

PROGRAMME: WINE INDUSTRY TECHNOLOGY TRANSFER

INTRODUCTION/DEFINITION

The Technology Transfer programme forms a very important and crucial part of Winetech's research, development and technology transfer goals, because it ensures a strategic advantage to the end-users of the technology in the wine industry.

The function of the Technology Transfer programme is to ensure that all Winetech funded research results are transferred effectively to all role-players in the wine industry. It also needs to ensure that research priorities as identified by industry are addressed.

This programme endeavours to make available procedures by which appropriate technology, developed at the research centre, could be communicated in a workable format to the transferors and users thereof. The procedures for technology transfer as well as the technology being transferred, should be technically and economically feasible. This transfer, be it by means of extension officers, consultants, researchers, lecturers or other role-players, could take place on an individual basis or in a group or community context and could be done either free of charge or at a fee.

OBJECTIVE OF THE TECHNOLOGY TRANSFER PROGRAMME

1. To make available economically feasible and applicable technological packages to the users/ enforcers so as to ensure optimal viticulture and vinification, enabling them to produce products answering to international standards by means of:
 - continuous utilisation of the natural resources, and
 - economical optimising of management
2. The transfer of results of completed Winetech projects to specific users on:
 - a) industry level
 - b) regional level
3. The identification and prioritising of research needs on viticultural, wine and packaging problems/information needs, in the end to:
 - a) Identify whether current running projects are unable to address the need
 - b) Identify new projects to address the need
 - c) Transfer technology where information or research results are already available.

4. Planning, implementation and coordinating of a Technology Transfer programme for vine and wine per region.
5. To transfer technology to previously disadvantage producers.
6. To build-up a Technology Transfer Information Database.
7. To consider the transfer of technology using interactive telematic services.

ACTIONS

1. Structures that are in place to transfer technology on a industry level include:

- 1.1) South African Society for Enology and Viticulture (SASEV)
 - Congress
 - Forums/workshops
 - Publications: SASEV Journal
- 1.2) Winetech Information days (in conjunction with VinPro/SASEV)
 - Publications:
 - Wynboer Technical
 - Winetech Scan
 - Technical Yearbook
 - Brochures
 - Winetech News
 - Annual Report
 - Technology Transfer Database
 - Research Output Database

2. Structures that are in place to transfer technology on a regional level (VinPro) include:

- 2.1) Regional Information days (Farmer days)
- 2.2) Vineyard study groups that are made up of a group of innovative / progressive producers and local experts. The study group in cooperation with the researchers unpack the research in practise for regional conditions.
- 2.3) Winemaker and cellar worker study groups. The study group in cooperation with the researchers/consultants unpack the research in practise for individual circumstances.

- 2.4) A structure for resource limited producers for:
- doing analysis with regards to training needs per district.
 - providing help and advice with investigations and / or viability studies for buying farms or development projects
 - vineyard advice on request
- 2.5) Vineyard Practice Evaluation project, because one of the important functions is to train young viticulturist during the judging process.

3. Winetech: Programme for determining Research Priorities (Annexure A)

4. Measurements: Actions should be taken to co-ordinate the measurements as set out in point c of this document.

5. The Technology Transfer program committee must co-ordinate and manage the above-mentioned actions of technology transfer.

MEASUREMENTS

1. Short-term

- Number of farmer days, study groups etc.
 - Information day attendance figures
 - Record of topics discussed
 - PDI farm visits, attendance figures and research and technology transfer needs priorities.
- } Technology Transfer Database

2. Long-term

- To measure if the research results and the transfer of the results addressed the identified priority need.
- To measure the implementation of new research in vineyards and cellars.
- To measure progress after implementation.
- To measure if the vineyard, winemaker and cellar study groups per district creates a viable structure for the discussion and exchange of information, problem identification and problem solving.

**G Martin
March 2011**

BUDGET 2011

| Project Num. | Project Title | Responsibility | Begin date | End date |
|--------------|---|----------------|------------|------------|
| Wineland 1 | Technical Yearbook: Wynboer | JH Booysen | 2005 | Continuous |
| TO/Sprog | Tegnologie-oordrag: Streek Prosesprogram | F Viljoen | | Continuous |
| WPE/2002 | Wingerdpraktekevaluering | F Viljoen | | Continuous |
| SAWWV2/2003 | SAWWV Journal:Sponsor of printing and posting | R Carstens | | Continuous |
| | SASEV (Tech-transfer/exchange) | R Carstens | 2011 | 2011 |
| TO-PPlan | Production plan on farm level | G van Wyk | 2009 | 2011 |
| | Taskteam/Roadshows/Workshops | Winetech | 2008 | Continuous |
| | Wine Industry Library membership | Winetech | 2008 | Continuous |
| | Wynboer Tegnies | Winetech | 2008 | Continuous |
| | Brochures | Winetech | 2008 | Continuous |
| | OIV / Study Tours | Winetech | 2008 | Continuous |
| | Maintenance web-site | Winetech | 2008 | Continuous |
| | Technoscan | Winetech | 2008 | Continuous |
| | Updating/verifying database | Winetech | 2008 | Continuous |
| | Literature Review | E Archer | 2011 | 2012 |
| | | | | |
| | | | | |

