

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**





PHOTO CREDIT: ZACH MOOLMAN

FINANCIAL IMPLICATIONS

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



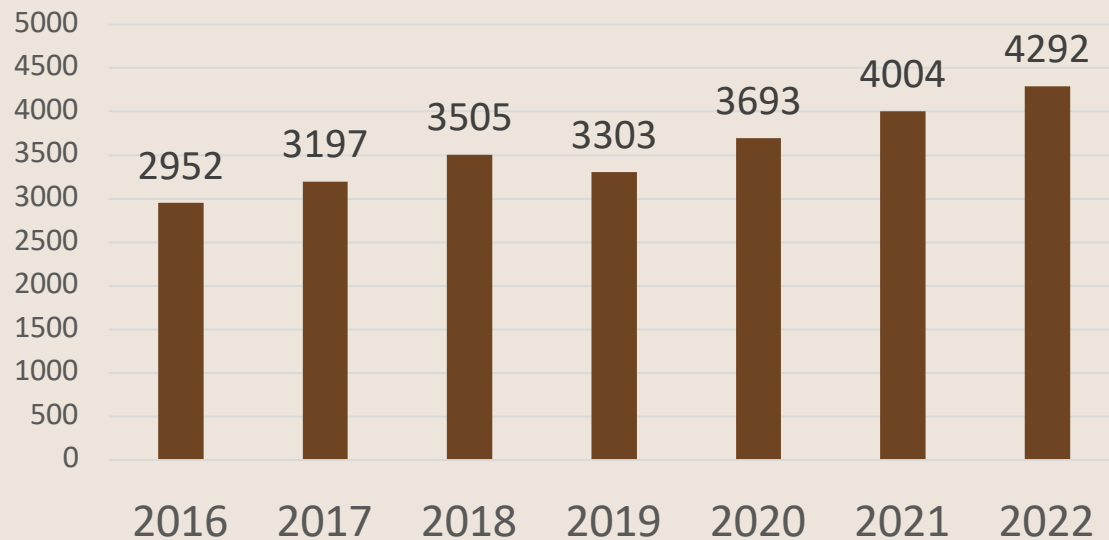
A world's first, the CHV seal represents:

- Product Integrity
- Quality Differentiation
- Rarity and desirability
- Traceability
- Exclusivity

