Global Trends - Wine Industry Key Elements

Australia: Gross Margin Ready Reckoner

The Gross Margin Ready Reckoner is a business planning tool using benchmark and tax data generated from a number of sources. It calculates the profitability of certain wine production and sales scenarios. Profitability is measured by gross margin.

The tool bases its initial calculations on pre-populated averages and estimates across the supply chain in order to create a basic benchmark. By adjusting the inputs in the comparison screen, the sensitivity to certain input costs — such as exchange rate, shipping and route to market — can be examined.

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Natural / Physical Resources

Dogs can help detect vineyard diseases

DOGS can be used as pest and disease detectors in vineyards, according to a Melbourne University researcher.

Dogs have a greater sensitivity to volatile molecules than most mobile gas chromatography detectors, and they can sort and discriminate scents where machines have difficulty

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