



Program for the pre-AARES conference workshop on

## **The world's wine markets by 2030: terroir, climate change, R&D and globalization**

Adelaide Convention Centre ([www.adelaidecc.com.au](http://www.adelaidecc.com.au))  
North Terrace, Adelaide, South Australia

**7-9 February 2010**

### **Sunday 7 February**

09.00 – 17.30 Wine region tour, Barossa Valley

### **Monday 8 February**

08.30 – 09.00 Registration

09.00 – 10.30 **Plenary A: The wine industry in a changing global environment**

1. Welcome and introduction to wine industry challenges for the next 20 years,  
by *Kym Anderson*, University of Adelaide
2. Prospects over the next two decades for smaller, fine wine companies,  
by *Brian Croser*, Tapanappa Wines
3. New World vs Old World success in global wine markets by 2030,  
by *Andrew Jefford*, Wine Writer in Residence and freelance journalist

10.30 – 11.00 Tea/coffee

11.00 – 12.30 **Parallel Contributed Papers I**

12.30 – 14.00 Lunch

14.00 – 15.30 **Plenary B: The vineyard: resources, climate, and technology**

1. Environmental sustainability concerns to 2030,  
by *Cecil Camilleri*, Yalumba Wine Co.
2. Climate change to 2030: vines vs other crops,  
by *Snow Barlow*, University of Melbourne
3. Prospects for growth and adaptation by 2030 via R&D,  
by *Sakkie Pretorius*, Australian Wine Research Institute

15.30 – 16.00 Tea/coffee

16.00 – 17.30 **Parallel Contributed Papers II**

18.45 Wine tasting and dinner at the Balcony, Strathmore Hotel, North Tce.

## **Tuesday 9 February**

09.00 – 10.30 **Plenary C: The wine market: globalization and governments**

1. Wine consumer taxation,  
by *John Freebairn*, University of Melbourne
2. Regulation of the wine industry,  
by *Daniel Sumner*, University of California Davis
3. Strategies for boosting demand: generic vs brand promotion,  
by *Speaker TBA*

10.30 – 11.00 Tea/coffee

11.00 – 12.30 **Parallel Contributed Papers III**

12.30 – 14.00 Lunch

14.00 – 15.30 **Parallel Contributed Papers IV**

15.30 – 16.00 Tea/coffee

16.00 – 17.30 **Plenary D: Innovative approaches to returning to prosperity: Panel chaired by Julian Alston**

17.30 Close

A joint initiative of the *Australian Agricultural and Resource Economics Society*  
in collaboration with the *University of Adelaide's Wine 2030 Network*  
and the *American Association of Wine Economists*

**Register online at [www.alloccasionsgroup.com/AARES2010](http://www.alloccasionsgroup.com/AARES2010)**

### **Bios of plenary speakers at the workshop on the world's wine markets by 2030**

**Julian Alston** is a Professor of Agricultural and Resource Economics at the University of California, Davis, and Director of that university's Center for Wine Economics at the Robert Mondavi Institute for Wine and Food Science.

**Kym Anderson** is the George Gollin Professor of Economics at the University of Adelaide, and Chief Investigator on a GWRDC research project on Australia's place in the World's wine markets by 2030.

**Snow Barlow** is the Professor of Horticulture and Viticulture at the University of Melbourne in Victoria, and President of Federation of Australian Scientific and Technological Societies and a member of the Australian Prime Minister's Science, Engineering and Innovation Council.

**Cecil Camilleri**, PhD is the Manager, Sustainable Wine Programs, at the Yalumba Wine Company, Angaston in the Barossa Valley of South Australia.

**Brian Croser** is the CEO of Tapanappa Wines and founder and former CEO of Petaluma Wines, as well as former Chairman of the Winemakers' Federation of Australia.

**John Freebairn** is a Professor and Ritchie Chair of Economics at the University of Melbourne, and a former Associate Commissioner on the Productivity Commission's enquiry into wine consumer taxation in Australia.

**Andrew Jefford** is currently on a 12-month assignment as a Senior Research Fellow in the School of Economics and Winewriter in Residence to the Wine 2030 Research Network at the University of Adelaide, and is a wine judge and freelance drinks journalist and broadcaster, in particular for the *Evening Standard*, BBC Radio Four, *Decanter* and occasionally the *Financial Times*, and author of twelve books including *The New France*.

**Sakkie Pretorius** is the Director of the Australian Wine Research Institute at the Waite campus in the Adelaide suburb of Glen Osmond and Affiliate Professor at Adelaide University's School of Agriculture, Food and Wine. Prior to 2004 he was Professor and Chairman of the Department of Microbiology, Professor in Wine Biotechnology, and Director of the Institute for Wine Biotechnology at the University of Stellenbosch in South Africa.

**Daniel Sumner** is the Frank H. Buck, Jr. Professor of Agricultural and Resource Economics and Director of the Agricultural Issues Center at the University of California, Davis, and a member of the advisory board of the Center for Wine Economics at the Robert Mondavi Institute for Wine and Food Science.