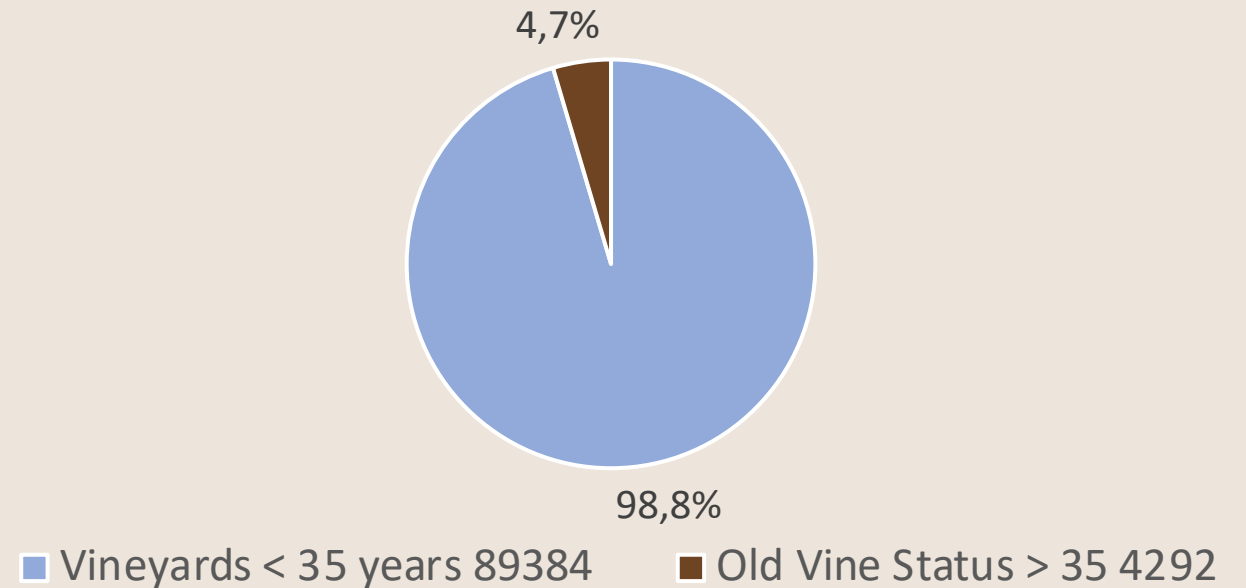


OLD VINES IN SOUTH AFRICA

HECTARES OF OLD VINES PER YEAR
IN SOUTH AFRICA (SAWIS, 2021)



HECTARES OF VINEYARDS < 35 YEARS
VS > 35 YEARS SOUTH AFRICA (SAWIS, 2021)

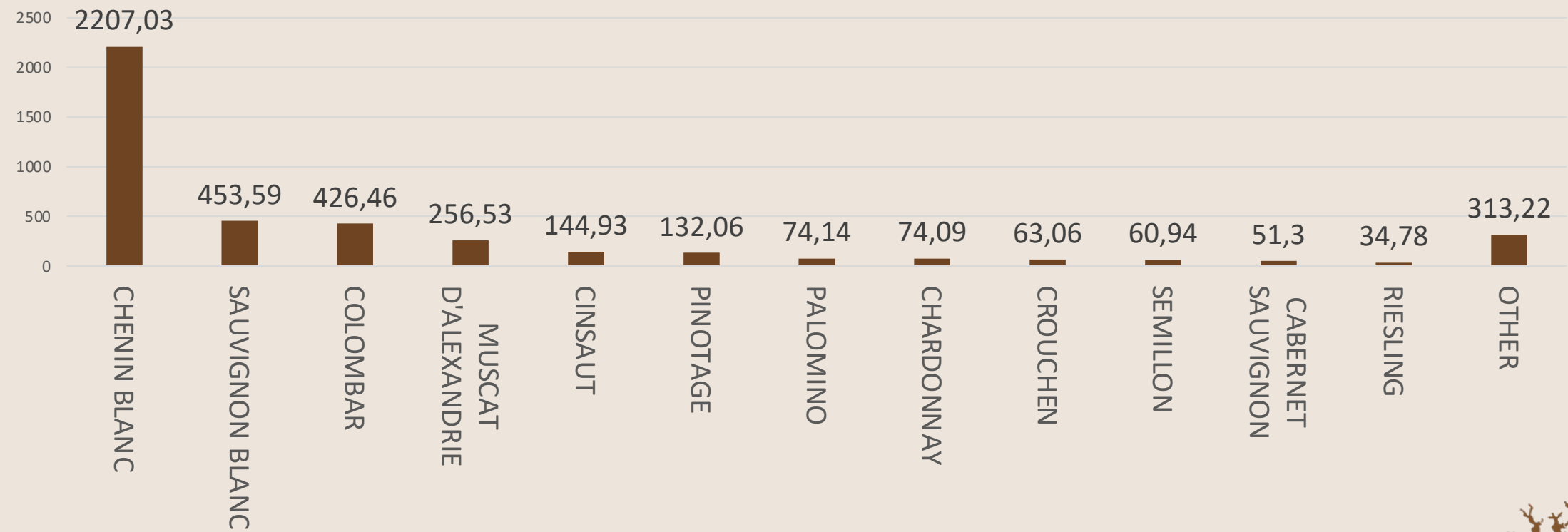


Only 4 292 hectares of a total 89 384 hectares of vineyards
in South Africa are 35 years and older



