required to complete that picture", she said.

"There is a shortage of stock held in the Riverland", she said. In addition, Russell Mudge, Merchandise Manager at Elders Barmera, says the current chemical supplies will not cope with a wet spring, as stocks are also low nationally. "And because re-ordering normally takes around six weeks, growers are advised to check their stock now."

"Operation Acorn" is designed to help winegrape growers prepare for a downy mildew epidemic. It refers to a squirrel collecting acorns before winter and encourages growers to assess on-farm stocks and source fungicides before they are needed.

"Operation Acorn" recommends that Riverland winegrape growers:

- review their stock of Downy Mildew fungicides and calculate how much is needed to cover their vineyard in the coming season; and if necessary,
- purchase or order appropriate fungicides by mid August.

Peter Magarey says "the period of high risk of mildew infection begins in late September and early October, so growers need to be prepared at least six weeks before then".

Growers may opt for a pre-infection (preventative) strategy based on supplies of copper fungicides or mancozeb (eg Dithane™) products, or on supplies of post-infection fungicides such as Ridomil Gold Plus® or Axiom Plus® or their equivalents.

When planning any spray program growers should consult with their winery and ensure spray diary conditions are met.

For more information contact:

Julie Sippo (mobile) 0427 772 185 or,
Peter Magarey (mobile) 0418 808 296



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Riverland Wine Environmental Committee established

The Riverland has appointed an Australian Wine Industry Stewardship (AWIS) regional committee as part of the national AWIS environmentally based program. Members from PIRSA, the River Murray Catchment Water Management Board, CCW Co operative, and the RWIDC will work with the Winemakers' Federation to address the program's objectives.

The purpose and/or outcomes of the AWIS program are to;

- Establish current and anticipated environmental assurance requirements and preferences of major overseas markets.
- Assess where the Australian wine industry sits at the moment in terms of its environmental performance.
- Extend the spray diary system to include reporting on a few key environmental performance indicators. This might include collecting data on matters such as irrigation set-ups and water application rates. Through the pilot project, pilot companies will include an environmental indicator insert into the 2005-06 diary, with a view to broader industry adoption in the 2006-07 diary.
- Rework and repackage various industry 'codes of practice' (including regional environmental codes of practice) to form an Information Package.

The Riverland will be ably supported through the recent appointment of Ben Vagnarelli, formerly of Banrock Station who will be our Regional Co ordinator in addition to co ordinating regions around the Murray Valley.

The regional committees will provide useful feedback to the national executive group on matters of particular regional significance, as well as encourage the adoption of strategies stemming from AWIS at the local level.

The two year project is an initiative of the Winemakers' Federation of Australia (WFA) with funding provided by the Department of Agriculture, Fisheries and Forestry's 'Pathways to EMS' program.

AWIS aims to both achieve and demonstrate environmental stewardship to enhance 'Wine Brand Australia'. Environmental stewardship will be delivered through an environmental assurance process that targets the interface between the production of wine grapes and winemaking. This approach has already been successful in the industry-led national spray diary initiative.

The environmental stewardship approach was proposed early in 2004 by senior viticulturalists from several of Australia's larger wine companies. The concept was discussed through extensive wine industry networking over the ensuing months and also presented formally to a meeting of South Australian regional wine industry associations that have been involved in developing environmental management frameworks. The concept was further developed and presented to a broad cross section of industry as part of the Wine Industry 'Pathways to EMS' workshop held in Melbourne in June 2004.

Riverland Wine Industry Fund backs fruit fly awareness

The RWIDC and the Riverland Winegrape Growers' Association (RWGA) have jointly agreed to provide some support towards the tri state fruit fly community awareness program. The program's funds are used to employ an education officer, maintain road signage, develop printed materials, and maintain media campaigns on fruit fly awareness.

While the Riverland wine industry's contribution to the program is comparatively small when put side by side with other industries, an outbreak of fruit fly within the region would involve extensive treatments to vineyards that could lead to notable logistical difficulties.

Although grapes are not a host to Queensland Fruit Fly, should an outbreak occur in a vineyard spotting treatments would be needed as vineyards prospectively offer protection for the adult fruit flies during the heat of the day.

