



Does provision of better coffee at seminars promote increased adoption?

Presented by:

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The Vertue of the *COFFEE* Drink.

First publiquely made: and sold in England, by *Pasqua Roset*.

THE Grain or Berry called *Coffee*, groweth upon little Trees,
only in the *Deserts of Arabia*.

It is brought from thence, and drunk generally throughout
all the Grand Seigniors Dominions.

It is a simple innocent thing, compos'd into a Drink, by being dry-
ed in an Oven, and ground to Powder, and boiled up with Spring wa-
ter, and about half a pint of it to be drunk, fasting an hour before, and
not Eating an hour after, and to be taken as hot as possibly can be en-
dured; the which will never scald the skin off the mouth, or raise any



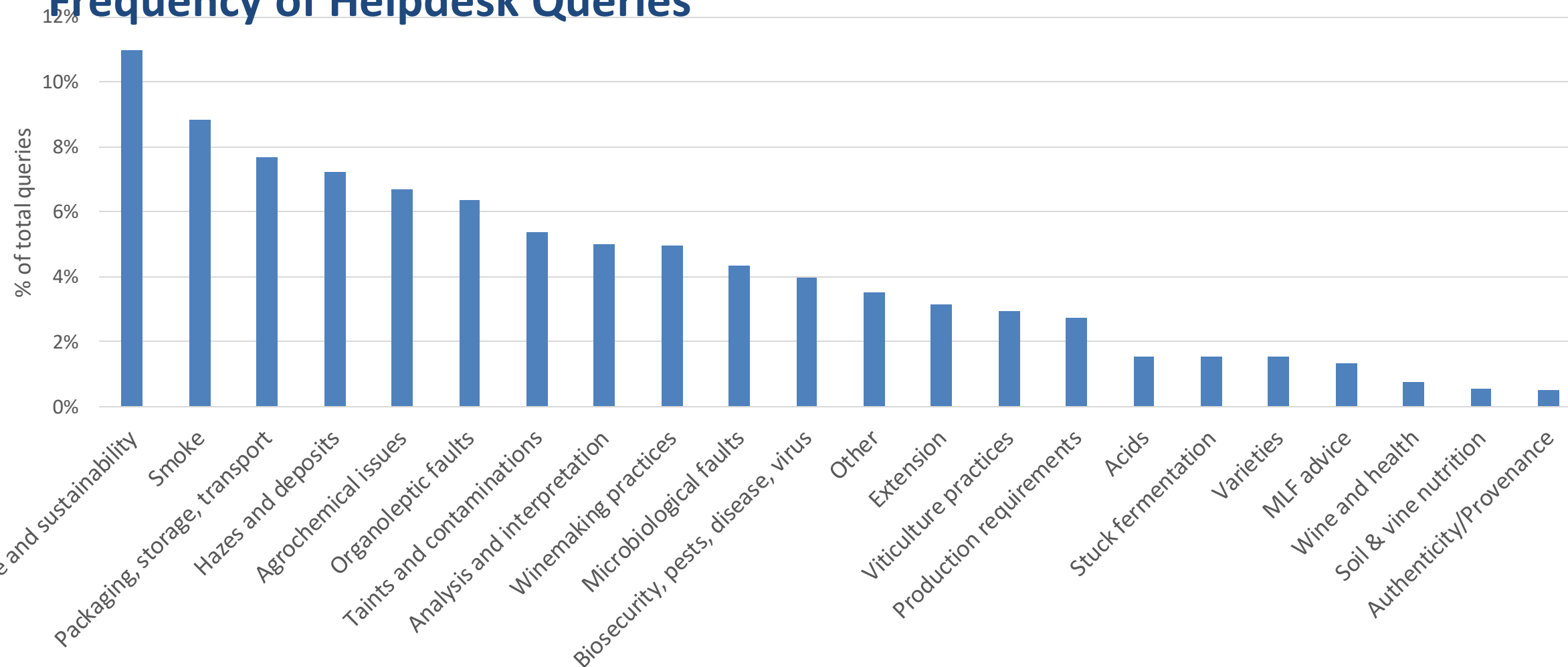




The AWRI helpdesk: supporting the grape and wine sector



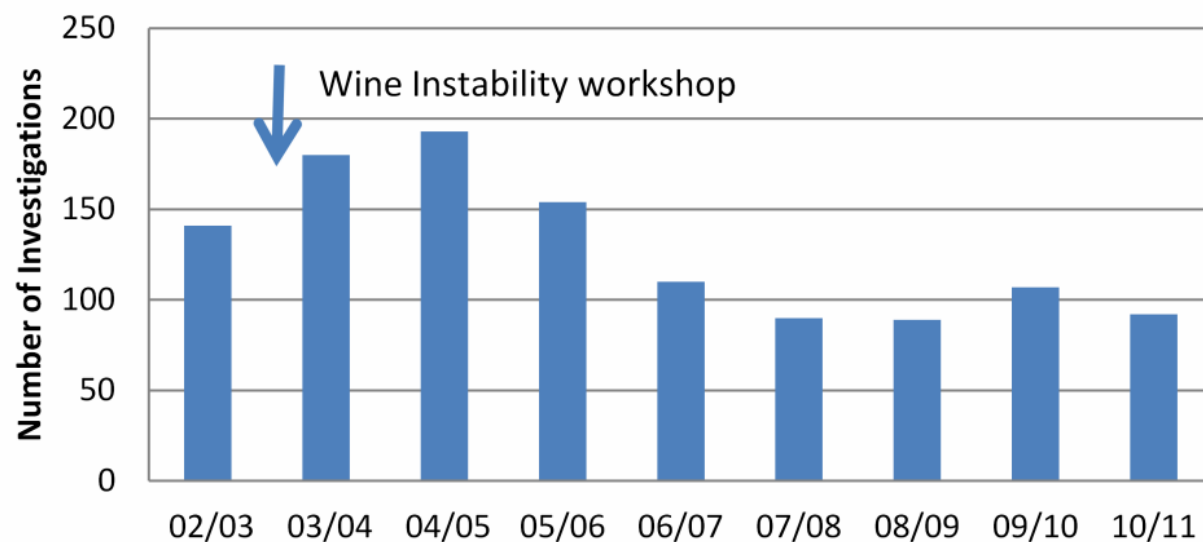
Frequency of Helpdesk Queries



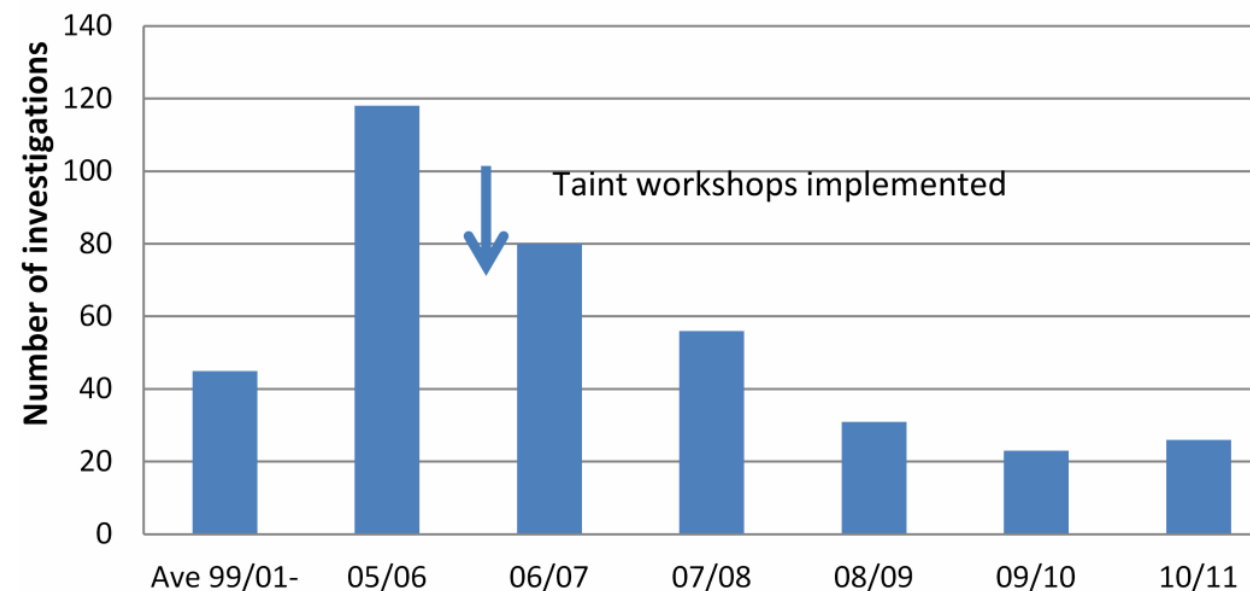


Adoption – Industry Issues (Instability and Taints)

Haze/deposit & Microbiological Investigations



Taint investigations



AREC

Australian Rural Education Centre
www.arec.com.au - 6372 3899

Home of the Mudgee Small Farm Field Days

Wedding, Function & Venue Hire

What's on at AREC:

FEBRUARY

8 AWRI WORKSHOP

9 JADE OATES MX COACHING

Measuring and monitoring soil health



minimum data set – wine industry

Biological – microbial biomass, potentially mineralizable nitrogen, labile carbon

Physical – aggregate stability / dispersion / slaking, air dry soil consistence

Chemical – pH, EC, exchangeable cations, CEC, ESP (Na/CEC), organic carbon, chloride





Cima

Link 50
low volume

WATER ONLY
DEMONSTRATION

WATER ONLY
DEMONSTRATION





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Continue Scoring



Wine Australia (RDC) Evaluation Metrics

Metric	Benchmark metric	2013-2016 n=643	2017-2019 n=1,210
# of events (ave per year)	25*	31	58
#of participants (ave per year)	625*	867	1,421
Overall event rating	85%**	87%	92.2%
Usefulness	80%**	76%	85.1%
Intention to adopt	15%**	N/A	28.7%