OLD VINES IN SOUTH AFRICA

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

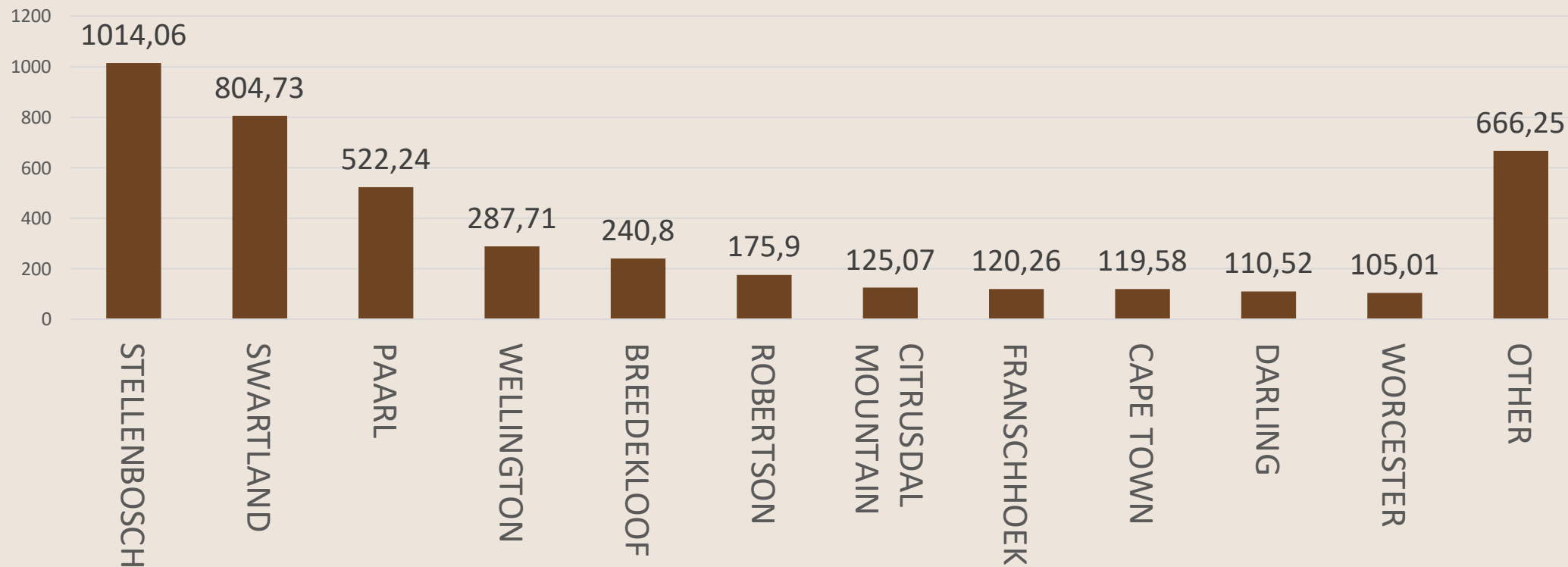


A total of 47 different old vine cultivars



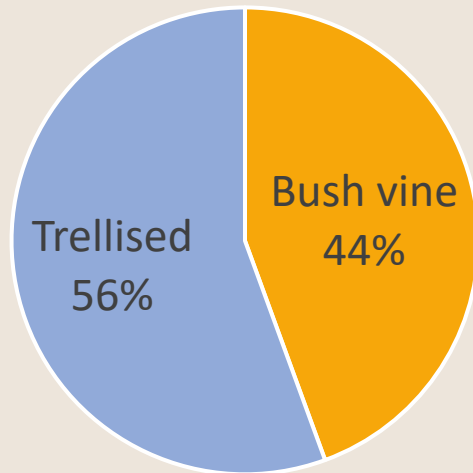
OLD VINES IN SOUTH AFRICA ACROSS WINE OF ORIGIN DISTRICTS

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

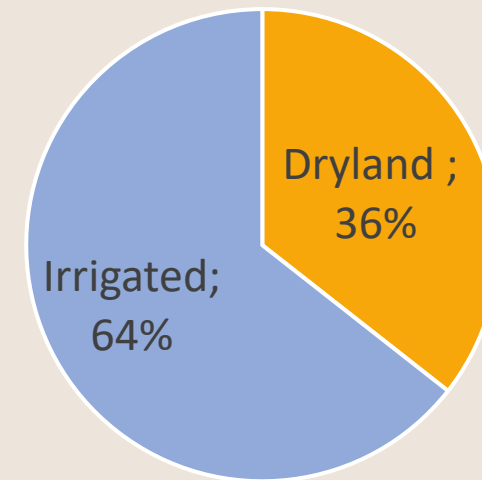


OLD VINES IN SOUTH AFRICA

