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Global Trends - Wine Industry Key Elements

Direct to Customer Benchmarking

We are sharing this on behalf of Vinpro and the organisers.

Vinpro and Wine Business Solutions are collaborating in order that South African wineries gain better insights into their direct business.

Wine Business Solutions is also working with Wine Australia, NZ Winegrowers and Silicon Valley Bank, USA in order to produce an international report, benchmarking wineries across the four countries. The survey is completely anonymous and confidential. To take the survey, you’ll need your last two years wine sales broken down by volume and value as well as your direct sales broken down by cellar door, wine club, web sales, events and restaurant wine sales.

You can take the survey now. [Click here to read more](#)

Otherwise contact peter@winebusinesssolutions.com.au with any questions.

Major Wine Producing Countries

How Portugal Became the Epicenter of Sustainability for the Wine Industry

While climate change is affecting every industry across the globe, the agricultural sector—wine in particular—is reeling from it. Wine growers constantly face new adversaries in the vineyard—such as hailstorms, heat waves, and disease pressure—that are unpredictable and destructive. Numerous regions are examining how they can mitigate these issues, but one country in particular is emerging as the leader of sustainability: Portugal. [Click here to read more](#)

Natural / Physical Resources
Joint industry response to Oxfam Germany article regarding the use of pesticides

Following a scathing report that was published on the Oxfam Germany website regarding the use of pesticides in our vineyards - Click here to read more - WoSA in conjunction with IPW, the WSB and Vinpro, have released a joint statement which negates and further explains the legalities behind the use of various pesticides within our vineyards and ultimately our wine.

This response has been shared with a number of stakeholders and is a useful tool for all of our members should the question ever be raised from importers, retailers or consumers.

Full response - Click here to read more