The status of winegrapes as a host for the Mediterranean Fruit Fly (Medfly) is less clear. An affected vineyard requires bait spotting and possibly spraying with fenthion during the eradication response program. Under the current draft national code of practice for the management of Mediterranean fruit fly, movement of grapes from within an extensive 15 kilometre radius would be permitted following approved treatment. Treatment of grapes may involve either cold disinfestation over an extended period, or fumigation with methyl bromide.

Even though fruit fly does not pose as great a likely threat as other pests and diseases to vineyards, its prevention is nonetheless important to our industry and crucial to others.

Wine Export Volume Record

In 2004-05, Australian wine shipments reached a record volume of 661 million litres - up 14% on the previous year. The value of shipments reached A\$2.748 billion, up 8% - falling fractionally short of the record year-end result last month (A\$2.751 billion). The average unit value declined by 5% to A\$4.16 per litre FOB representing the fourth financial year the aggregate price for Australian wine exports has declined. Nevertheless, reflecting very early signs of recovery in mid-range prices, the aggregate price decline in 2004-05 was 2 percentage points less than in the year before. Shipments in the A\$5.00 to A\$7.49 per-litre price bracket grew by 18% in this period. This represented a welcome turn-around in this middle price bracket after declines in each of the two previous years.

Growth of sales in the A\$2.50 to A\$4.99 per-litre price bracket continued to be a major driver of overall growth. Nevertheless, growth in this bracket slowed from 32% last year to 14% in 2004-05. This price bracket accounted for just over one-half of all wines shipped this financial year.

Sales growth in the segment valued at less than \$2.50 per-litre (principally bulk wine) grew strongly at 25%, up on the previous year.

Volumes sold in the highest price-points continued to decline in this period. The volume of sales in the A\$7.50 per litre and above price brackets fell 18%.

Source: Australian Wine and Brandy Corporation

Promoting Our Region

STEP ONE – Driving the message home

Thank you to all of the people who are now displaying the 'Riverland wine Australia's most popular wine' stickers on their cars, utes, trucks and machinery! Marketing and Promotions Officer for the RWIDC – Emily White was delighted with response from the local industry "it is wonderful to drive around the Riverland and see so many people proudly displaying the promotional stickers, I have even heard of some Riverland growers placing the stickers on their relative's cars who live in other wine regions!" she said.



The winner of the 'spot the sticker competition' (launched in the April 2005 edition of the RWIDC newsletter) was Riverland wine grape grower Ken Hondow. Ken was spotted driving around Loxton with the sticker on his car the day after the stickers were released! Ken is pictured here with his son Rod and grandsons Rhain and Wade Hondow (and pets!). Wade is holding the prize, a mixed dozen of Riverland wine.

If you have not yet placed your sticker on your vehicle please do so as soon as possible. The 'spot the sticker competition' continues, and the next lucky winner will receive a Riverland Wine polo shirt and a two-pack of wine (subject to age verification).

STEP TWO – Watch the box

Step Two in our series of promoting your region involves watching television, seriously. Riverland wine grape growers will find a copy of the Riverland wine DVD with this newsletter. You are encouraged to watch the DVD, show it to your friends, neighbours, relatives etc and help us to educate the public on the Riverland wine region.

"I am constantly surprised by the amount of people who are unaware that the Riverland is Australia's largest wine grape growing region! There is so much information we can provide the public on the Riverland. At the RWIDC we are working to inform the media and trade about our region and we would welcome any assistance from wine grape growers, winemakers and industry personnel who can promote the region to the general public" said Emily White, Marketing and Promotions Officer for the RWIDC.

Riverland Wine Show Entries Open

The Riverland Wine Show is currently calling for entries in the 2005 show.

The wine show is open to producers who make wine from grapes grown in the Australian Geographical Indicator regions of Swan Hill, Murray Darling, Riverina, Rutherglen and Riverland (exceptions being for class 20 where the wine shall be at least 51% from these regions and special classes 32 – 35 where there is no restriction to the grape growing region as per the class description).

For the second year the Riverland Wine Show has also included two small producers' classes allowing Riverland boutique wine

producers who do not meet the minimum stock requirements for the general classes to enter the show.