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



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

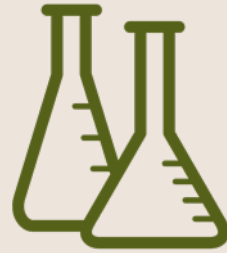


OLD VINE PINOTAGE RESEARCH



THE AGE

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



THE ANALYSIS

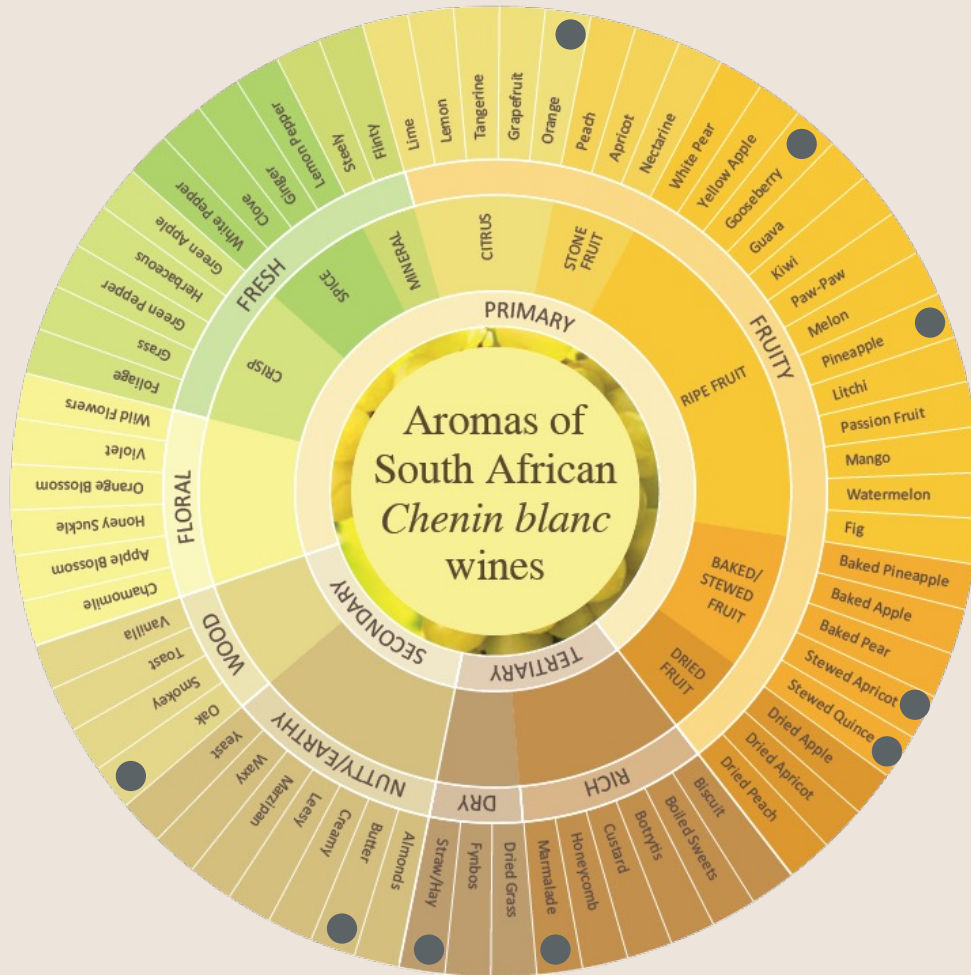
Older vines have significantly higher acid, at a lower balling, thus a lower alcohol and better pH.



