



COOL CLIMATES: VALUE-ADDING TO FOOD AND WINE PRODUCTS



Paul Lennard

National ISS Institute Overseas Fellowship

Fellowship supported by the Department
of Education, Employment and Workplace
Relations, Australian Government



ISS Institute

Suite 101
685 Burke Road
Camberwell Vic
AUSTRALIA 3124

Telephone

03 9882 0055

Facsimile

03 9882 9866

Email

issi.ceo@pacific.net.au

Web

www.issinstitute.org.au

Published by International Specialised Skills Institute, Melbourne.

ISS Institute
101/685 Burke Road
Camberwell 3124
AUSTRALIA

March 2009

Also extract published on www.issinstitute.org.au

© Copyright ISS Institute 2009

This publication is copyright. No part may be reproduced by any process except in accordance with the provisions of the Copyright Act 1968. This project is funded by the Australian Government under the Strategic Intervention Program which supports the National Skills Shortages Strategy. This Fellowship was funded by the Australian Government through the Department of Education, Employment and Workplace Relations. The views and opinions expressed in the documents are those of the Authors and do not necessarily reflect the views of the Australian Government Department of Education, Employment and Workplace Relations. Whilst this report has been accepted by ISS Institute, ISS Institute cannot provide expert peer review of the report, and except as may be required by law no responsibility can be accepted by ISS Institute for the content of the report, or omissions, typographical, print or photographic errors, or inaccuracies that may occur after publication or otherwise. ISS Institute does not accept responsibility for the consequences of any actions taken or omitted to be taken by any person as a consequence of anything contained in, or omitted from, this report.

Executive Summary

Australia's cool climate regions are undergoing a food and wine renaissance. New varieties of grapes are being planted, and chefs are experimenting with the development of regional cuisines. Wine and food tourism are the 'buzz' words for many regions as they diversify from agricultural pursuits. The country with the finest history of this type of activity is Italy. Each region focuses on its own produce, and the relationship between the food and wine in these areas is fundamental not only to tourism, hospitality and agriculture, but to customs and lifestyle as well.

The focal point of this Fellowship was to investigate the relationship between cool climate food and wine. Over the last fifty years Australia has watched its wine industry grow to be one of the world's strongest, and our food scene to be among the most diverse in the globe. The challenge has been to integrate these industries. With the growth of the slow food, food miles, organics, and similar movements there has been a strong move to develop robust regional food and wine links focusing on growing and producing the highest quality ingredients. Our challenge has been to develop product that accentuates, and aligns with the wine varieties our climate allows. To complement this we also need to look at other suitable food friendly grape varieties that could be grown successfully in our climate.

The skills gaps that were addressed within this Fellowship focussed on the development of complementary cuisine to that of current and future wine styles, and production techniques of cool climate Australia. The Fellow investigated grape varieties not yet currently produced commercially but with climatic potential, the value-adding of presently produced crops and products, along with the discovery and development of further suitable products for our climatic region.

Austria, Italy, and Alsace (France) were chosen to research methodologies that could be advantageous to the industry, as these regions of Europe are recognised as being of a similar climate, have many grape varieties yet to be developed in our country, and their cuisine relies upon the seamless relationship between food and wine.

With the assistance of a number of Austrian, French, and Italian wine growers and restaurateurs, Australian wine importers, the FederDoc of Friuli, and the food and wine section of the Italian Institute of Foreign Trade (ICE), Lennard was privileged to be given access to numerous establishments, time with producers, retailers, and food and wine journalists.

Throughout this Fellowship Lennard clearly identified that international interest in food and wine tourism is growing rapidly. As this growth continues, the customer demographic is changing. 'Customers' now demand premium product, sourced from the best producers, but not at any price. In Europe the emergence of 'bio' or organic production is growing steadily. People are voting with their wallets, and purchasing not on price, but on product. All markets and supermarkets visited on this Fellowship had large and growing organic sections. The Australian industry needs to develop food and wine strategies around its regions, its quality, clean environment, but still considering a reasonable price point.

This report identifies the importance of food and wine tourism strategies, and the requirement to develop educational methodologies for our chefs, to allow them to understand how integral wine is to food and vice versa. This would also include the development of a Fellowship between primary producers and chefs or cooks associations.

The report also suggests the introduction of new varieties of vines and foodstuffs that are compatible with our climate, and gastronomic style. The encouragement of a schools-based program encouraging freshness and variety in foodstuffs is also recommended.

Lennard intends to promote these activities through his educational position, his role on the national executive of the Australian TAFE Tourism and Hospitality Educators Association, his links with the wine and food industry, and by strengthening networks developed while undertaking this Fellowship.

Table of Contents

| | |
|-----------|--|
| i | <i>Abbreviations and Acronyms</i> |
| 1 | Acknowledgments |
| 1 | Awarding Body - International Specialised Skills Institute (ISS Institute) |
| 3 | Fellowship Supporter |
| 3 | Employer Support |
| 3 | Supporters |
| 4 | Peak Organisations and Key Representatives Impacted by the Fellowship |
| 5 | About the Fellow |
| 6 | The Fellowship Program |
| 6 | Aim of the Fellowship |
| 7 | The Australian Context |
| 10 | The Skills/Knowledge Gaps |
| 10 | The Skills/Knowledge Gaps |
| 10 | Key Fellowship Activities |
| 12 | International Context |
| 12 | Program Content |
| 12 | Austria: The Loisium |
| 13 | Austria: the Burgenland Region and Vienna |
| 15 | Slovenia and Western Croatia |
| 15 | Italy: Friuli |
| 22 | Italy: Veneto |
| 27 | France: Alsace |
| 27 | Findings |
| 29 | Knowledge Transfer |
| 30 | Recommendations |
| 30 | Government |
| 30 | Industry |
| 30 | Business |
| 30 | Professional Associations |
| 31 | Education and Training |
| 31 | Community |
| 31 | How ISS Institute can be Involved |
| 31 | Further Skill Gaps |
| 32 | References |
| 32 | Websites |
| 33 | Attachments |

Abbreviations and Acronyms

| | |
|---------------|--|
| ATTHEA | Australian TAFE Tourism and Hospitality Educators Association |
| DEEWR | Department of Education, Employment and Workplace Relations |
| DOCG | Vino a Denominazione di Origine Controllata e Garantita is the Italian answer to the French AOC (Appellation d'Origine Contrôlée). DOCG wines are produced in specific well-defined regions, according to stringent specific rules designed to preserve the traditional wine-making practices of the individual regions. |
| FederDoc | Federazione Consorzi Tutela Vini del Friuli Venezia Giulia, a consortium of wine producers and organisations within the Friuli region. |
| ISS Institute | International Specialised Skills Institute |
| TAFE | Technical and Further Education |

Acknowledgments

Paul Lennard would like to thank the following individuals and organisations who gave generously of their time and their expertise to assist, advise and guide him throughout the Fellowship program.

Awarding Body - International Specialised Skills Institute (ISS Institute)

We know that Australia's economic future is reliant upon high level skills and knowledge, underpinned by design and innovation.

The International Specialised Skills Institute Inc (ISS Institute) is an independent, national organisation, which has a record of nearly twenty years of working with Australian industry and commerce to gain best-in-the-world skills and experience in traditional and leading-edge technology, design, innovation and management. The Institute has worked extensively with Government and non-Government organisations, firms, industry bodies, professional associations and education and training institutions.

The Patron in Chief is Sir James Gobbo AC, CVO. The ISS Institute Board of Management is Chaired by Noel Waite AO. The Board comprises Franco Fiorentini, John Iacovangelo, Lady Primrose Potter AC and David Wittner.

Through its CEO, Carolynne Bourne AM, the ISS Institute identifies and researches skill deficiencies and then meets the deficiency needs through its *Overseas Skill Acquisition Plan (Fellowship Program)*, its education and training activities, professional development events and consultancy services.

Under the Overseas Skill Acquisition Plan (Fellowship Program) Australians travel overseas or international experts travel to Australia. Participants then pass on what they have learnt through reports, education and training activities such as workshops, conferences, lectures, forums, seminars and events, therein ensuring that for each Fellowship undertaken many benefit.

As an outcome of its work, ISS Institute has gained a deep understanding of the nature and scope of a number of issues. Four clearly defined economic forces have emerged out of our nearly twenty years of research. The drivers have arisen out of research that has been induced rather than deduced and innovative, practical solutions created - it is about thinking and working differently.

A Global Perspective. 'Skills Deficiencies' + 'Skills Shortages'

Skill deficiencies address future needs. Skill shortages replicate the past and are focused on immediate needs.

Skill deficiency is where a demand for labour has not been recognised and where accredited courses are not available through Australian higher education institutions. This demand is met where skills and knowledge are acquired on-the-job, gleaned from published material, or from working and/or study overseas. This is the focus of the work of ISS Institute.

There may be individuals or firms that have these capabilities. However, individuals in the main do not share their capabilities, but rather keep the IP to themselves; and over time they retire and pass way. Firms likewise come and go. If Australia is to create, build and sustain Industries, knowledge/skills/understandings must be accessible trans-generationally through nationally accredited courses and not be reliant on individuals.

Our international competitors have these capabilities as well as the education and training infrastructure to underpin them.