A number of changes have been made to the wine show entry regulations following recommendations from the Australian Society of Viticulture and Oenology (ASVO) wine show review panel and the introduction of the Winemakers' Federation of Australia (WFA) code of practice for the display of wine show awards.

For a copy of the wine show entry schedule and entry form please contact the Secretary Emily White on (08) 8582 2952 or download the documents from:

www.riverlandwine.com.au/wineshow.htm

Profit from Advice that Works

RURAL SOLUTIONS SA

Rural Solutions SA has the information and expertise to help increase profitability and sustainability within the wine industry.

Specialist consultants can deliver a broad range of services that include:

- REMS™ environmental management system.
- Food safety assurance.
- SaltSmart® salinity management system.
- Soil and plant testing.
- Analytical and diagnostic services.
- Best management practices training.

For more information on how you can profit from good advice phone Michy Kris on 1300 364 322



Government of South Australia
Primary Industries and Resources SA

Some Like It Hot Seminar 2005

The Place To Be!

Are you a Riverland grape grower, winemaker, winery technical representative, viticultural consultant or service provider? Yes? Then you can't afford to miss out on the annual Riverland wine industry technical seminar 'Some Like it Hot 2005'.

Brought to you by the Riverland Wine Show Society Inc and proudly supported by the Riverland Wine Industry Development Council, Rabobank, JMA Engineering and Orica Chemnet, Some Like it Hot brings together a number of high profile speakers with a focus on warm climate viticulture, winemaking and the outlook for the future.

The seminar organising committee Warwick Billings (Angove's Pty Ltd), Chris Byrne (RWGA), Shane Clohesy (Angove's Pty Ltd), Tiffany Greig (Orlando Wyndham), Anthony Matulick (Kingston Estate), Julie Sippo (RWIDC) and Emily White (RWIDC) are pleased to present the following impressive line up of speakers for this year's seminar:

SOME LIKE IT HOT 2005 DETAILS:

DATE: Thursday 13th October 2005
 VENUE: Chaffey Theatre – Renmark SA
 COST: \$30 per person
 (includes lunch and refreshments)

REGISTRATION – To register for Some Like it Hot 2005 please contact Emily White at the RWIDC on phone: (08) 8582 2952 or email emily.white@riverlandwine.org.au

Or download a copy of the registration form from www.riverlandwine.com.au/techseminar.htm

Some Like It Hot 2005 Tasting For Riverland Winemakers

The Some Like it Hot organising committee is pleased to announce it has secured the services of Nick Bullied MW to host the tasting for Riverland winemakers following the seminar on Thursday 13th October. The tasting will be held at the Berri Resort Hotel and will focus on Rosé wines from international and domestic producers.

Tickets to this exclusive event are limited. For further information please contact Emily White on (08) 8582 2952 or email emily.white@riverlandwine.org.au



SEMINAR SPEAKERS

Mr Lawrie Stanford Australian Wine and Brandy Corporation	Hot or not? <i>Are our wines still in hot demand?</i>
Mr Jonathon Scott Australian Wine Export Council	The heat is on. <i>Where is the industry headed?</i>
Mr Doug Young Australian Winemakers Federation	Wine and the Environment <i>Environmental issues affecting the Australian wine industry.</i>
Mr Shane Phillips Tandou Wines Ltd	Keep your cool. <i>Vineyard cooling methods for warm climate irrigated vineyards.</i>
Dr Sally Jean Bell Australian Wine Research Institute	All bottled up. <i>What can you do in the vineyard to affect flavour in the bottle?</i>
Dr Michael Treeby CSIRO — Merbein	Nutrition in focus. <i>An in-depth look at nutrition for warm climate irrigated vineyards.</i>
Mr Chris Bennett Almond Board of Australia	Finger on the pulse. <i>Pulse irrigation – a new method of water and nutrient delivery for Vineyards?</i>
Mr Nick Bullied MW Wine writer	Discussion forum. <i>A discussion forum on topics presented at Some Like it Hot 2005.</i>

Opportunity for Growers to Direct Research on Pest Birds

Many winegrape growers recently interviewed for the Riverland Regional Profile survey indicated that birds are a major crop pest. In response, the Riverland Wine Industry Development Council is now linking with a national project on bird management.