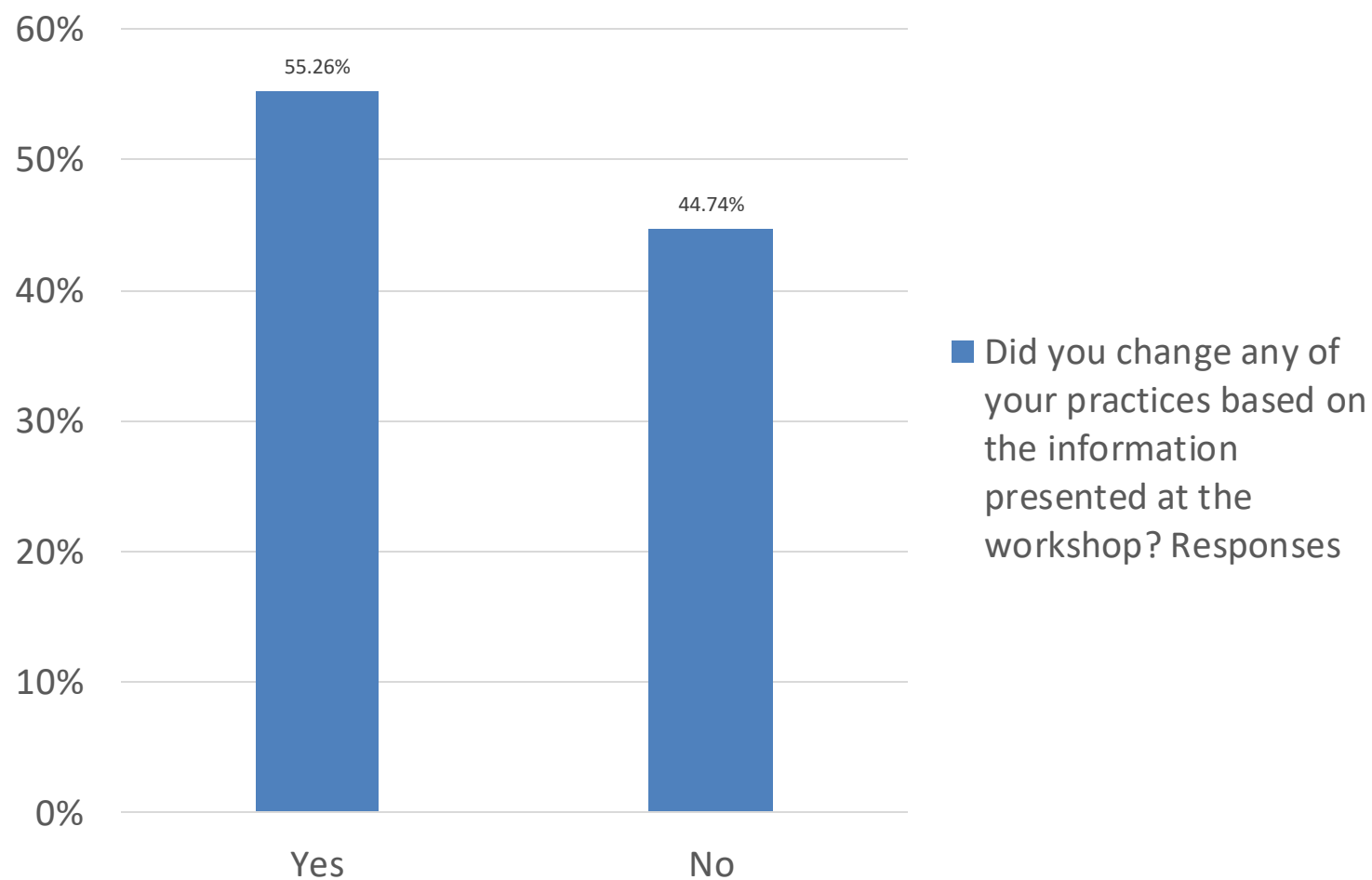
*metrics set for 2013 – 2016,

**metrics set for 2017 - 2025





Actual Adoption



n=38

Source: AWRI 2019 extension survey



So what are the barriers to adoption?

For a practice you have NOT trialled or adopted, why did you chose to NOT trial the practice? (tick all that apply)	
I have already trialled the practice	10
I DID NOT like how the wine treatment tasted	9
Vintage compression or seasonal issues prevented trialling	9
I DID NOT have time to trial the practice	7
I DID NOT have the equipment to trial the treatment	5
The technique is NOT relevant for our regional wine style	4
The practice would cost too much money	3
It was too risky to trial the treatment	3
The technique is NOT relevant for business	2
The practice takes too much time	1
I want to discuss further with others who have used the practice	1
I DID NOT know how to perform the practice	0
I DID NOT have information on how to perform the practice	0
	30

n=38

Source: AWRI 2019 extension survey



Wine Australia for Australian Wine

The AWRI's extension capability is supported by Australia's grapegrowers and winemakers through their investment agency, Wine Australia, with matching funds from the Australian Government