Addressing skill shortages, however, is merely delivering more of what we already know and can do to meet current market demands. Australia needs to address the **dual** challenge – skill deficiencies and skill shortages.

Acknowledgments

Identifying and closing skills deficiencies is vital to long-term economic prospects in order to sustain sectors that are at risk of disappearing, not being developed or leaving our shores to be taken up by our competitors. The only prudent option is to achieve a high skill, high value-added economy in order to build a significant future in the local and international marketplace.

The Trades

The ISS Institute views the trades as the backbone of our economy. Yet, they are often unseen and, in the main, have no direct voice as to issues which are in their domain of expertise. The trades are equal, but different to professions.

The ISS Institute has the way forward through its 'Master Artisan Framework for Excellence. A New Model for Skilling the Trades', December 2004. The Federal Government, DEEWR commissioned ISS Institute to write an Australian Master Artisan School, Feasibility Plan.

In 2006, ISS Institute Inc. set up a new ISS advisory body, the **Trades Advisory Council**. Members are Ivan Deveson AO; Martin Ferguson AM, MP, Federal Labor Member for Batman; Geoff Masters, CEO, Australian Council of Educational Research; Simon McKeon, Executive Chairman, Macquarie Bank, Melbourne Office; Richard Pratt, Chairman, Visy Industries and Julius Roe, National President Australian Manufacturing Workers' Union.

Think and Work in an Holistic Approach along the Supply Chain - Collaboration and Communication

Our experience has shown that most perceive that lack of skills is the principal factor related to quality and productivity. We believe that attitudes are often the constraint to turning ideas into product and a successful business; the ability to think laterally, to work and communicate across disciplines and industry sectors, to be able to take risks and think outside the familiar, to share – to turn competitors into partners.

Australia needs to change to thinking and working holistically along the entire Supply Chain; to collaborate and communicate across industries and occupations - designers with master artisans, trades men and women, Government agencies, manufacturers, engineers, farmers, retailers, suppliers to name a few in the Chain.

'Design' has to be seen as more than 'Art' discipline – it is a fundamental economic and business tool for the 21st Century

Design is crucial to the economic future of our nation. Australia needs to understand and learn the value of design, the benefits of good design and for it to become part of everyday language, decision making and choice.

Design is as important to the child exploring the possibilities of the world, as it is to the architect developing new concepts, and as it is to the electrician placing power points or the furniture designer working with a cabinet-maker and manufacturer. As such, design is vested in every member of our community and touches every aspect of our lives.

Our holistic approach takes us to working across occupations and industry sectors and building bridges along the way. The result has been highly effective in the creation of new business, the development of existing business and the return of lost skills and knowledge to our workforce, thus creating jobs - whereby individuals gain; industry and business gain; the Australian community gains economically, educationally and culturally.

ISS Institute
Suite 101
685 Burke Rd
Camberwell 3124 Australia

P 61 3 9882 0055
F 61 3 9882 9866
E issi.ceo@pacific.net.au
W www.issinstitute.org.au

Acknowledgments

Fellowship Supporter

This Fellowship has been supported by the Department of Education, Employment and Workplace Relations (DEEWR), Australian Government.

The Australian Government's Department of Education, Employment and Workplace Relations (DEEWR) implements Government policies and programs to provide education and training opportunities for all Australians, to increase employment participation and to ensure fair and productive workplaces. Education, training and workforce participation are central to our goal of building a productive and socially inclusive nation, one which values diversity and provides opportunities for all Australians to build rewarding social and economic lives. Paul Lennard would like to thank them for providing funding support for this Fellowship.

Employer Support

Lennard would like to acknowledge the support of the Institute of TAFE Tasmania and Drysdale Institute of TAFE for providing the time to undertake the Fellowship and associated activities.

- **Institute of TAFE Tasmania** Malcolm White, Chief Executive Officer
- **Drysdale Institute** Anne Ripper, Executive Manager
- **Service Skills Australia** Susan Briggs, Industry Specialist – Hospitality and Tourism

Supporters

In Australia

- **Negociants Australia** Nick Waterman and S. Linton, Adelaide, South Australia
- **Negociants International** Angaston, South Australia
- **Domaine Wine Shippers** Ben Vaughan, Sandy Bay, Tasmania
- **Tasmanian Wine Show Society** Phil Laing, President, Battery Point, Tasmania
- **Wine Industry Tasmania (WIT)** Gerald Ellis, Executive Member, Meadowbank Estate, Tasmania
- **Italian Cultural and Welfare Association Inc** North Hobart, Tasmania

In Austria

- **The Loisium**, Langenlois Wine Centre, Langenlois
- **The town of Rust**, Burgenland
- **Austria Wine Marketing Board** <http://www.austrian.wine.co.at/wine/winzer/feilart1.htm>

In Italy

- **Italian Institute for Foreign Trade** Maria Gilli, Food and Beverage Division
- Stefania Gazzani, General Manager, **Allegrini Wines**, Fumare Di Valpolicella, Verona
- Irmgard Fureder, Trade Specialist, **Castello Banfi**, Montepulciano
- Maira Gon, Industry Liaison, **FederDoc** – Federazione Consorzi Tutela Vini del Friuli Venezia Giulia
- Marco Castellari, **Castellari Bergaglio**, Viticultori in Rovereto di Gavi, Piedmonte

Acknowledgments

- Gianni Gagliardo, **Borgata Serra dei Turchi**, La Morra
- Marco Lazzaretti, **Az. agr. Lazzaretti Marco**
- Sandi Skerk, **Winery Skerk**, Duino Aurisina TS
- Beniamino Zidarich, **Winery Zidarich**, Duino Aurisina TS
- Martin Figelj, **Winery Fiegl**, GO
- Uros Zorn, **Winery Primosic**, GO
- Stanisloa Radikon, **Winery Radikon**, GO
- Luigi Collavini, **Winery Collavini**, Corno di Rosazzo UD
- Michela Pinese, **Winery Cà Ronessa**, Dolegna del Collio GO
- Martina Moreale, **Winery Il Roncal**, Cividale del Friuli UD
- Cinzia Visintini, **Winery Visintini**, Corno di Rosazzo UD
- Patrizia Sepulcri, **Winery Cà Tullio**, Aquileia UD
- Mr. Marco Rabino, **Winery Cà Bolani**, Cervignano del Friuli UD
- **'Enoteca de Feo'** Cividale del Friuli
- Nicola Lorenzon, **Winery Lorenzon**, San Canzian d'Isonzo GO
- Federico Filippi, **Winery Casali Aurelia**, Castions di Strada UD
- Elena Plozner, **Winery Plozner**, Barbeano di Spilimbergo PN
- Bruno Angelo, **Pitars, Azienda Agricola Cantina San Martino**, San Martino al Tagliamento PN
- **Terra and Vini Agriturismo**, Brazzano, Cormons GO

In France

- Jean Meyer, **Josemayer Vin D'Alsace**, Wintzenheim, Alsace

Peak Organisations and Key Representatives Impacted by the Fellowship

- **Tasmanian Department of State Development**
- **TAFE Institutes and Vocational Education providers**
- **Cool Climate Wine Producers**
 - Tasmania Wine Industry Tasmania Ltd, Hobart, Tasmania
 - Victorian Wine Industry Association
 - Wine Industry Association WA
- **Producers of Value-Added Product**
 - Knowledge gained can assist producers and wholesalers of cheese, fruit, smallgoods, and wine.
- **Australian TAFE Tourism and Hospitality Teachers Association**

About the Fellow

Name: Paul Lennard

Contact Details

c/- ISS Institute, Suite 101, 685 Burke Road, Camberwell, Victoria, 3124

Qualifications

- University of Western Sydney, 2003. Wine Advisors Certificate
- Flinders University, SA, 2001. Graduate Diploma of Public Sector Management
- Central Queensland University, 1999. Graduate Diploma of Management
- Education Victoria, 1997. Education Victoria Leadership Program
- Wodonga Institute of TAFE, 1996. Certificate IV in Workplace Training
- University of Tasmania, 1993. Bachelor of Education
- TSIT/University of Tasmania, 1989. Diploma of Teaching
- Institute of TAFE Tasmania, 1978. Trade Certificate – Professional Cookery

Memberships

- Executive Member, Australian TAFE Tourism and Hospitality Educators Association
- Member, Australian Society of Viticulture and Oenology
- Board Member, Public Sector Management Course Leadership Group, Tasmania

Over a career of more than thirty years within the hospitality industry, Paul Lennard is recognised across Australia as a senior educationalist within this sphere. Lennard's strengths are in the wine and food area, with a particular focus on regional food and wine styles in cool climate Australia. Lennard has gained a breadth of experience, qualifications and experience within both the hospitality and educational fields. He holds extensive qualifications in cookery, bakery, butchery, wine studies, education, and private and public sector administration. Lennard's substantial knowledge and experience within the vocational sector has contributed to the establishment of vibrant partnerships and strategic alliances within industry, education, professional associations, and training institutes.

Lennard is committed to ensuring that the Australian wine industry has a vibrant and informed educational sector. The future leaders of the hospitality and wine industries need to be knowledgeable of the best varieties, their production techniques, and the relationship between food and wine. Lennard, through use of his established networks, will continue to concentrate on strengthening this educational focus.

