



# MEDIA RELEASE

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## Mix of youth and experience to represent WGGA at VINITECH-SIFEL

WGGA is delighted to announce that two candidates have been chosen for an exciting opportunity to attend the Vinitech-Sifel international wine, fruit and vegetable trade show in Bordeaux, France, from 2-4 December 2014, as VIP guests of the trade show organisers. The package includes expenses, the trade show attendance as well as business meetings, vineyard visits and a gala dinner and awards ceremony.

Executive Director of WGGA, Mr Lawrie Stanford said “Two candidates out of the applications received to represent WGGA at the event stood out as very worthy. Vinitech very generously accepted both delegates not just the one originally intended.”

The two successful candidates are Sam Bowman, viticulturist and grower liaison officer at Bleasdale Wines in Langhorne Creek, and Adelaide Hills winegrape grower Simon Berry.

“Both are actively involved in industry affairs through associations and technical groups, they have strengths in viticulture and are destined for long careers in the industry” said Mr Stanford. He added “The latter means the visit will yield great returns to Australian winegrape growing”.

Sam is 26 years old, is on the Langhorne Creek Grapegrowers’ Committee and is actively participating in a Malbec clonal selection trial in the region. He describes himself as a “relentless promoter of the industry” who has achieved much despite being in the industry only six years.

Simon Berry has spent over 20 years growing winegrapes and managing winegrape production in grape growing regions across three states. Despite being self-employed, Simon has always found time to represent growers in important state and national arenas – including as Chair of the Wine Grape Council of SA for four years and representing South Australia on the WGGA Executive Committee since 2010.

“We have chosen two candidates with a blend of experience and youth, from different regions and with different special interests” said Mr Stanford. “The WGGA selection panel is sure that international relations between the French and Australian industries will also be enhanced by the engaging personalities of the two candidates.”

The WGGA Chair, Mr Vic Patrick, observed that “Through cooperation with Vinitech-Sifel and similar events, WGGA has now sent winegrape growers on such ventures from warm areas and cool and two states of Australia, and we hope the cooperation will continue in the future.” He pointed out that as a part of being selected, the successful candidates undertake to convey what they learn overseas through local and national grower networks.

Vinitech-Sifel is an international exhibition of equipment and innovations for the wine industry and the fruit and vegetable sectors, held in Bordeaux every second year.

Through the relationship that WGGA has with Promosalons, the Australian agent for Vinitech, WGGA is able to nominate a delegate (or in this case, two) to be sponsored to attend the event.

Sam Bowman said “Regardless of the current situation financially for the industry, technological innovation is the future for Australian viticulture and that future is extremely exciting.”

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