OLD VINE PROJECT

Andre Morgenthal
Nadia Hefer
OBJECTIVES

- Preservation of vineyards 35 years and older
- Creating a sustainable pricing model for farmers
- Inspiring the attitude of “plant to grow old”
- Driving the Certified Heritage Vineyards Seal
Financial viability per hectare

- Older vineyards bear less fruit.
- With less tons/ha, the return on investment is less.
- The temptation is to replace vines with young vines or more viable agri-products.

“The aim is to achieve selling prices that will allow grape prices to rise and become sufficiently attractive to farmers that they will not be tempted to pull out the older, less productive vines that may well make some of the finest wine.”

Jancis Robinson
CERTIFIED HERITAGE VINEYARDS SEAL

A world’s first, the CHV seal represents:

- Product Integrity
- Quality Differentiation
- Rarity and desirability
- Traceability
- Exclusivity
OLD VINES IN SOUTH AFRICA

Only 4 292 hectares of a total 89 384 hectares of vineyards in South Africa are 35 years and older.
OLD VINES IN SOUTH AFRICA

HECTARES OF OLD VINES PER CULTIVAR IN SOUTH AFRICA (SAWIS, 2022)

A total of 47 different old vine cultivars
OLD VINES IN SOUTH AFRICA ACROSS WINE OF ORIGIN DISTRICTS

HECTARES OF OLD VINES PER WINE OF ORIGIN DISTRICT IN SOUTH AFRICA (SAWIS, 2022)
OLD VINES IN SOUTH AFRICA

BUSH VINE VS TRELLISED HECTARES OF OLD VINES IN SOUTH AFRICA (SAWIS, 2022)

- Trellised: 56%
- Bush vine: 44%

DRYLAND VS IRRIGATED HECTARES OF OLD VINES IN SOUTH AFRICA (SAWIS, 2022)

- Dryland: 36%
- Irrigated: 64%
Juice from Pinotage berries (7- and 53-years vine age) harvested at the same time showed a significant difference in grapes, juice and wines.

Older vines have significantly higher acid, at a lower balling, thus a lower alcohol and better pH.

The ripening process takes longer with old vines, which might explain the development of flavour complexity. (Burger, 2018)
The “Aroma of South African Chenin Blanc wines” wheel was updated to include the new aromas and mouth-feel attributes.

(Ngxangxa, De Villiers, Nieuwoudt, Tredoux, 2018)
Vine age contributes significantly to wine price

<table>
<thead>
<tr>
<th>ATTRIBUTE</th>
<th>MEASURE</th>
<th>COEFF</th>
<th>P-VALUE</th>
<th>INTERPRETATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>VINE AGE</td>
<td>Age or approximate age of vineyard.</td>
<td>R 2.96</td>
<td>0.00</td>
<td>For every year of additional age of vineyard, price of wine increases by coefficient of R2.64</td>
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</tbody>
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Steyn & Priilaid (2018)
“As much as it is clear that you need to commercialise this initiative, you have made a noticeable impact on the industry.”

Michael Fridjhon
“Old Vines are a wonderful source of knowledge for scientific research in our understanding of plants and the aging process of vines, especially in this challenging time of climate change.”

Rosa Kruger
ECONOMIC IMPACT

- CHV sections on wine lists and wine retail
- Wine ratings and awards
- Request of CHV certificate from wine trade
THE UNIQUENESS OF OLD VINES

ACCUMULATED WEALTH
Reserves

WISDOM AND EXPERIENCE
Adjust their phenology

THEIR OWN AGENDA
Not wine, but reproduction

ROOT SYSTEMS
Time in environment and buffering capacity
More roots
OLD VINE PRUNING
SPONSORED BY
FELCO AFRICA AND IMVINI WETHU
The Old Vine Academy

ABOUT

Together with the assistance of the Imvini Wethu team, the OVP launched an online learning platform.

The academy will offer learners the opportunity to gain additional skills and certification to positively impact their career prospects.

By educating the old vine network of trade, media and partners, Certified Heritage Vineyards wines will receive more awareness.
TARGET AUDIENCE

The Old Vine Academy wants to reach the role players and stakeholders that can influence, grow, and strengthen the Old Vine category.

1. OVP members with a focus on tasting room and restaurant staff
2. On and Off Trade commercial teams where CHV wines are represented and sold
3. Wine institutions, appreciation groups and old vine wine lovers
LEARNING PRINCIPLES

The Old Vine Academy relies on three core principles:

**MICROLEARNING**

A method of instructional training that breaks information down into bite-sized portions to retain maximum knowledge in a short timeframe.

**ENGAGEMENT**

A combination of reading, engagement activities, videos, animations, and assessments to keep learners continually engaged.

**ASSESSMENT**

The learners will be assessed on the knowledge obtained and will receive a Certificate of Completion when the course is successfully passed.
THANK YOU

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