You have an opportunity to direct research and development into bird damage in viticulture by completing a one-page reply form. The information you provide will enable government and industry organisations to more effectively allocate research resources to crops and regions most affected by birds. It will also allow targeted development on the aspects of pest bird management that you believe are most relevant. Importantly, this survey will give us an insight to the problems posed by bird pests at a national level. Your observations are valuable in this process.

To effectively manage pest birds, information is required on the species involved, the damage they cause, and the costs and effectiveness of control. This survey, funded by the Bureau of Rural Sciences' National Feral Animal Control Program, Natural Heritage Trust and NSW Department of Primary Industries, is supported by industry bodies including; Horticulture Australia, National Wine and Grape Industry Centre, Cherry Growers of Australia Inc, and the Australian Nut Industry Council.

Please complete the survey included with this newsletter, or fill out the survey on-line at: <http://www.agric.nsw.gov.au/reader/bird-damage-form>.

GWRDC Regional Development Initiative

Funding is now available for research and development to meet the needs of Riverland winegrape growers and winemakers.

The Regional Development Initiative has been developed by the GWRDC to ensure that provision is made within the Corporation's research portfolio for the support of regionally important and adoptable research. It is anticipated that the program will address regionally specific R&D issues that fall outside the 'national' focus of typical GWRDC investments. It aims to further R&D which is deemed to be essential to improving the efficiency and quality of winegrape and wine production in a particular region.

Maximum investment per project will be limited to \$50,000 per annum with a 3 year maximum life, available to address specific regional issues on a competitive basis.

Projects will;

- Provide research outcomes addressing regionally specific R&D issues;
- Facilitate the adoption of regionally specific research outcomes;
- Facilitate the cooperation between regional organisations and R&D providers in addressing regional R&D needs; and
- Support the development of regional leadership, vision and skills in identifying and promoting R&D outcomes that are important for a region.

Projects should have clear, demonstrable regionally specific benefits and a high likelihood that the results will be adopted. Projects will be assessed against the following criteria;

- Potential to resolve regionally specific priority issues;
- The impact that planned outputs will have on regional vineyard and winery sustainability, winegrape and wine quality and/or profitability;
- Partnerships between R&D providers and regional organisations in the delivery, co-funding (both in-kind and cash) and adoption of research;
- The quantity, quality and value of planned outputs (e.g. training kits, implementation plans, services, videos, books, plans, final report etc);
- Likelihood of measurable short-to-medium term impact (potential application)
- Likelihood of success (appropriateness of method);
- Probability and planning for extension and adoption in partnership with the region
- Links with other projects

If you have an idea for wine industry research and development please contact Julie Sippo on 8582 2952 or email julie.sippo@riverlandwine.org.au

Free Sampling and Quality Assessment Workshops

The Cooperative Research Centre for Viticulture (CRCV) and Wine Industry National Education Training Advisory Council (WINETAC) have recently released a program designed to assist winegrape growers to better understand the quality specifications used in winery purchase agreements.



Tom Barich, Laboratory Assistant, Berri Estates

The aim of the workshops is to introduce growers to winegrape assessment procedures commonly used to assess quality in winegrape purchasing agreements.

The program is a four-hour practical workshop during which growers will learn:

- 1 About quality specifications,
- 2 Sampling techniques for collecting grapes in a representative way for assessment,
- 3 Assessing sugar level,
- 4 Assessing pH and TA, and
- 5 Assessing colour (this may be by demonstration only).

Workshops will also include the latest near infrared spectroscopy 'NIR' technology demonstrations.

Once growers better understand what factors influence quality specifications in grapes, the better placed they are to adjust their practices to bring about improvements. For the grower this means a better understanding of both what the winery is requiring, and how their grapes compare. Ideally this can help growers from having their fruit downgraded or rejected.

To register your place at a Riverland workshop, or for more information please contact Julie Sippo on ph 8582 2952.

Wine Awareness Courses for Growers – They're Back!

In previous newsletters the RWIDC advertised the availability of free wine awareness courses for growers. Due to other commitments we were unable to hold the courses in 2004. It is with great pleasure we announce the courses will begin in August this year.

