

TOPIC -

**“ THE FUTURE OF
WINE & WINEMAKING**

**“
—**

**SCIENCE, TECHNOLOGY & SOCIETY
{ “STS” }**

BY

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THE FOLLOWING IS JUST -

“ MY PRESENT TAKE “

**BASED ON MY DECADES WITH THE WINE
INDUSTRY ALONG WITH MY DECADES OF
STS RESEARCH**

BUT IT IS ONLY MINE !

**YOU CERTAINLY CAN DISAGREE WITH IT IN
MANY VALID WAYS & YOU SHOULD !**

**THE PURPOSE IS TO ONLY TRY TO HELP GUIDE
THOSE ESPECIALLY IN THE MANY SMALL
LOCAL WINERIES THAT I HAVE DEALT MOSTLY
WITH ESPECIALLY IN THE EASTERN USA FOR
DECADES**

“ OVERALL I AM CAUTIOUSLY OPTIMISTIC “

WE HAVE LEARNED A LOT & ADAPTED ACCORDINGLY

SCIENCE & TECHNOLOGY HAS GREATLY IMPROVED BOTH WINE & WINEMAKING & WILL CONTINUE TO DO SO

HOWEVER, SUCH IMPROVEMENTS WILL COST A LOT & REQUIRE A GREAT DEAL OF EXPERTISE - SO ONLY LARGER WINERIES WILL BE ABLE TO TAKE BEST ADVANTAGE OF THEM

BUT WE HAVE NOT MOVED EFFICIENTLY & FAST ENOUGH AS DESIRED

MANY “ INNOCENTS “ SUFFER OF COURSE AS THEY USUALLY DO BUT & IT CAN BE MINIMIZED AS MUCH AS POSSIBLE

STILL IT IS A GREAT TIME OF “ FERMENT “ IN MANY WAYS BOTH + AND - !!!

**NATURALLY THE CHALLENGE FOR ALL
WINERIES IS TO -**

MAXIMIZE THE POSITIVES

MINIMIZE THE NEGATIVES

**WHILE REMAINING SUSTAINABLE WITH
APPROPRIATE PROFITS FOR THE LONG TERM**

**SPECIFICALLY "HOW" CAN BE VERY
INDIVIDUAL & MUST BE DETERMINED WITH
MUCH RESEARCH & CARE FOR EACH WINERY
BOTH LARGE & SMALL!**

SIMPLY, THE SURVIVING LARGE WINERIES WILL ALWAYS PROVIDE PLENTIFUL EXCELLENT & DEPENDABLE QUALITY WINES FROM SOME OF THE BEST GRAPE VARIETIES AT VERY REASONABLE PRICES

THEY HAVE THE CAPITAL & EXPERTISE TO BE SUSTAINABLE IN THE LONG TERM, BUT PROPER MANAGEMENT WILL BE REQUIRED

SOME WILL BE ABSORBED INTO OTHER LARGE WINERIES & SOME WILL CEASE TO EXIST – BOTH FOR MANY REASONS.

SMALL LOCAL WINERIES WILL STILL HAVE THEIR PLACE, BUT THERE WILL BE FEWER OPPORUNITIES FOR REALISTIC SUFFICIENT LONGTERM SUCCESS & REASONABLE PROFITABILITY FOR SUSTAINABILITY

THE COMMON LOCAL WINE – “VIN DU PAYS” – WILL ALWAYS BE ATTRACTIVE & IN DEMAND FOR EVERYDAY MEALS !

THE CHALLENGE WILL BE TO GET & KEEP SUFFICIENT APPROPRIATE CUSTOMERS FOR LONG TERM SUSTAINABILITY – INCLUDING PROPER MANAGEMENT, SUFFICIENT PROFIT, ALONG WITH CONTINUING TO BE INNOVATIVE & UNIQUE TO BE DIFFERENT ENOUGH FROM THE LARGE WINERIES & FROM OTHER SMALL WINERIES.

CERTAINLY THE PHILIP WAGNER BOORDY WINERY / VINEYARD MODEL HAS A LOT TO OFFER IN THIS REGARD

MUCH WILL BE REQUIRED TO BE DONE ON THEIR OWN SINCE SUPPORT ESPECIALLY FROM THE GOVERNMENT WILL CONTINUE TO DECLINE

**THUS, SMALL LOCAL WINERIES CAN BE CONSIDERED
“ REALISTICALLY AS A HOBBY “ ESPECIALLY
IN RETIREMENT, “ IF “ THERE ARE SUFFICIENT FUNDS
TO SUSTAIN THEM ON A DAILY BASIS LONG TERM**

**EXPENSIVE LOANS REQUIRED FOR ELABORATE
SMALL LOCAL WINERIES CAN BE VERY RISKY**

**THUS, MY APPROACH HAS BEEN THE “ REVERSE “ OF
THE USUAL –**

**THE WINERY SHOULD BE SCALED BACK
FINANCIALLY TO WHAT IS REALISTIC
BOTH SHORT & LONG TERM –**

**“ THERE ARE JUST TOO MANY
UNCERTAINTIES INVOLVED ! “**

TODAY AS COMPARED TO THE PAST THERE IS
“ VOLUMINOUS “ IMPORTANT INFORMATION
VERY READILY AVAILABLE FROM MANY SOURCES

THE CHALLENGE IS TO OBTAIN, UNDERSTAND &
PROPERLY USE WHAT IS MOST PERTINENT TO
YOUR OPERATION – PARTICULARLY FOR SMALL
LOCAL WINERIES

SIMPLY -

**FUTURE POSSIBLE LIMITED WELL PLANNED
“ EXPANSION “ CAN ALWAYS BE A POSSIBILITY**

**BUT “ CONTRACTION “ OF AN EXISTING
OPERATION CAN BE VERY PAINFUL IN
MANY WAYS !**

IN SUMMARY -

" ONLY TIME WILL TELL OF COURSE AS IT ALWAYS DOES ! "

BUT WE CAN EXPECT A LOT MORE OF THE SAME FROM THE PAST FEW DECADES

THE WINE INDUSTRY HAS ALWAYS BEEN A " SAW TOOTH " TYPE OF BUSINESS – WITH REGULAR UPS & DOWNS IN SO MANY WAYS.

BUT WINE & WINEMAKING HAS LASTED FOR CENTURIES & SHOULD FOR CENTURIES TO COME.

IT IS A GREAT EXPERIENCE BOTH FOR LARGE & SMALL WINERIES & CAN CERTAINLY BE A VERY NICE & REWARDING LIFESTYLE ESPECIALLY IN RETIREMENT !

ENJOY ! { & YOU CAN EVEN DRINK THE PRODUCT – AS OPPOSED TO MANY INDUSTRIES ! }

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TO BE CONTINUED AS

INTEREST &

RESOURCES PERMIT

JUST LET ME KNOW !