Continuous: Budget to be revised every year

TECHNOLOGY TRANSFER COMMITTEE

Chairperson: Gerard Martin
Pierre Marais
Willem Botha
Charl Theron
Adian Fry
Orlando Filander
Francois Viljoen
Hannes van Rensburg
Maret du Toit
Albert Strever
Bertus Fourie
Dirk Bosman
Hanno van Schalkwyk
Abrie Beeslaar
Roleen Carstens
Gert van Wyk
Johan Truter
Yvette van der Merwe
Anel Andrag

ANNUAL MEETINGS

May and August/September: Feedback by researchers on progress with listed projects. Verification of programme aims and identification of technology transfer gaps that require attention. Discussion of project progress and new projects by the programme committee.

WINETECH: PROGRAMME FOR DETERMINING RESEARCH PRIORITIES

The Winetech Technology Transfer Programme's work programme is determined according to needs identified on a regional basis for Research and Technology Transfer. The work programme is scheduled as actions. The planning for and management of technological transfer of the industries include different role players and a number of actions that need to be scheduled accordingly. Technology Transfer has an overarching function as well as an integrating nature across disciplines. All Winetech's Technical Committees are involved in these actions, thus all needs are canalised to the different working committees. The feedback from experts on regional information days needs to be planned pro actively and timeously.

Explanation of work programme:

| TIME SCHEDULE | ACTION | ROLE PLAYERS |
|------------------------|--|---|
| February 2011 | Send 2010 Research and Technology Transfer Priority Tables to Research institutions (US, ARC and Elsenburg) to invite new research proposals, to be handed in May 2011 | Winetech Office Chiefs of Research |
| March- April 2011 | Advertise in Wynboer to determine Research and Technology Transfer Priorities | Winetech Office |
| April 2011 | Send letters to Wine Industry Organisations to determine Research and Technology Transfer Priorities | Winetech Office |
| May- June 2011 | Determine Research and Technology Transfer Priorities by VinPro /Oenologists in regions on Regional Information Days | VinPro/Oenologists |
| June 2011 | VinPro/Oenologists supply detailed Research and Technology Transfer Priorities Reports of regions to Winetech | VinPro/Oenologists |
| June- July2011 | All proposals/information are processed by the Winetech Office and Research and Technology Transfer Priorities Tables are compiled as well as send to the various committees for discussion during September meetings of the Technical Committees | Winetech Office |
| August- September 2011 | Regional Information Days are presented | VinPro |
| September 2011 | Winetech Committees discuss Research and Technology Transfer Priorities Tables and categorise needs according to one or more of the following: relevance/research request/current project/already completed [T-Transfer] /identification of specialists. | Winetech Committees |
| October 2011 | Winetech Office adjusts Research and Technology Transfer Priorities Tables | Winetech Office |
| November 2011 | Winetech Office supplies updated Research and Technology Transfer Priorities Tables 2011 to VinPro/Oenologists and other conveyors of Technology | Winetech Office VinPro/Oenologists/ Conveyors of Technology |

| | | |
|---------------------------|--|---|
| November 2011 | Technology Transfer Programme Committee plans annual schedule for Technology Transfer events/subjects according to Technology Transfer priorities according to region. Dates for Information Days are identified, programmes for the various days are discussed and researchers are identified and timeously invited to do presentations on the planned Information Days. | T-Transfer Programme Committee |
| February 2012 | Send 2011 Research and Technology Transfer Priority Tables to Research institutions (US, ARC, WCDA, UCT and UWC) to invite new research proposals, to be handed in May 2012. | Winetech Office Heads of Departments |
| March - April 2012 | Advertise in Wynboer to determine Research and Technology Transfer Priorities. | Winetech Office |
| April 2012 | Send letters to Wine Industry Organisations to determine Research and Technology Transfer Priorities. | Winetech Office |
| May- June 2012 | Regional Information Days <ul style="list-style-type: none"> • VinPro consultant gives feedback to regions regarding Research and Technology Transfer Priorities 2011. • Researchers provide feedback as research progresses or as projects are completed and final reports are made available. • Identification of new Research and Technology Transfer Priorities (feedback of regions April 2013). | VinPro US/ARC/WCDA/UCT and UWC Researchers |

New cycle continues.