The Fellowship Program

The purpose of this Fellowship was to undertake an overseas study program in the cool climate regions of Europe to gain a comprehensive understanding of the relationship of food and wine in the development of regional cuisines. Particular knowledge was sought regarding the development of value-added products that are sources from ingredients similar to those available in cool climate Australia. Opportunities were also explored regarding the introduction of new products that could be developed and marketed within the Australian market.

Aim of the Fellowship

The overall aim of this Fellowship was to obtain first hand knowledge of the relationship between the food and wine of cool climate regions and the history and significance of its development into regional cuisines. Other aims were to research grape varieties suitable, (but not yet commercially produced in Australia), and to develop a complex knowledge of the value-adding to food and grape based ingredients similar to those grown in Southern Australia.

Specific aims of the study included:

- 1) Becoming skilled in a wide range of value-adding techniques for products sourced in cool climate Australia.
- 2) Developing a fundamental understanding of the significant factors inherent in the development of regional cool climate cuisine.
- 3) Building a strong awareness of traditional food and viticulture techniques in Austria and Italy.
- 4) Developing knowledge of models used to promote quality food and viticulture product and tourism in cool climate Europe.
- 5) Building networks with premium producers of high quality wine, and food product.
- 6) Developing the knowledge and skills required to advise key stakeholders of opportunities recognised through this project.
- 7) Developing strategies and networks to promote development of regional cuisine within cool climate Australia.

Ongoing areas for development include:

- Promoting benefits of quality cool climate food and wine products, and the philosophy of regional food and wine styles.
- Investigating and collating information on the value-adding of cool climate food and viticulture product.
- Implementing strategies to foster the development of regional food and wine.
- Working with Service Skills Australia in promoting Italian cookery as an integral component of Australian professional cookery training, and promoting the development of training units embedding regional food and wine styles.

The Australian Context

Australia is still a developing country in relation to food and wine. Australia's cosmopolitan heritage has helped accelerate its abilities in this area, and we possibly have more dining options available than any other country, from Azerbaijanian to high level French cuisine. Our love of innovation and adventure, availability of produce, and introduction to many forms of cuisine has many of our chefs recognised amongst the top of their trade in the world. Our challenge is to create a food and wine heritage where there is a seamless interaction of the wines and food available within Australia's diverse regions. Australia has now begun to focus on food and wine as a major asset, both regionally and internationally, and as a major tourism asset.

Our products are recognised around the globe for their quality, but with the exception of a few, we have failed to integrate and regionalise this bounty. To progress this situation Lennard has focused this Fellowship study on areas recognised internationally for their food and wine focus.

Italian cuisine has a dominating influence in the world's top restaurants. It is recognised as the most popular restaurant cuisine across the globe. Italian wine and cuisine focuses on the synergy between food and wine, and the country has an extensive food and wine tourism industry. Its major product focuses are not dissimilar to those of Tasmania and other cool climate regions of Australia. These products include wine, truffles, walnuts, almonds, chestnuts, olives, smallgoods, seafood, and cheese. Lennard believes that by investigating the success of specific regions within Italy, processes and strategies used within that country may be able to be transferred successfully into the Tasmanian, or other Australian cool climate environments. These processes and strategies should extend beyond culinary and wine education to the significant 'value-adding' of products currently being produced, or emerging culinary and viticultural industries. Along with Italy, Lennard opted to visit Austria, the star of cool climate viticulture in the new millennium.

Austria is considered the emerging star in relation to cool climate wine, and through this Fellowship Lennard was able to look at this transition, and document improvements that could assist the Australian industry.

We can have the best product, but without effective training little can be gained. From an educational perspective, the Australian Training Framework currently delivers no wine education to apprentice cooks; only an elective is open to the small percentage of cooks attending Certificate 4 in Commercial Cookery courses. Having previously taken part in the development of sections of the National Training Package, Lennard has the networks to lobby for this inclusion, and the expertise required to develop draft specialist modules, which could redress this omission.

Lennard's home state of Tasmania is the centre of Australia's premium cool climate wine production, producing under 2% of Australia's wine but 10% of Australia's premium and ultra-premium wines for the domestic and international market. Tasmania has a long history of wine production, winning its first international wine award at the Paris Exhibition in 1848. Tasmanian wine production then all but disappeared until the middle of the twentieth century. *"Too far south, too cold, the grapes will never ripen"* was the generally accepted view. However, in the 1950's two visionaries, Jean Miguet at Providence near Pipers River in Northern Tasmania and Claudio Alcorso at Moorilla Estate in Hobart, proved otherwise.

Tasmania's cool climate and long autumn days are now recognised as a virtue, closer to the climatic conditions of Europe's famous wine regions than to those of continental Australia. The Tasmanian climate, along with that of the Adelaide Hills, Southern Western Australia, and Mornington Peninsula among others, provide grapes with a long growing season and a relatively dry ripening period, resulting in wines of distinctive elegance and finesse. The cool climate growing areas of Australia provide an array of 'terroir', the French notion of a

The Australian Context

combination of soil, climate and philosophy; each region having a microclimate suitable to specific cool climate grape varieties. The sparkling wine grapes of Chardonnay, Pinot Meunier, Pinot Noir, aromatic Riesling, Sauvignon Blanc, Pinot Grigio, and Gewürztraminer, along with Cabernet Sauvignon and Merlot wines from Australia's cool climates have attracted praise. These varieties are all suited to cool climates because the length of the ripening period allows the subtle and delicate flavours to develop more fully. Wine grapes around Australia are usually picked in January, February and March. In cool climate regions of Australia they are picked as late as April and May.

For the purposes of this report, cool climate wines are defined as wine made from grapes coming from a vineyard where there are:

- a) Heat-degree days 1600 or less
- b) Cool nights in growing season
- c) Four distinct seasons
- d) Large variation in daytime to night-time temperatures
- e) Cool autumns

Note: Heat-degree days are calculated by taking the mean temperature of the month, subtracting the value of 10 and multiplying by the number of days in the month. The mean temperature is calculated by taking the mean of the mean maximum and mean minimum daily temperatures. Seasonal degree days (or heat-degree days) are the total for the seven months of the growing season (October-April).

Jackson D and Schuster D, *The Production of Grapes and Wine in Cool Climates*, Nelson Publishers, Melbourne 1987.

From a winemaking point of view, the world's 'cool climates' can be roughly located between the 40th and 50th parallels in the Northern Hemisphere and the 35th and 45th in the Southern Hemisphere.

The Australian wine industry is currently over-supplied with cool climate wine grapes. In 2007, anticipated over-supply of cool climate grapes in South Australia alone was approximately 42,000 tonnes. In the short term this situation has been redressed with the effects of the drought, but by 2011 this is expected to have increased to 100,000 tonnes, from about 10,000 ha of vineyards. In the premium cool climate areas this has not been the case and grapes have fetched a premium of three times the normal price. The challenge is principally that the cool climate regions are relatively low yield and high cost but as a positive they produce subtle, minerally, refined, low in alcohol, delicate, and acid-driven wines much in demand internationally.

The Australian wine drinker's palate is fickle, and constantly looking for new varieties and styles. Some of the grapes Lennard identified as suitable for our climate may assist producers to diversify into these food-friendly varieties. In a recent Australian Wine and Brandy Corporation survey they predicted two of these varieties, Sangiovese and Nebbiolo, to be emerging stars with their production expected to double and treble respectively, compared to an overall increase in the red wine crush of 40%.

Other varieties Lennard identified, both for their suitability to our climate and their food-friendliness are as follows:

- Gruner-Veltliner, the current trendy grape of Austria, renowned for its minerality and acid finish.
- Lagrein, a native to Bolzano near the alps on the Austrian frontier, can have strong flavours and firm tannins so is not for the faint hearted.

The Australian Context

- Arneis is full in flavour with unique aromas and flavours of lemon, pears, peaches, mineral and flint.
- Barbera, made in the Italian tradition, has vibrant flavours, vibrant acidity and soft tannins making it very easy to drink, with or without food. This wine has flavours of damson plums, maraschino cherries and Italian herbs with a touch of earthiness.
- Prosecco, with its freshness and simplicity, is used to make easy drinking sparkling wines.
Note: Michael dal Zotto, winemaker and '07 ISS Institute/George Alexander Foundation Fellow, sponsored by The George Alexander Foundation, recently undertook an overseas study program to gain skills and a comprehensive understanding in: Prosecco Clonal varieties, and selection, propagation, canopy management, harvesting, storage, winemaking and brand development and product positioning within a regional label.
- Rondinella, and Corvina are the grapes of Volpolicello, but can be used in their own right.
- Marzemino is full of berry fruits and spice.
- Sagrantino is a red grape which produces a fabulous wine in Italy.
- Vermentino is a crisp, fresh white wine perfect for summer drinking.
- Garganega, the principal grape that's used in Soave (a demarcated region near Venice), produces white wines that might be considered medium-bodied, with citrus and melon fruit and often an almondy finish.
- Pinot Bianco makes light-bodied white wines, often with flavours recalling crisp pears and green apples.
- Verdicchio this white grape variety is known for a subtle delicacy in both its fragrance and flavour. Fresh herbs followed by crisp, lemony citrus notes.
- Vermentino features fresh, focused acidity, savoury, lightly herbal flavours; and a complex, mineral finish.
- Ribollo Guilla makes a massive white wine which has superb longevity.
- Refosco dal peduncolo rosso (Teran), makes an earthy, oxidised and fungal wine.