THE RIPENING

The ripening process takes longer with old vines, which might explain the development of flavour complexity. (Burger, 2018)

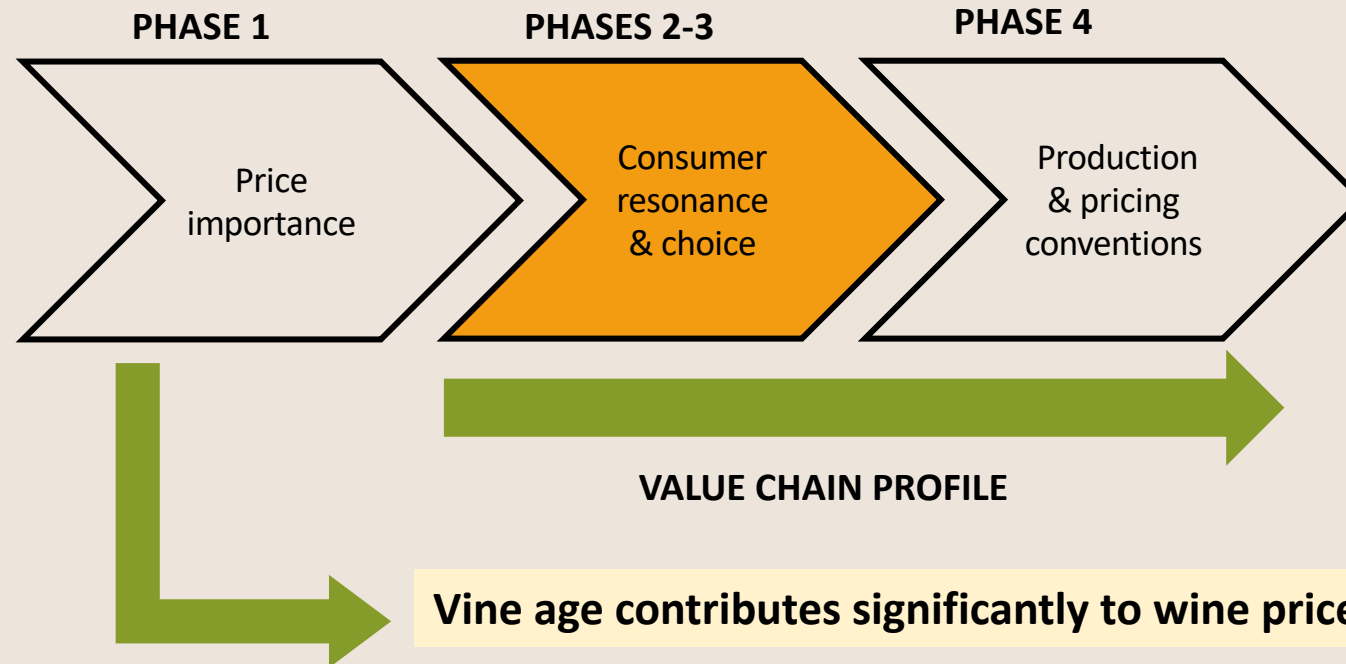
OLD VINE CHENIN BLANC RESEARCH



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)

UNLOCKING MARKET VALUE FOR SA'S OLD VINE RESOURCES



ATTRIBUTE	MEASURE	COEFF	P-VALUE	INTERPRETATION
VINE AGE	Age or approximate age of vineyard.	R 2.96	0.00	For every year of additional age of vineyard, price of wine increases by coefficient of R2.64

Steyn & Priilaid (2018)

IMPACTING THE TRIPLE BOTTOM LINE



“As much as it is clear that you need to commercialise this initiative,
you have made a noticeable impact on the industry.”

