



# Objective Measures of Quality Workshop

27 July 2012

National Wine Centre - The Gallery

On Friday 27 July 2012, GWRDC facilitated a workshop on Objective Measures of Quality— one of the four high-priority investment areas for GWRDC for 2012–13. More than 70 people participated in the workshop, which included representation from the research community and wine sector.

The purpose of the workshop was to help identify gaps and potential researchable questions in the area of objective measures of quality. A [discussion paper](#) was circulated to all participants before the workshop to provide an overview of the current situation and to promote constructive discussion in this area.

At the workshop, participants heard presentations from the following speakers about how the sector currently assesses quality and what should or might be in the pipeline for the future.

- Mark Gishen, Gishen Consulting (the presentation is available [here](#))
- Mike Cleary, E&J Gallo Winery (the presentation is available [here](#))
- Rob Hunt, Boars Rock
- Chris Dent, Orlando Wines (please contact Chris Dent for a copy of the presentation)
- Peter Szabo, Accolade Wines (the presentation is available [here](#))
- Nigel Blieschke, Peter Lehmann Wines (the presentation is available [here](#))
- Paul Smith, AWRI (the presentation is available [here](#))

Participants contributed to an open forum discussion with the speakers and worked in small groups to consider the following:

1. What is the value proposition for using quality measures?
2. What are or would be the characteristics of successful measures of quality?
3. How can we make better use of existing knowledge of quality measures?
4. What barriers exist to developing objective measures of quality that will be valued?
5. What is the best way to develop measures that reach across the value chain?
6. What other information do we need on consumer preferences for wine flavours, styles and attributes?  
Do we know how much consumers value flavour?
7. What new objective measures of quality are likely to be of value?
8. What are the researchable questions that might lead to valuable objective measures of quality?

The suggestions and ideas of the working groups and from the discussion are summarised at the end of this document.

Drawing on the workshop discussion, GWRDC Management has summarised the potential researchable questions to help guide researchers and the sector in developing expressions of interest submissions. It is clear that we are uncertain of the value of those attributes that are currently measured, and that we lack robust knowledge of what else might be important and how to measure it objectively.

## Potential researchable questions

- How could the value proposition for using existing measures be improved and integrated so that we make better use of existing knowledge?
- What is the impact of vine balance on wine attributes that consumer's value and can we develop methods to assess aspects of balance that relate to grape and wine quality?
- Can we develop more rapid and reproducible methods of vineyard properties and grapevine performance?
- Can we develop useful measures of fungal contamination of grapes that would be used by the sector in preference to those that are based on visual inspection?
- What are the flavours, mouthfeel attributes and textural properties that consumers value and will seek out for:
  - sparkling and still wines?
  - in domestic and export markets?
  - at different price points?[this is linked to sub-program 2.1]
- What are the impact compounds for these flavours, mouthfeel attributes and texture properties?
- What is the origin, formation and fate of these impact compounds and what processes impact on them?
- Can we develop methods to predict flavour of wine that can be used at critical control points of the value chain?

## Objective Measures of Quality | Discussion summary from Workshop

### 1. What is the value proposition for using quality measures?

- Using quality measures should lead to the following
  - better control over viticultural and winemaking process resulting in better decision making and improved practices
  - better logistics in batching and streaming
  - increased transparency and accountability with better incentives for growers/producers as a follow-on
  - safeguard against litigation
  - improve communication and trust across and alignment in the supply chain
- Some secondary and flow on benefits could be
  - better value for money, more product consistency, less confusion and increased knowledge for consumers
  - marketing advantage to all industry due to the above impacts on consumers and to efficiency gains

### 2. What are or would be the characteristics of successful measures of quality?

- a pathway to adoption (the method is actually taken up, i.e. there is a value proposition)
- can be used to drive practice change to meet targets
- gives a clear and meaningful answer that can be used in business (number relates to an attribute of value)
- predictive (i.e. grape measures predict wine outcome)
- practical, justifiable, defensible, transparent
- reproducible, precise, accurate, and cost effective

- simple and robust enough to allow consistent implementation
- has buy-in from all stakeholders
- probably multivariate
- holistic ( or at least incorporates understanding of how this measure fits with others)
- real time reporting, or at the very least, rapid enough to allow action to be taken

### 3. How can we make better use of existing knowledge of quality measures?

- optimise and standardise current methods
- collaboration between researchers and industry to validate value of current metrics for decision making and practice improvement
  - mine existing data sets
  - respect commercial sensitivity of data

### 4. What barriers exist to developing objective measures of quality that will be valued?

- lack of clear link between composition and quality attribute
- lack of training of potential adoptees of the method
- lack of standardisation of method across the sector
- lack of sufficient communication and buy-in from all stakeholders
- complexity of the system and lack of knowledge and/or technology
- lack of understanding of return on investment (poor project selection)

### 5. What is the best way to develop measures that reach across the value chain?

- use a top down approach: start with consumer liking of wine
- collaborate across value chain, with researchers and industry, with multiple skills and disciplines
- use technology that can be used flexibly across the chain

### 6. What other information do we need on consumer preferences for wine flavours, styles and attributes? Do we know how much consumers value flavour?

- consumer value of flavour in general is not a knowledge gap: understood that consumers place some value on wine flavour and mouthfeel because 80% of wine purchases are repeat
- already have some knowledge of consumer (dis)liking of astringency, bitterness, acid and brett taint
- knowledge gap is regarding flavour and style preferences and how that relates to grape and wine composition and/or grapevine performance

### 7. What new objective measures of quality are likely to be of value?

- rapid tool for vineyard assessment
- any measures of quality for white wines and sparkling
- ones that incorporate vineyard variability
- ones that incorporate sensory data and/or consumer preferences

### 8. What are the researchable questions that might lead to valuable objective measures of quality?

- What are the flavours, mouthfeel attributes and texture properties that consumers value and will seek out?
- What are the impact compounds for these flavours, mouthfeel attributes and texture properties?
- What is the origin, formation and fate of these impact compounds and what processes impact on them?
- Can we develop methods to predict flavour of wine that can be used at critical control points of the value chain?
- What is the impact of vine balance on wine attributes that consumers value?
- Can we develop more rapid and reproducible methods of vineyard properties and grapevine performance?

- Can we develop useful measures of fungal contamination of grapes that would be used by the sector in preference to those that are based on visual inspection?
- What is the value proposition for existing measures and how could this be improved and integrated?

### **Lodging an expression of interest (EOI) submission**

All proposals must be submitted through the GWRDC's online project management system CIMS by **Friday 24 August 2012**.

If you are considering lodging an application, you must email [amanda@gwrdc.com.au](mailto:amanda@gwrdc.com.au) well before 24 August 2012 to obtain access to a CIMS template link. In the email, please provide the following details:

- Researcher name, email address and organisation
- Administration contact and email address
- Project title
- Project start and end date
- GWRDC program and sub-program area (program area details are in the GWRDC [Annual Operational Plan 2012-13](#), under the 'About GWRDC' then 'compliance documents' on the GWRDC website)

Once this information has been provided, GWRDC will send a CIMS EOI template link. A CIMS login will be required. If you do not already have access to CIMS, please contact GWRDC to arrange access.

The EOI template is similar to a Final Project Application.

If you wish to discuss a researchable question with GWRDC, please contact Liz Waters, GWRDC R&D Program Manager, [liz@gwrdc.com.au](mailto:liz@gwrdc.com.au) or 08 8273 0507.