These are only a few of the vast variety of grapes available in Europe that may be suitable for our cool climate regions, all of which are characterised by their ability to combine with and complement food.

The products we currently produce are recognised around the world for their quality. By diversification into a wider range of value-added produce and a broader range of wine styles, cool climate Australia can strengthen its reputation, along with its culinary, tourism, and economic outlook.

The Skills/Knowledge Gaps

Cool climate European cuisine has a dominating influence in the world's top restaurants, across all continents. It focuses on the synergy between food and wine, and the countries of this region have extensive food and wine tourism industries. The major product focuses of these regions are not dissimilar to those of Tasmania and other cool climate regions of Australia. They include wine, truffles, walnuts, almonds, chestnuts, olives, smallgoods, seafood and cheese.

Lennard believes that by investigating the success of specific regions within Italy, Austria, and France, processes and strategies used within these countries may be able to be transferred successfully into the Tasmanian, or other Australian cool climate environments. Such processes and strategies may be applied not only through culinary and wine education, but also the significant value-adding to products currently being produced, or emerging culinary and viticultural industries, along with wine and food tourism.

Currently within the Australian Training Framework there is no apprentice training given over to wine education, or the synergy between wine and food. The wine elective is only open to the small percentage of cooks attending Certificate 4 in Commercial Cookery courses.

Having previously taken part in the development of sections of the National Training Package, Lennard has the expertise required to develop draft specialist modules, which could be submitted for inclusion within this publication.

The Skills/Knowledge Gaps

The aim of the Fellowship was to explore and address specific skills/knowledge gaps. The areas of investigation were as follows.

- 1) Contrast new and emerging cool climate grape varieties with their historical styles. Research their vineyard management, terroir requirements, wine styles, production techniques, and saleable by-products.
- 2) Research the historical and cultural significance of the synergy between food and wine, and its implications for developing and matching suitable food styles with Australian cool climate wine varieties.
- 3) Examine and obtain production techniques for further value-adding of ingredients and by-products of cool climate produce (grapes, cherries, truffles, walnuts, almonds, chestnuts, olives, smallgoods, seafood, and cheese), including vinegars, liquors, pickles preserves, smallgoods and other suitable products.
- 4) Evaluate and compare key concepts behind the development and structure of successful food and wine tourism, for use in the development of Tasmania's and other cool climate regions food and wine strategies.
- 5) Obtain skills in specialist techniques and methodologies involved in the production of regional Northern Italian cuisine.

Key Fellowship Activities

During the course of the Fellowship, the following activities were undertaken:

- Visited Austrian and Italian food and wine producers. Discussed and compared product, production techniques, marketing, and value-adding.
- Compared products and processes for production and processing in cool climate Australia with those of Italy.

The Skills/Knowledge Gaps

- Observed key issues and trends in food and wine production and consumption in the regions that were visited.
- Interacted and networked with producers and negotiators of food and wine product in the regions that were visited.
- Investigated and documented methods used by Austrian, Alsatian, and Italian restaurants and producers to value-add product similar to that available in cool climate Australia.
- Visited and investigated recognised vocational training institutions in Austria and Italy.

At the completion of the study tour Lennard returned to Australia equipped with knowledge, strategies and ideas which will now enable him to advise, instruct, promote and improve the overall recognition and development of food and wine as inseparable entities, and vital components of our tourism, hospitality and agricultural industries.

It is anticipated that by the completion of the Fellowship, the following objectives will have been achieved:

- An overseas study program in Austria, northern regions of Italy, and Alsace to gain a comprehensive understanding in the field of food production, viticulture, and viculture will have been completed.
- Cool climate viticulture, viculture and food production techniques and technologies will have been explored and their relationship to processes undertaken within cool climate Australia will have been investigated.
- The methodology for training of chefs, restaurateurs, and wine retailers in understanding the relationship between food and wine in a regional context will have been addressed.
- The training of chefs and food service personnel to embrace the development of regional cuisine will have been investigated.
- Producers will have been encouraged to investigate new varieties and product, and the value-adding of same.
- Fellowship findings will have been presented at the ATTHEA national conference, and other suitable venues.

International Context

Program Content

The program consisted of visits to a number of cool climate regions of Europe and meeting and discussing produce with producers and marketers of similar products to those available in cool climate Australia. The program included Austria, Slovenia, Croatia, Italy (Friuli, Veneto, Alto Adige, Lombardy, Piemonte, and Tuscany regions), the Northern region of Switzerland, and the Alsace region of France. Research was completed by visits to producers, markets, retailers, and industry organisations.

Austria: The Loisium

Lennard began the ISS Institute Fellowship by visiting the Loisium at Langenlois in the Kamptal region of Lower Austria, which is fast becoming a must see for wine enthusiasts from around the world.



Map of the Kamptal region of Austria



The Loisium, Langenlois.

The Loisium opened in 2003. It combines designer architecture, historic wine cellars and art installations into a background of art, science, history, aesthetics and mythology on the subject of wine.

Nearly \$18 million AUD was spent on construction and design of the Loisium, culminating in a conceptual wine complex as opposed to a 'traditional' museum. The area is split into three separate areas: the wine centre, the underground exposition and the hotel. The wine centre consists of a huge aluminium cube cut on all surfaces and tilted towards underground labyrinths appearing among the vine rows. The interior of the building is finished with materials used to make wine bottles - glass, aluminium and cork. A spacious interior includes a café, a tasting area and a retail outlet. This is both the start and the finish point of the tour.

The exposition begins by walking through a vineyard consisting of the main varieties of grapes from the region, until a yellow door is reached. It is covered with pictograms which depict the message of wine production. Behind the door is a lift down to an underground world. Underground there is a picture and light show depicting the birth of wine. It is an interesting performance that employs the energies of light, water and air and, naturally, the wine god Bacchus.

The underground wine route goes through galleries and paths, some of which were dug 900 years ago. The total distance is nearly a kilometre. The walk takes the form of 'a journey through time' - from old semi-dark wine cellars to glistening steel production rooms, a

International Context

labyrinth and a basilica. Then it is time to return to the real world, through a restored compound depicting real life in an 1800's vineyard.

The Loisium tells an intricate and wonderful story of wine. It uses light and sound, space and textures, artworks and technological processes to bring the history of wine to life.

With the advent of a more highly wine-knowledgeable society there would be an opportunity for such an attraction to be developed within Australia.

For further information about the Loisium visit <http://www.loisium.at/>

Austria: the Burgenland Region and Vienna



Map of the wine regions of Austria



Map of the Neusiedlersee regions of Austria

Lennard then travelled to the Burgenland region of Austria, in particular to the region around the town of Rust. Wine varieties grown in this region are now becoming recognised around the world. Wines of interest for Australian producers could be Gruner-Veltliner, Neuburger, Blauer Zweigelt, and Blaufrankisch.

At Feiler-Artinger, one of the major wineries within the area, Inge Feiler (the mother of the owner and also in charge of the retail outlet), suggested Lennard try a botrytis Cabernet Sauvignon. It was the first time Lennard had ever seen a Cabernet Sauvignon botrytis affected wine. The wine was fermented on its skins with 13% alcohol. Despite a high sugar level (7.8g/l), the wine was only moderately sweet for a botrytis affected style. It had a rose colour, light texture and was medium bodied. Some tannins could be tasted, along with the sweet red fruit. There may be a future within cool climate regions of Australia for botrytis affected red wines as previously identified. If red grapes are affected they have not previously been used for table wines, and are either distilled or not used.

On returning to Vienna, Lennard visited a number of 'heurigers' (Austrian for wine tavern) in the Perchtoldsdorf, Gumpoldskirchen, and Soos districts. Unlike wine bars these taverns produce a variety of wines, maybe up to a dozen, normally in a very light style and made to drink immediately. Only vineyards which have harvested their wine in or around Vienna, may call themselves a 'heuriger'. It is prohibited to add grapes or wine that were bought elsewhere so all the wine must be produced by the owner, and from the immediate region. It depends on the licence as to what kind of food may be served, and there must always

International Context

be a self-service buffet. The food served is very regional and includes a selection of fresh dips, pate, pork lard with crackling, sausages, chicken, roasts, offal, game and wet dishes. 'Heuriger' is also the name used for the current year's wine. The new wine becomes old, then called 'alter', after November 11 (Saint Martin's Day), which means that the new wine, which has turned from 'most' (must) to 'sturm' (young wine) to Staubiger, has matured.



Potato products in the Salzburg market, Austria

Given that Lennard was visiting during harvest he was also able to try 'sturm', a fermenting juice. In Austria, according to the Wine Law, sturm has to have an alcohol content of at least 1%, but on average it contains about 4% when it is for sale. As the fermenting process continues it becomes stronger within a few days. Sturm contains vitamin B1 and B2, and lactic acid bacteria that stimulate digestion.