Have you ever wanted to learn more about the wine that is produced from your grapes? Now is your chance...

The Riverland Wine Industry Development Council is giving all Riverland winegrape growers the opportunity to attend a FREE wine awareness course.

COURSE DETAILS – Growers will be shown how to recognise different characters in wine and given an insight into judging the overall quality of that wine.

Courses will be commencing in August and will be held in Berri, Renmark, Loxton and Waikerie (numbers permitting).

REGISTRATION – For further information or to book your place at a town near you please contact Emily White on (08) 8582 2952 or email emily.white@riverlandwine.org.au. Partners are welcome. Thank you to those who have already registered, you do not need to do so again.

Research to Practice Hands On

Assisting growers achieve yield and quality targets

You are invited to take part in a new extension program for growers; Research to Practice Hands On. The program aims to assist you achieve your yield and quality targets through providing information and tools to make better informed vineyard management decisions at critical stages of vine growth.

Research to Practice Hands On is a series of vineyard workshops facilitated by an experienced local consultant. The workshops deliver a core program and also have the flexibility to deal with local priorities according to site factors and seasonal events.

Groups have a maximum of 15 participants, with four vineyard sessions timetabled over the season to fit in with critical vine growth stages. Each half day session takes in two different sites to provide a comparison of conditions, management techniques and outcomes. Facilitators encourage participants to discuss how measurements and observations taken during each workshop will influence management strategies and decisions.

The sessions are practical, informal and interactive, providing the opportunity for participants to learn from each other as well as from the facilitator. A range of assessment and monitoring tools and background learning materials are provided for each participant.

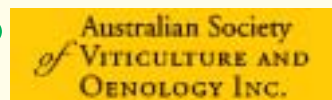
Feedback on the 2004/05 program outlines some of the benefits growers have received.

"As a grower I am regularly making management decisions in my vineyard; these are not always backed up by data. They are often based on experience and visual inspection, which is important, but the program has reinforced the usefulness of collecting data, not only to help me with regular decision making, but also to be able to benchmark outcomes from year to year"

"It's good that all of the discussions and measurements are focussed on what we are trying to achieve at the end of the season. All of the measurements, whether they are of budburst, shoot numbers or bunch numbers, are looked at in the context of the numbers we should have to reach our goals and what can be done if the numbers aren't on track."

If you would like to register your interest in attending or have any further queries, please contact Julie Sippo at RWIDC on ph 8582 2952.

ASVO Seminar Uses Video Link



In a first for the Australian wine industry, the Australian Society of Viticulture and Oenology (ASVO) seminar ADVANCES IN TANNIN AND TANNIN MANAGEMENT will be presented via video conference from the Adelaide venue to; Margaret River in Western Australia, and TAFE division of Swinburne University of Technology, Lilydale, Victoria. The seminar will be held on Thursday, 6 October 2005.

Although a quantitatively small component in wine, tannin and its management play an important role in influencing overall wine quality and wine style.

This year's Oenology Seminar, ADVANCES IN TANNIN AND TANNIN MANAGEMENT will feature overseas and domestic speakers who will bring practical experience and technical expertise.

Topics to be discussed include:

- A technical overview on tannins,
- Current and future research on tannins,
- New emerging types and applications of tannins,
- Future challenges,
- Update on tannin measurement,
- Tannin Manipulation, and
- Practical uses of tannins.

A wine tasting in the seminar will reinforce the important role of tannins.

For further information contact the ASVO Secretariat: Val Rechner, PO Box 197, Glen Osmond SA 5064.

T 08 8303 6607; F 08 8303 6803; E admin@asvo.com.au



**Riverland
Wine Industry
Development
Council Inc.**

This newsletter was produced by the Riverland Wine Industry Development Council Incorporated. The views expressed by contributors do not necessarily reflect those of the Council.

Editor: **Cameron Hills**

Riverland Wine Industry Development Council Inc.
PO Box 520, Berri SA 5343

Ph **08 8582 2952** • Fax **08 8582 3309**

Email **wine@riverlandwine.net.au**

Web **www.riverlandwine.net.au**

Printed by J. C. Irving & Co. Pty Ltd - 08 8582 1266

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