Michael Fridjhon



ENVIRONMENTAL IMPACT



PLANT



TO



GROW



OLD

“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

THEIR OWN AGENDA

Not wine, but reproduction

WISDOM AND EXPERIENCE

Adjust their phenology

ROOT SYSTEMS

Time in environment and
buffering capacity
More roots





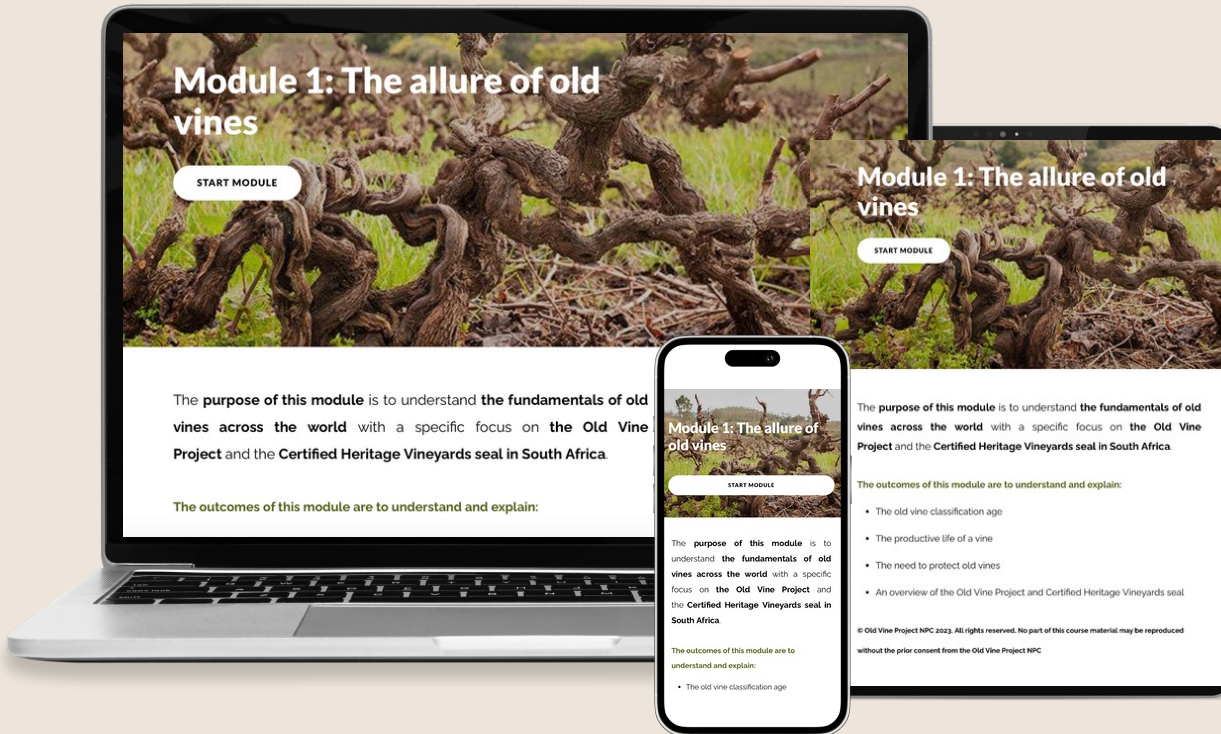
OLD VINE PRUNING

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



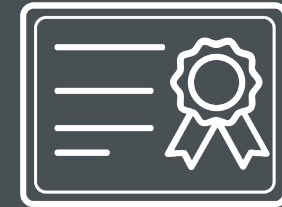
A method of instructional training that breaks information down into bite-sized portions to retain maximum knowledge in a short timeframe

ENGAGEMENT



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

ASSESSMENT

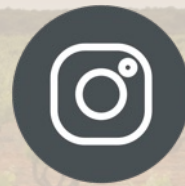


The learners will be assessed on the knowledge obtained and will receive a Certificate of Completion when the course is successfully passed

OLD VINE
PROJECT



THANK YOU



@oldvineproject

#oldvineproject

#certifiedheritagevineyards

info@oldvineproject.co.za

www.oldvineproject.co.za