Lennard believes that this style of drinking could be incorporated well into the wine and food culture of cool climate Australia. Sturm is light in alcohol, has some limited health and nutritional benefits, and would be available during the warmer months. This style of wine made with the higher acid grape varieties of our cool climate regions would be food friendly and complement foods currently served as lunch style menus. From a tourism perspective it is a product that could only be purchased from the vineyard, a factor that gives it a sense of being special and unique.



Fresh, high quality products in the Salzburg market, Austria

International Context

Slovenia and Western Croatia

Lennard then travelled through Slovenia and Western Croatia, attending markets and wine houses, but experienced language difficulties which made it problematic to spend time with winemakers.

He was fortunate to taste a number of premium wines at Vinoteka Bradesko, located at the City Fairground in Ljubljana. One was a 2001 Sauvignon produced by Slovenia's Joze Prus that was declared world champion in 2005. Other wines of interest included a 1999 Refosk Capo D'Istria (a variety the same as the Italian Refosco), a sparkling Gourmet Brut made from chardonnay and Pinot Noir, Cotar 2000 Kras Malvazija (Malvasia) and Edi Simcic 1999 Brda Rebula Reserva ('Rebula' is the Slovene name for the grape that Northeastern Italy calls Ribolla), and a 2000 Brda Modri Pinot Noir.

Italy: Friuli

Lennard then travelled to Friuli for the major component of the Fellowship. Lennard arrived in Cormons, the centre of the wine trade within the Collio region of Friuli. Maira Gon, from the FederDoc (Federazione Consorzi Tutela Vini del Friuli Venezia Giulia), had arranged an extensive timetable of visits to cover the food and wine varieties within Friuli's seven regions. Lennard initially visited Sandi Skerk at Skerk Vineyard in the Carsco district which overlooks Trieste to the east. The area is located in a small valley and attracts the bora (warm) wind from the Adriatic which in turn matures the grapes. These winds can regularly be measured at 160km/h. Grapes here are Vitovska, Malvasia, Sauvignon, and Teran (Refosco). These varieties appeared to thrive in a maritime environment similar to many of the Australian cool climate areas. Skerk is currently producing 20,000 bottles annually.

Lennard believes that both the Vitovska and Refosco would be worth investigating as potential varieties to grow, and both are particularly suitable as food wines. Vitovska, characterised by small greenish-gold berries is quite a hardy vine, used to cold winters, dry hot summers, and blustery winds. It suits foods such as seafood, herbs, and olive oil. Teran is made from the Refosco grape and needs to grow on Terra Rossa soils to produce this wine of high lactic acid, suited to dishes of cheese, smallgoods and olive oil.



Pressing the grapes at Skerk's winery

International Context

The harvest was in progress and it was interesting to see the latest stainless steel presses and other technologies in such a small vineyard (6 hectares) – a result of the available wine subsidies. No yeast was added and no machinery was used in the picking process. The wine is not filtered, and the Vitovska is allowed to age and partially oxidise. The Italians of Slovenian descent are very passionate about these wines and will not accept any artificial enhancements, and prefer products from organic suppliers.

Skerk had no interest in producing wine for export; 'tradition' was of more importance with product choice focusing on the supply to either locals or Roman tourists.

The next winery the Fellow visited was located next door and was called Zidarich, owned by Ben Zidarich. 'Tradition' again was very important. Zidarich had travelled the winemaking world including Australia, but had decided that the traditional processes best suited his region. Again, he had incorporated new technology, but avoided additives. Zidarich was about to incorporate a restaurant and tavern in an effort to capture some of the burgeoning wine/food tourism market. Previously Zidarich only ran a tavern over winter when the vineyard was quiet, producing and selling their own prosciutto, cheese, and olive oil. He had also incorporated an elaborate cellar which is 15m underground and built into solid rock, with a spring running through it to maintain humidity.

The grape varieties were similar to Skerk, except for the production of a blend (rarely seen in this region) called Prulke (a blend of Sauvignon, Vitovska, Malvasia). Unlike Skerk, no Sauvignon was produced in its own right. Zidarich produces 30,000 bottles annually. The vineyards were planted beginning in 1988 with densities ranging from 8,000-10,000 plants per hectare. The wines are fermented with natural yeasts in open-top wood vats where they see contact with the skins for eight to ten days. Ageing takes place in mid-size Slavonian oak casks and the wines are bottled without fining or filtration. Zidarich's wines are cloudy in colour, but that is simply the result of wines that have been made with a bare minimum of intervention. The vines crop at around 3.5 tonnes per acre.

On day two Lennard joined international journalists from Croatia, Estonia, Russia, Korea, Japan, Germany, Vietnam, Latvia, London, Canada, Slovenia, China, Poland and USA and travelled to the Italian/Slovenian border (an area they call Oslavia) to visit two vineyards.



Primosics modern production area

International Context

The group started tasting at Primosic and was shown around by Martin Fiegl of the Fiegl vineyard who explained the richness of the 'ponca' or organic sedimentary soil in Northern Gorizia ('marna' or silty clay soil is the standard in south Gorizia). Twelve versions of Ribollo Guilla were tasted by the group and a tour of Fiegl followed. It produces 60,000 bottles annually and has made a name for its quality of product.

The next winery was Radikon owned by Stanko Stanislao who is a very traditional Slovenian wine maker who uses no additives, chemicals, or cleaning materials.

The star grape of this region is Ribollo Guilla, a massive white wine which has superb longevity, closely followed by Refosco dal Peduncolo Rosso. Other grapes grown in this region are Cabernet Sauvignon, Cabernet Franc, and Merlot.

Stanislao also produced an aged blend of three wines: Sauvignon, Ribollo Guilla, and Chardonnay. These aged wine styles (reds for five years, and whites for three) were becoming popular internationally, but were extremely cheap given the effort taken during production.

The day was completed with a traditional meal and a tasting of sixteen wines from four producers in the region, including one from across the border in Slovenia.



The Soppressa and the Ossocollo – Friulian smallgoods



The products of Ca Ronesca

Lennard then travelled through Friuli with a representative of the FederDoc. On day three Lennard drove to the Collavini winery. This is one of the largest vineyards in the Collio region with mass production servicing the USA, Germany and Australia. Olive oil is also produced by Collavini.

Lennard met with wine maker Thomas, along with the owner's son Carlo, who showed him around their vineyard (cantina). Collavini has a very large computerised drying room where some varieties are dried in shallow baskets to reduce water content by 20-30% (particularly Chardonnay and Tocai Friulano). They also produce Pinot Grigio, Sauvignon Blanc, Ribolla Gialla (in a still and sparkling form), Schioppettino, Refosco del Peduncolo Rosso, Refosco di Faedis, Picolit and Verduzzo.

The second winery of the day was Ca Ronesca, where unlike the previous property, nearly all the vines are grown on slopes. The vineyard had very distinct micro-climates. Pickers were there before Lennard had arrived as harvest was in progress, so the winery was in full swing. The Fellow was shown through all processes and then to the tasting room. This is one of the few wineries that sell from the cellar door ('Ca' in front of another word means here/from here). The winemaker explained that they brought the soil in for this vineyard to remain within the regional tipicity. The vineyard has the mountains as a backdrop and the sea some 30kms down the valley allowing perfect ventilation, and protection from the alpine winds. Outstanding wines are produced with the major production going to the USA.

International Context

The third vineyard was Il Roncal. Martina, the current owner, has taken over the business after the death of her husband. Il Roncal is both extensive and expensive. They have made wine tourism a strong part of the business and have provided a beautiful tasting room in the grandparents' house which was re-created as it would have been in the early twentieth century. As with all vineyards, a tasty assortment of local produce was provided to accompany the tastings which were served on the porch area overlooking the vineyard. This vineyard is a leader in wine tourism, yet still manages to look after the locals with their bulk wine supplies. Unusual grape varieties grown include Pignola, Ribolla Gialla, Picolet, and Schioppettino.



The hills of the Collio region of Friuli



Martina of Il Roncal in the Barrel Room



Traditional Friulian wine storage vessels



Grapes arriving at the Il Visitini winery



The modern tank farm at Il Visitini

International Context

Il Visitina was the final winery visited on this day. A family of five looks after the vines and associated businesses. In addition to the winery they also run a bed-and-breakfast and make their own cheese and milk (700 litres milk daily plus 3 cheese rounds). Their major production is Friulano (formally Tocai Friulano).

Lennard returned to Cormons via a small local cheesemaker whose most interesting cheese was a fresh cheese made from the milk of an indigenous variety of dairy cow and aged in walnut leaves.

The next morning Lennard visited the Cà Tullio Estate vineyard in Aquilea. It is built on the site of an old Roman town and there are archaeological digs showing parts of the old town including beautiful Roman arches and mosaics. Aquilea was once part of the major route between North Eastern Europe and the Mediterranean Sea. This vineyard specialises in Traminer and Reisling grapes, but also has Cabernet Sauvignon, Merlot, Refosco, Ribollo, Tocai Friulano, Veduzzo, Malvasia, Vitoska, Piccolit, Schioppettino, Pignola, and Chardonnay.



The cellar door of Cà Tullio Estate including relics from the Aquilea region

The next site visit was Ca' Bolani, owned by the Zonin family. Ca' Bolani has huge vineyards and the family is one of the largest exporters of wine in Italy. The property includes 300 hectares of vines. Lennard was given a guided tour of the property in a LandRover owned by Marco, the chief winemaker, with 8-10 varieties of grape about to be harvested. Christine, Marco's assistant and translator, explained all to Lennard in English about Refosco, Cabernet, Pignola, Tocai Friulano, Pinot Bianco, and Prosecco.



