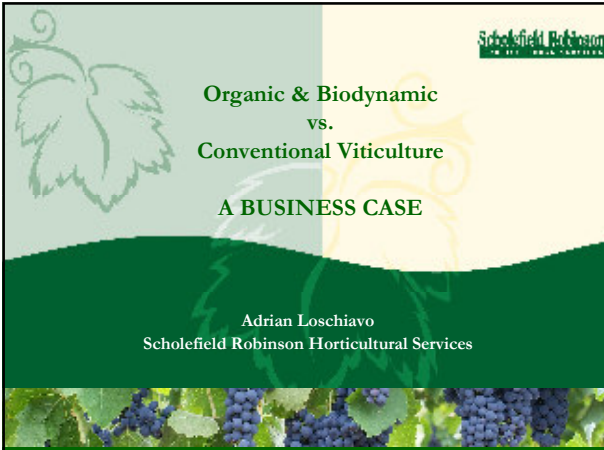


# Organic & Biodynamic vs. Conventional Viticulture

## A BUSINESS CASE

Adrian Loschiavo  
Scholefield Robinson Horticultural Services



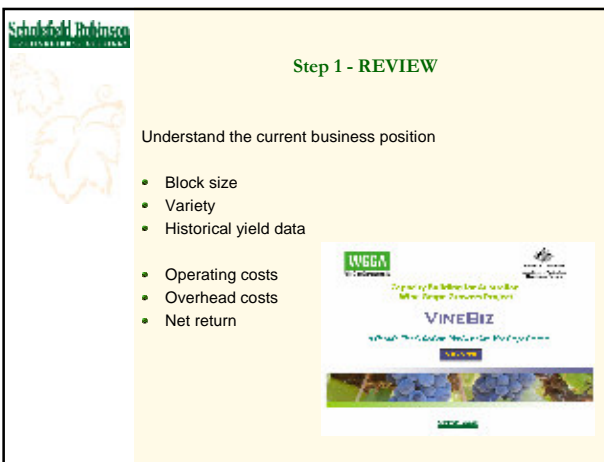





### Step 1 - REVIEW

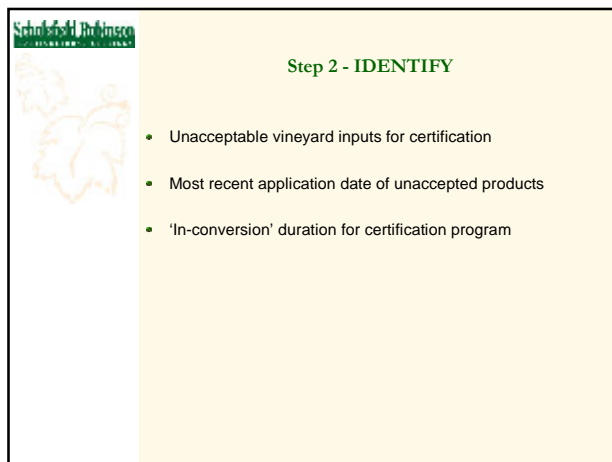

Understand the current business position

- Block size
- Variety
- Historical yield data
- Operating costs
- Overhead costs
- Net return

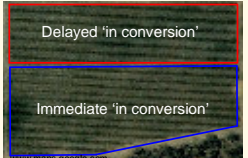
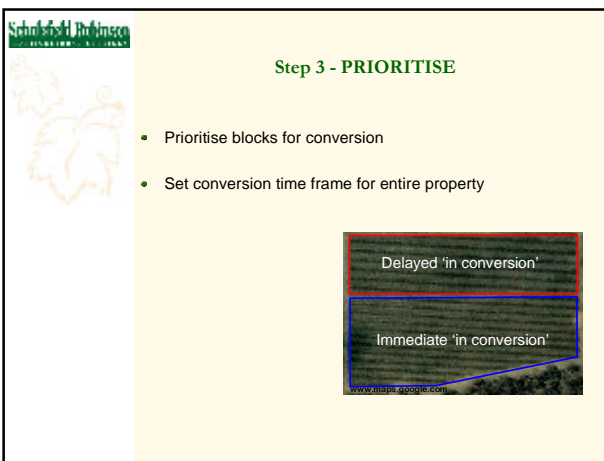

### Step 2 - IDENTIFY

- Unacceptable vineyard inputs for certification
- Most recent application date of unaccepted products
- 'In-conversion' duration for certification program

### Step 3 - PRIORITISE

- Prioritise blocks for conversion
- Set conversion time frame for entire property

