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cover

For the first time since 2007, the red crush fell below the white crush in Australia, this year. The Winemakers' Federation of Australia's 2010-11 Crush Report, is looked at in detail and in context to the past 40 years from page 8.

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SUBSCRIPTION PRICES
Australia: 1 year (13 issues) \$82.50 (inc. GST) 2
years (26 issues) \$154 (inc. GST)
New Zealand, Asia & Pacific:
1 year (13 issues) \$115 (AUD)
2 years (26 issues) \$220 (AUD)
All other countries:
1 year (13 issues) \$184 (AUD)
2 years (26 issues) \$358 (AUD)
Students (Aus only): 1 year (13 issues) \$70 (inc.
GST)

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Printing by
Lane Print Group, Adelaide

© Contents copyright Winetitles Pty. Ltd. 2011.
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)

July 2011

DE JA VU... anyone? In 1971, I wasn't even a glint in my daddy's eye. In '81, I was committing fashion sins with a fetching pair of fire engine red corduroy overalls. In '91, I was a horrible teen... and so on.

I wasn't involved in the winegrape industry but having spent the past few weeks compiling an overview of vintage reports from these decades I did experience a rather overt sense of de ja vu. In 1971, the SA winegrape council demanded a fairer share of the levies and claimed it was trying to represent growers on big issues with little funding – sound familiar? In '81, red varieties

were unpopular and a surplus was predicted. The 90s arrived, 91 was a year to forget but optimism was high, so too the 127% increase in Chardonnay production. The early noughties were not so nice for whites, but according to the vintage report 'reds' were back in favour. It was fascinating to take this look back over old issues of the *Grapegrower & Winemaker* and a timely exercise to see the magazine in all its former guises. We welcome your feedback, on the changes you see in the magazine and any of the articles that pique your interest.

Jen Barwick
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Message from the publisher

OVER THE PAST 12 months, the team at Grapegrower and Winemaker has been listening to an industry facing changing fortunes in challenging times. Armed with feedback from staff, surveys and one-on-one discussions, we are pleased to present our new look magazine.

As well as a fresh new design, including the first change in the magazine's masthead in more than 40 years, we have endeavoured to respond to industry needs and this included readers seeking additional commercial information. Two new sections, 'Sales & Marketing' and 'Business and Technology', have been added to expand on the former section Australian Wine Business.

The changes represent a further shift in the Grapegrower & Winemaker towards an even greater range of practical material, and solution-based content, where access to timely and relevant business information is becoming vital for

grapegrowers, winemakers and business owners. The new layout and editorial focus offers a more comprehensive information business tool, as well as providing readers with essential and easily accessed grapegrowing and winemaking information.

To this mix Winetitles will shortly add an online searchable facility of previously published articles, accessed through its industry portal winebiz.com.au This portal also hosts the leading online industry newsletter Daily Wine News. Our continuing goal is to remain the industry leader in delivering timely news and informative content for the Australian and New Zealand wine industries.

Thank you to our Editorial Advisory Board, contributors, readers and advertisers for your ongoing support.

Hartley Higgins
Publisher

Contributors



Danielle Costley has worked as a journalist and editor throughout the Australasian region for more than 15 years. In 2000, Danielle was lured to the Margaret River wine region, where she began her career as a wine journalist. She now happily pursues her passion for wine and food, while enjoying watching her young family grow. In this issue Danielle reports on new research on Eutypa Dieback on page 42, Australia and New Zealand's outstanding success at The Decanter Awards, in London on page 52 and robotics in the winery on page 62.



Ben Rose is the principal advisor of Performance Viticulture and returns to *Grapegrower & Winemaker* as its regular viticulture columnist. Ben's column this month, on page 34, discusses how best to learn from last season's tough lessons. He is also happy to answer and address any viticulture question you may have for this column. You can contact Ben on phone 0418 836 773 or email ben@performanceviticulture.com.au