The grounds of Zonin's Ca' Bolani

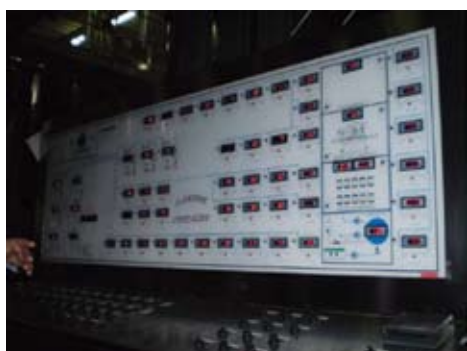
International Context

Lennard was fortunate to spend time talking to Marco about trends. The Zonin family would like to turn the entire estate over to Prosecco as there is such a demand for this style across the world, even though the reds – Cabernet and Refosco – are world class and multiple award winners.

This day concluded with a dinner with the president of the FederDoc at En Notica, in Cividale which is frequented by 'foodies' from around the world and considered to be the most traditional restaurant in Friuli. The meal consisted of cheese and prosciutto to begin with, then wild mushroom risotto and iced tomato soup, followed by wild boar with porcini and mountain vegetables. Each course was matched with a premium wine from the region. It was truly a food and wine experience with perfect matches.

The following day Lennard drove to the Lorenzo winery in Grado. Nicholas Lorenzo showed Lennard around their large temperature controlled cellars. They had just begun to use screw top caps.

Lorenzo sees their future in technology and they have invested heavily. Screw-capped wine is accepted without issue in the UK market, but there are challenges in the USA and China. They cannot, by law, bottle the top appellation DOCG wines under screw-cap.



The winery production computer at Lorenzo



A selection of Lorenzo's wine



The new bottling plant at Lorenzo

International Context

Cantina San Martino was the next winery visited in Corsali Euralia. The vines here were beautiful. An interesting use of reflective plastic had been adopted to assist ripening, and they had implemented heavy use of cordon cutting to gain maximum flavour. The vines flourished under the maritime climate coming from from the laguna at Marano which was just a few kilometres away. Regional lunch consisted of bean soup, local cheese, prosciutto, sopresso, risotto with fungi and marinated veal, all served with their own wines. The meal concluded with an ice-cream made from Concord (indigenous American) grapes.



Marco at Cantina san Martino discussing the cordon cut technique



Grapes being pressed at Cantina san Martino



Reflecting sunlight onto the grapes at Cantina san Martino



The old alongside the new at Cantina san Martino

The final Friulian visit was to the Pitars winery. This was a very modern complex, only recently re-modelled. It had two tasting rooms and was three stories high. All fixtures were marked with an elaborate 'P' including light fittings, toilets, switches and glasses. State of the art air filtering and air recycling systems were in place. The business still manages to look after locals with a bulk wine system in place and a highly successful grappa business using the residue from the winery process. Again, this business had expanded to take advantage of the increasing food/wine tourism sector.

International Context



The rammed earth building at the Pitars winery



The atmospheric control unit at the Pitars winery



A grappa display at the Pitars winery



Bulk wine sales for locals at the Pitars winery

Italy: Veneto

Lennard met with Allegrini producers in Fumane, Valpolicella, part of the Veneto region. A tour of the vineyards confirmed that the environment of their five vineyards was as good as the Fellow had seen anywhere. Lennard had the opportunity to view the vines, and ask any questions. Detail was provided regarding the growing of vines on hills, instead of the flat plains. It was identified that this was an issue of 'quality over quantity'. This is a world class facility with large drying rooms for producing their Amarone style wines.

Amarone della Valpolicella, or Amarone for short, is created in the Veneto region of Italy. Originally there was only one legal region, or DOC (the Italian Wine Appellation, Domaine Origin Controlle) for the Valpolicella name. These wines are made with the Corvina, Rondinella, Molinara, and a little Veronese grape. Corvina supplies body, colour, and delicate perfume, Rondinella provides tannin and a floral note to the bouquet, and Molinara contributes acidity and distinct aromatics.

However, two sub-groups emerged – Recioto, which is a sweet dessert wine, and Amarone, which is a dry red wine with great body. Both Recioto and Amarone are made with grapes that have been dried on specially produced racks, either naturally or in drying rooms, bringing out their flavours. In 1991 these two were granted their own DOCs. The land area encompassed by these three DOCs is the same, but the types of wine are quite different. Amarone is the fourth biggest selling wine in Italy, behind Chianti, Asti, and Soave. This fine wine has flavours of liquorice, tobacco and fig and goes well with game and ripe cheese.

International Context



Grapes on the vine at Allegrini



Amarone wine label

Lennard then moved on to the small town of Feudo, situated high in the Dolomites next to Trentino. The vines in this region are grown on extreme slopes of approx 50-60 degrees and have the most spectacular outlook. Within this environment the grapes must survive snow and ice in winter and hot temperatures in summer. Major varieties grown in this region are Pinot Grigio, Chardonnay, Nosiola, Gewurztraminer and Pinot Nero (Noir). Lennard stayed in an agriturismo. An agriturismo is a form of Italian bed and breakfast, with an agricultural focus that must use a majority of home grown or local produce. Lennard was fortunate enough to eat typical Italian food, the same kind the family was eating – gnocchi of spinach, herbs, rabbit, polenta and salad, followed by stewed plums.

Note: Pauline Porcaro, Senior Educator Tourism, Kangan Batman Institute of TAFE, '07 ISS Institute/ Italy (Veneto) Fellow, sponsored by the International Division, OTTE, Victorian Government, undertook an overseas study program to gain skills and a comprehensive understanding of the Italian model of Agriturismo: • Adding value to existing local industries • The Red Cock model • Label promotion of mega regional produce brand • Bottom-up development of regional produce labels • How to build acceptance of the agriturismo within farming communities • Establishing and maintaining quality criteria to guarantee the reliability of the label • Quality management systems.



The vineyards of Fumane



The wines of Feudo, Trentino area.

International Context



Fumane



The production facility at Allegrini



The vineyards near Montagne in Alto Adige



Various Grappas on sale in Bolzano

Lennard then drove through the Trentino valley to Bolzano. This area is heavily populated with vineyards and has many small villages with strong Germanic heritage. The styles of wine (and food) showed no resemblance to those of the rest of Italy, but were more similar to those of Bavaria. One village, Montagne, is very small, huddled on the side of the mountains with the usual church in the middle, a butcher shop and bakery, all surrounded by vineyards contouring the shape of the ground.

Once Lennard reached Bolzano he investigated the beer festival held in the main piazza, but found that it sprawled across the city. Approximately 30,000 visitors descend on the town for this event, joining the 100,000 locals to celebrate the drink of choice in the region. The festival took over the town and not only celebrated the local beer but its music, food, and produce. The festival is held biannually with the rotating year including a wine festival.



Beer festival in Bolzano



Beer festival in Bolzano

International Context



Beer festival in Bolzano



Market in Bolzano



A cheese and smallgoods vender in Bolzano



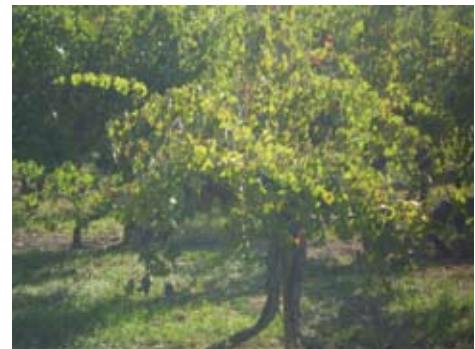
Market stall in Bolzano

On returning to Feudo, Lennard was served the most incredibly simple and tasty meal of two types of dumplings/knoedels; cheese and herbs in one and salted meat and vegetables in the other. These were served as appetisers. Slices of a very lean fillet of beef followed, served raw and boiled with 'torte patate', then fritter apple strudel to finish.

From the alpine region Lennard then travelled to Monte Vecchio near Bologna, overlooking the beautiful Emilia Romagna rolling countryside. Lennard stayed at an agriturismo, which to gain this recognition from the authorities must source at least 50% of produce used from either their own farm, or in the local area.



Pinot Noir grapes in Feudo



Traditional trellising system in Emilio Romagna

International Context

This agriturismo had its own wine, vegetables, beef cattle, pigs and chickens whilst sourcing honey, milk and cream locally. This epitomised regional Italy, with trellising systems varying from high tech to the medieval framework of a tree. The Fellow considered himself very fortunate to try 'truffle patate' as the harvest was a little early for the summer variety.

Castello Bergaglio in Gavi was the next stop. Marcus, the owner and wine maker, was generous enough to give an overview of his operation. Lennard had a fascinating discussion with him about Gavi, the Cortose grape, the terroir and the DOCG, not to mention labels, corks, barriques, etc, along with a tutored tasting of his wines. Unlike other regions Gavi concentrates on only four grape varieties to produce their world famous wines.