### Step 4 - ASSESS

Assess currently used inputs

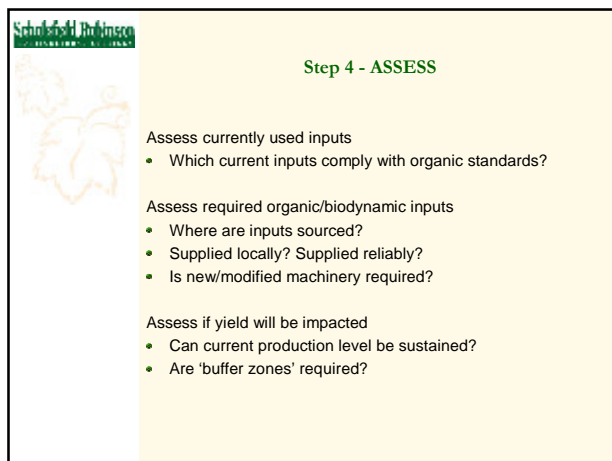
- Which current inputs comply with organic standards?

Assess required organic/biodynamic inputs

- Where are inputs sourced?
- Supplied locally? Supplied reliably?
- Is new/modified machinery required?

Assess if yield will be impacted

- Can current production level be sustained?
- Are 'buffer zones' required?



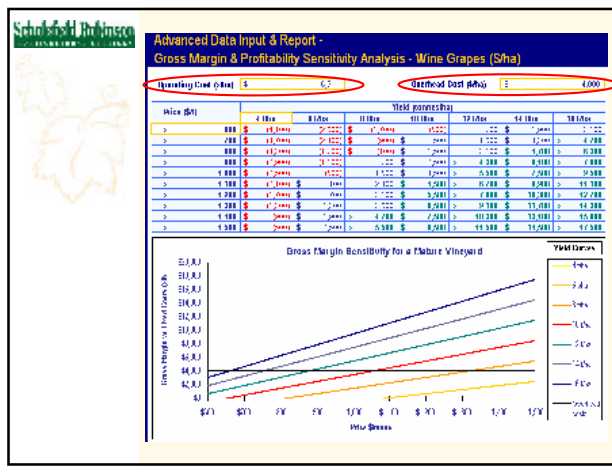
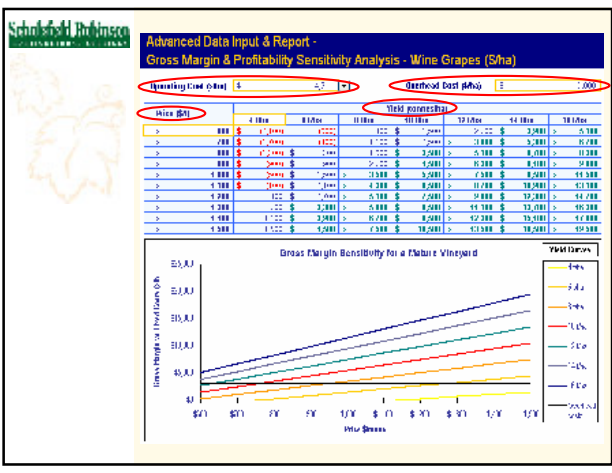
### Step 5 - REVIEW CONSTRAINTS

- Access, cost and effectiveness of permitted inputs
- Weed/cover crop management
- Soil fertility and organic carbon
- Access to certified winemaker and facilities
- Access to market/distribution network
- Does your organic/biodynamic grapes &/or wine receive a premium?

### Step 6 - SENSITIVITY ANALYSIS

Conversion to Organic/Biodynamic production

- Variable and fixed costs may increase
- Yield may be reduced
- Grape price may not change
- Understand minimum 'grape price' for financial sustainability



### Step 7 - SWOT ANALYSIS

**Strengths**

- Reduced synthetic inputs
- Improved soil condition

**Weakness**

- Increased operating costs
- Increased labour requirement

**Opportunities**

- Differentiation in the market place
- Opportunity to incorporate livestock into system

**Threats**

- Managing high pest/disease pressure
- Spray drift or contamination

### Step 8 - BUDGET

Prepare a 3-year budget for organic/biodynamic production

Some additional costs to consider

- Weed management
- Organic manures and compost
- Canopy management
- Pest management
- More intensive monitoring time/costs

Seek independent professional financial advice

### Step 9 - TESTING

Requirements by certification program

- Soil testing
- Residue testing (if required)



### Step 10 - PLAN

- Understand the entire certification process
- Develop 'Organic Management Plan' (Pre-certification process)
- Plan for changes required (In-conversion process)
- Ascertain audit frequency and requirements

