

■ features

- 38 Vineyard Machinery
- 54 Fermentation
- 68 Analytical Services
- 72 Wine Storage
- 79 Refrigeration
- 86 Freight & Transport



COVER

It's that time of year again! Ferments are bubbling up and needing to be plunged back down; grapes are ripening and picking crews are flat out bringing them in. We've tried to highlight a few things in this edition that might change the way you do things...

■ news

- From the editor7
Has anything really changed?
- On the grapevine8
- Movers & Shakers..... 12
- Future Leaders applications open..... 13
- Regional roundup 14
- More than \$5million to study terroir 16

12



■ grapegrowing

Preparing your vines for the next growing season.....21

Macedon Ranges: Rare microclimates25



Expensive solutions for deer problems28

Assessing and managing disease levels close to harvest32

Vigilance required in phylloxera fight34

Vineyard Posts: Weighing up the options39

■ regulars

- 6 What's online
- 88 Winemaker of the month
- 17 R&D at Work
- 89 Calendar
- 32 Ask the AWRI
- 90 Marketplace classifieds

■ winemaking



46 UV light used to soften tannins46

Wine industry legal risks.....48

Young Gun: Michael J Corbett50



82 Water, chemical and wastewater savings are possible.....52

Pre-fermentation heating of red grapes: .54
A useful tool to manage compressed vintages?

The science of increasing sales and profit64



Content is still king, but.....66

It must have a purpose and you must be able to measure its performance

Acetaldehyde: How to limit its formation during fermentation.....68

■ sales & marketing



82 Wanna come to a wine party?82

Turns out lots of people do

How to write effective social media copy .85

Wine shipping during hot weather86

AUSTRALIAN & NEW ZEALAND Grapegrower & Winemaker

PUBLISHER AND CHIEF EXECUTIVE
Hartley Higgins

GENERAL MANAGER
Elizabeth Bouzoudis

EDITOR
Nathan Gogoll
editor@grapeandwine.com.au

EDITORIAL ADVISORY BOARD
Denis Gastin, Dr Steve Goodman, Dr Terry Lee, Paul van der Lee, Bob Campbell MW, Prof Dennis Taylor, Mary Retallack and Corrina Wright

EDITORIAL
Daniel Whyntie
journalist@winetitles.com.au

ADVERTISING SALES
Maria Stephenson
sales@grapeandwine.com.au

PRODUCTION
Simon Miles

CIRCULATION:
Emilie Francis
subs@winetitles.com.au

WINETITLES MEDIA
ABN 85 085 551 980
630 Regency Road, Broadview, South Australia 5083
Phone: (08) 8369 9500 Fax: (08) 8369 9501
info@winetitles.com.au www.winetitles.com.au
@Grape_and_Wine

Printing by Lane Print Group, Adelaide
© Contents copyright Winetitles Media 2014. All Rights Reserved.
Print Post Approved PP535806/0019
Articles published in this issue of Grapegrower & Winemaker may also appear in full or as extracts on our website.
Cover price \$8.25 (inc. GST)

SUBSCRIPTION PRICES

Australia:
1 year (12 issues) \$79.95 (inc. GST)
2 years (24 issues) \$150 (inc. GST)

New Zealand, Asia & Pacific:
1 year (12 issues) \$114 (AUD)
2 years (24 issues) \$217 (AUD)

All other countries:
1 year (12 issues) \$190 (AUD)
2 years (24 issues) \$349 (AUD)

Students (Aus only):
1 year (12 issues) \$66 (inc. GST)