Vintage Wines in a local trattoria, Piedmonte



Grapes growing at Gavi

It was recommended that the Fellow visit Trattoria di Ponte (a restaurant), south of Briona, Piedmonte. It was in the final weeks of the frog season and this was the restaurant to try them. It was in the middle of the rice paddies where arguably the world's best risotto is made and frogs make a home there. Frogs could be eaten in three ways – in risotto, on bread, and fried. All forms were absolutely divine – soft and succulent and cooked to perfection. To accompany such a meal Frizzante, Pinot Nero and Muscato were recommended.

Lennard left Piedmonte and travelled to Tuscany, again finding an excellent agriturismo at Fogliana, just south of Sienna.

Two site visits took place in the region, the first at Castello Banfi in Montalcino. This winery is a huge enterprise and churns out 12,000,000 bottles annually. Best known for its Super Tuscan wines, it also is recognised as the best wine related tourist attraction in Italy, having won the award for the last eleven years. It was a very professional operation, but very impersonal and, in the Fellows view, slightly too 'Americanised'.

A walk around the township of Montepulciano identified how they handle the millions of visitors they attract annually, making it the most visited wine town in Italy. Most visitors are on day trips from Florence or Sienna and the local council has been proactive in seeking solutions to handle the tourist influx. Many of the locals had converted their spare bedroom into accommodation, or their lounge into a restaurant, with the blessing of the council. The day concluded with the traditional pasta of Tuscany, pici and steak florentine. The service and attention to detail was impeccable.

The next day Lennard visited Castello D'Albola in Chianti, another vineyard belonging to the Zonin family. This had become more of a tourist attraction than a serious winery and catered for a more 'general' clientele. On the way there Lennard was fortunate enough to find a market in the town of Castellina. It was spread along the main street of this small medieval village, and was heavily food related from the seasons first porcini, stunning monastery cheeses, to a huge 'roasting' truck that was cooking roast pork, ducks, chickens, vegetables and the mandatory deep fried food.

International Context

France: Alsace

Lennard travelled through to Eguisheim in Alsace to keep his final appointment with Jean Josmeyer at Josmeyer Vin D'Alsace. Eguisheim survives on wine tourism and is full of quaint cottages, window boxes full of geraniums and flower boxes on lamp posts. Storks are well known here and nests can be seen on chimneys. It is so 'geared' towards tourists, however that after 5pm everything closes and there is very little overnight accommodation available. After much searching Lennard found an open restaurant and had the opportunity to try fresh foie gras (fatted goose liver).

Alsace is such a broad region with many varieties of grape, but the wines are so different – very much 'terroir' driven. Lennard met Jean at the Wintzesheim cellars in the next town. Jean took the Fellow through the cellars, interspersed with grapes arriving and Jean having to sort the pressing process for them. In the tasting room Lennard was very fortunate as the tasting team from the British Wine Society had been the night before and therefore had 40 very exclusive (and expensive, if not unobtainable) wines to try. Jean uses no yeasts or additives in the production, and only uses local pickers. Lennard saw the pickers waiting on corners to be taken to the vines earlier that morning, as they are more delicate on the vines and land. Josmeyer produces 20,000 cases annually, mostly to the European market. The grape varieties most used are Pinot Gris, Pinot Noir, Pinot Blanc, Reisling, Gewurztraminer, and Sylvaner, with the vines spread over 22 hectares at 80 sites.

This was the completion the Fellowship.

Findings

Key Issues

The Fellowship tour clearly identified that interest in food and wine tourism is growing rapidly. As this growth continues, the customer demographic is changing. 'Customers' now demand premium product, sourced from the best producers, but not at any price. The food and wine industry within cool climate Australia can learn much from the regions travelled on this Fellowship. The culture surrounding food and wine has developed over centuries, firstly through climatic considerations (ie: all that will grow there), and then through transference as people began to travel. Australian producers, blessed with fertile soils and skilled workers, need to develop food and wine strategies around its regions.

Tourists and locals alike do not want to eat and drink the same style of food and wine that is available elsewhere. The point of difference can be the wine styles and the food available from that source. Interestingly enough, the wine that grows best in a region is usually the one that best matches the food from the region.

The lesson learnt is that we do not need to use expensive imported product – regional food has that point of difference. The best product is only available at its best within the region, and we need to market this way. We need to look toward more sustainable production, and organic certification.

In Europe 'bio' or organic production is growing steadily. People are voting with their wallets, and purchasing not on price but on product. All markets and supermarkets visited on this Fellowship had large and growing organic sections. There were a number of foods and grape varieties seen on the Fellowship that could be researched to be developed to strengthen our product range without sacrificing the development of regional cuisines and its accompanying wine culture. These products grow in similar climates and accompany similar foods to our current diet and provide diversity to our diet.

International Context

Options

- Develop educational strategies for our chefs to allow them to understand how integral wine is to food and vice versa.
- Introduce pro-active strategies to build and develop a strong food and wine tourism Industry.
- Investigate the implementation of a similar accommodation scheme to agriturismo.
- Lobby for the introduction of compulsory wine education for all trainees and apprentices within the food industry.
- Introduce new varieties of vines and foodstuffs that are compatible with our climate and gastronomy.
- Develop a Fellowship between primary producers and chefs or cooks associations.
- Have our suppliers work more closely with local chefs, unlike the current situation where local chefs are ignored as they seek partnerships with larger markets.
- Encourage freshness and variety in foodstuffs through programs within our schools.

Knowledge Transfer

The following knowledge transfer activities have been undertaken since returning from the overseas Fellowship tour:

- Lennard has been fortunate to be able to integrate many of his Fellowship observations into his current teaching practices. As both a teacher of professional cookery and specialist wine, Lennard has been able to incorporate his findings into classes for the Advanced Diploma of Hospitality, apprentice cooks, and the School of Culinary Excellence for Advanced Apprentices.
- Lennard intends to conduct a seminar on the content of his Fellowship at a future ATTHEA conference to wine and food educators. This conference is scheduled for Sydney in May 2009.
- In consultation with Maria Gilli from the Food and Beverage Division, Italian Institute for Foreign Trade, Lennard intends to broaden knowledge of Italian Wines both in Tasmania and interstate. There are currently two TAFE teachers trained to deliver this in Victoria and New South Wales, however Lennard has been invited to look at exploring a similar role. Resources are currently being investigated for this undertaking.
- Lennard intends to disseminate his findings on the suitability of many indigenous Italian grape varieties and foodstuffs to local producers through individual and group discussions. However the major undertaking for Lennard will be to instil into chefs the desire to develop regional cuisines, founded on the correlation between the foods and wines available within regions. By working with chefs already focused in his direction, exposing apprentice cooks to the possibilities, and developing stronger links between the producers and the chefs, the foundations of truly regional cuisine will take shape.

Recommendations

The following are recommendations to Government, industry, businesses, professional associations, education and training providers, our community and the ISS Institute.

Government

Governments must develop integrated food and wine strategies. The current school of thought appears to be separate food, wine and tourism strategies. Food and wine tourism is growing, and tourists are looking for points of separation in the regions they travel to. Australia's cool climate regions are now producing world class wines in styles individual to those of other world regions. Australia needs Governments to be pro-active in assisting and developing complementary gastronomy.

Industry

There needs to be a strong emphasis on developing menus complementing food and wines from specific regions. There is a strong correlation with the food and wine styles that grow in climatic areas. On this Fellowship Lennard concentrated heavily on wine but also looked at fresh food – in particular stone fruit, fungi and berries.

There is a large movement toward 'bio' or organic production with many stores having large specialty areas with price differences of up to 100%. This is far stronger in Austria and Alsace than the other areas studied.

Research is required on the developmental areas of infused oils, grappa production and flavouring, suitable grape varieties currently not available, smallgoods, cheese styles, olive oil appellation controls, epicurean mushroom production, and cool climate rice (risotto etc) production.

The development of a rotational fresh food market structure through regions would also complement both the gastronomic and tourism areas of local economies.

Industry, in consultation with the Government, may wish to become involved across sectors with the implementation of an agriturismo-style, tourism accommodation accreditation program.

Business

Italy has undertaken a huge refurbishment of production equipment with even the smallest vineyard owning state of the art equipment. Whilst this is heavily focussed towards the export market there is a very strong movement towards traditional winemaking, vineyard management, and indigenous grape varieties.

Professional Associations

Working together with wine, viticulture, chefs, and food producers associations the development of a truly regional cuisine for cool climate Australia can become a reality. It does not have to rely on only indigenous foodstuffs, but taking the best from other cool climate regions and incorporating them with our products and cooking them in our own eclectic style.

Professional associations have to work more closely with each other, however, it may need some initial instigation and seed funding by a Government authority to start the process.

There are more than 2000 indigenous grape varieties in Italy. Lennard believes, as a result of this Fellowship, that there are a number of these that are suitable for production in cool climate Australia. Suitable grapes to be developed include Gruner-Veltliner, Neuburger, Blauer Zweigelt, Blaufrankisch, Vitoska, Ribolla Guilla, Refosco, Tocai Fruilano, Reduzzo,

Recommendations

Vitoska, Piccolit, Schurpatino, Pinola, and Prosecco. The terroir where they are grown is similar, they are food friendly (particularly in relation to the styles of food produced in these regions), and would complement varieties currently grown. Consumers are becoming more adventurous and new varieties are readily accepted by the general community.

