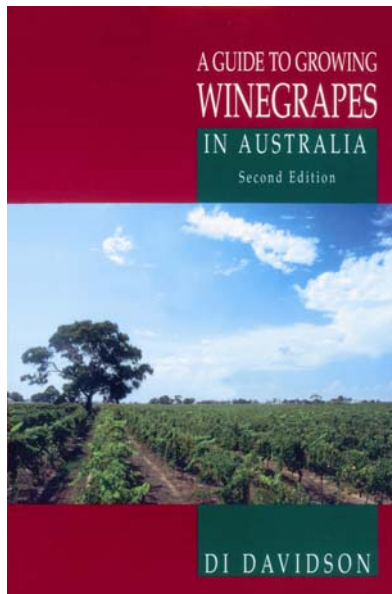


A Guide to Growing Winegrapes in Australia

“A step by step guide to getting started and to becoming, and staying, profitable.”

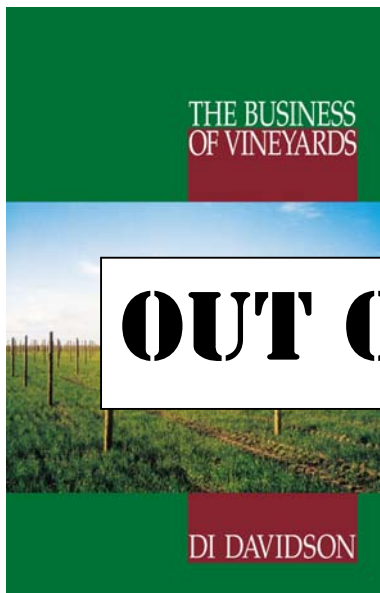


Winegrape production is a very expensive business, and any producer, whether private or corporate, must have two main objectives – the profitability of the business and production of the best quality fruit possible. *A Guide To Growing Winegrapes in Australia* shows how to achieve these objectives by thorough planning and management of any vineyard project, be it a new development, an established operation or vineyard renovation programme.

For the more experienced grapegrowers, the book summarises the technical options available for all common viticultural operations. For the new investor in the industry, the book provides a step by step guide to getting started and to becoming, and staying, profitable. Students of viticulture will find the book a most useful text with its guidelines for a practical and cost efficient approach to commercial viticulture.

The ideas and principles set out in the book are well supported with diagrams, colour photographs and references for future reading

The Business of Vineyards

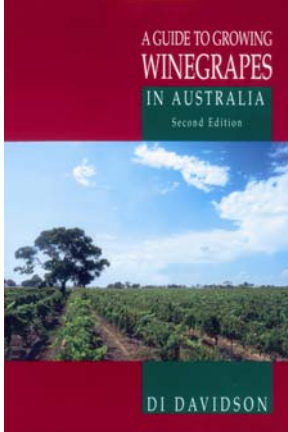


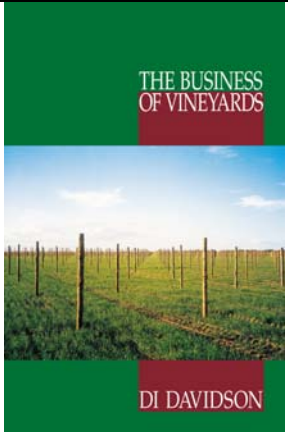
This book is intended as a practical guide and a checklist for those involved in the business of winegrape production in Australia. It is written in the context of the dynamic and challenging Australia Wine Industry of 2001, when quality and sustainable profitability must be the focus of all winegrape producers. Vineyards must be professionally managed and able to adapt readily to changing face.

The business environment is dynamic and the book approaches to a range of issues such as environmental management and quality assurance, as well as viticultural practices.

This book addresses the basic principles underlying the successful winegrape business.

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