Education and Training

Wine and food are synonymous with Italy. Wine is rarely taken without food accompaniment. Menus are developed around the produce and wines grown in the regions. From an educational viewpoint we need to push this synergy and develop our own training methodologies to suit a similar framework. Our regions are distinct and wine styles vary throughout. The growth of wine and food tourism has developed because of these points of difference and can only continue to strengthen should regional cuisines develop.

As an executive member of the Australian TAFE Tourism and Hospitality Educators Association Lennard will be able to be pro-active in furthering the knowledge gained during the Fellowship. In addition he will also be working with Service Skills Australia in developing a focus on this area within the training package. Lennard plans to make a presentation to the National Executive and then at a national conference in May 2009.

Lennard will make his findings available to Service Skills Australia and the Agri-Food Industry Skills Council, and will be available to advise as to further development of the national training packages.

Community

Development of regional cuisine requires the support of communities, be it attending local markets, purchasing locally and as fresh as possible, visiting local restaurants, and supporting developing agriculture. Production of many foodstuffs may initially be marginal but with community support individual businesses can grow and prosper. We are starting to see this culture surface in a number of smaller communities across cool climate Australia. The community can also become actively involved in wine and food tourism through supporting these suppliers and implementation of a similar business model to the Italian 'agriturismo'.

How ISS Institute can be Involved

ISS Institute can assist by continuing the development of their programs through funding and strengthening networks in this area. There needs to be a strong focus on the micro areas of specific foodstuffs and wine varieties, as this currently being undertaken in one Fellowship focused on Prosecco.

Further Skill Gaps

- Quality smallgoods production, in particular styles of ham
- Premium olive oil production and infusing techniques
- Mushroom cultivation
- Wine varietals' production
- Distillation techniques
- Nut products, liquors, processed, etc
- Cheeses (herbs, seaweed, native products)

References

Websites

<http://www.agriturismo.com/>

<http://www.agriturismo.it/>

<http://www.agriturismo.net/>

<http://acevola.blogspot.com/2006/04/italy-veronaveneto-friuli-wine-food.html>

<http://www.castellobanfi.com/>

<http://ezinearticles.com/?I-Love-Italian-Wine-and-Food---The-Friuli-Venezia-Giuli-Region&id=354998>

<http://www.italymag.co.uk/>

<http://www.made-in-italy.com/winefood/food/regions/friuli.htm>

http://www.slowtrav.com/italy/friuli/ga_wine.htm

<http://www.thewinenews.com/octnov99/friuli.html>

<http://query.nytimes.com/gst/fullpage.html?res=9F0DE6D61230F932A25756C0A961958260>

<http://www.travelenvoy.com/wine/italian.htm>

<http://www.vignetochiamatofriuli.com/>

<http://www.winecountry.it/regions/friuli/grapes.php>

<http://www.zonin.it/inglese/home.aspx>

<http://www.frascafoodandwine.com/pdf/newsletter/FriuliTerreeVini.pdf>

Attachments

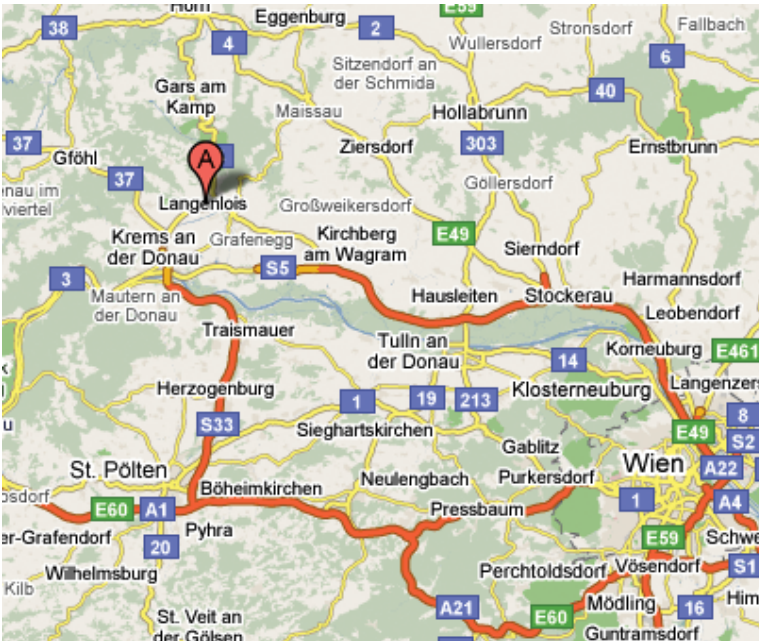


Figure 1.1 Map of the Langenlois region of Austria

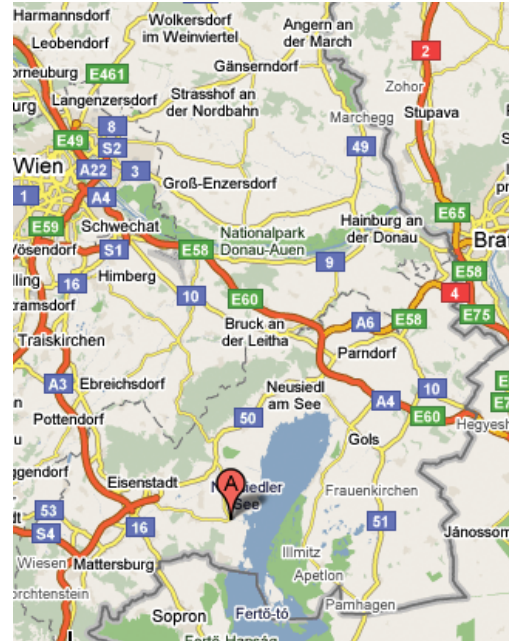


Figure 1.2 Map of the Rust region of Austria

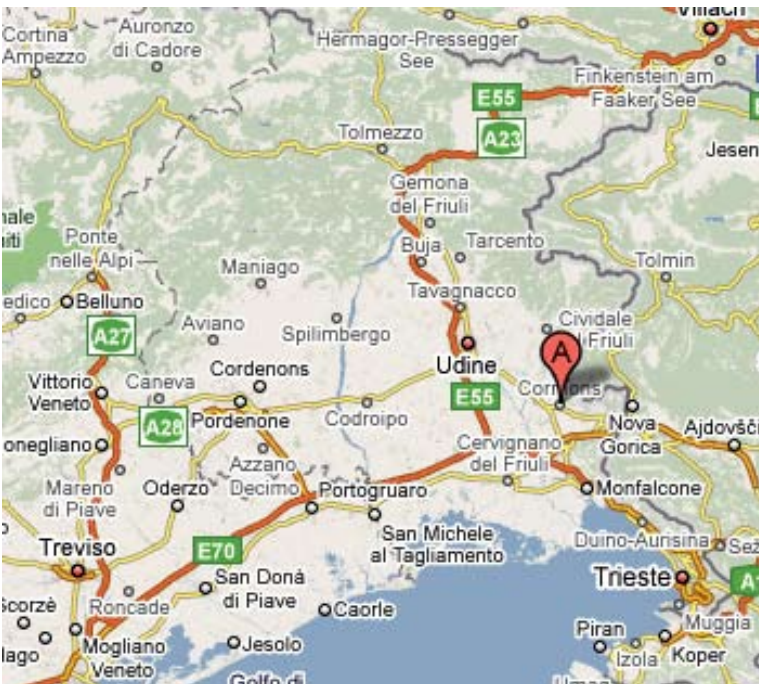


Figure 1.3 Map of the Friuli region of Italy



Figure 1.4 Map of the Veneto/Trentino, Alto Adige regions of Italy

Attachments

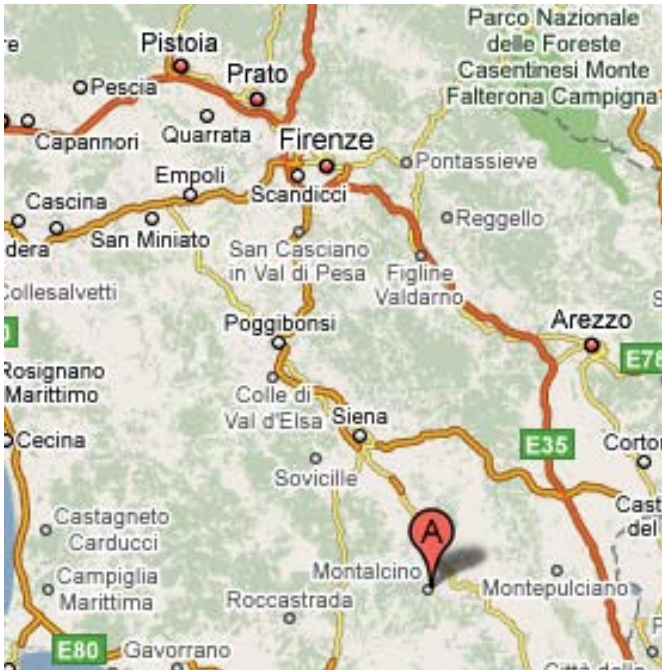


Figure 1.5 Map of the Tuscan region of Italy



Figure 1.6 Map of the Alsace region of France