





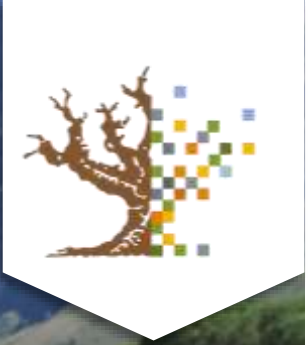
Jim Hunneyball





Jim Hunneyball







Jim Hunneyb













Jim Hunneyball



Jim Hunneyball





CERTIFIED  
HERITAGE  
VINEYARDS



# OLD VINE CHENIN BLANC

Preserving heritage and  
creating future value

Presented by André Morgenthal



1, 2, 3 JULY 2019  
ANGERS - FRANCE  
CONGRESS CENTRE





**OLD VINE PROJECT**



**OLD VINE CHENIN BLANC**



**HERITAGE AND FUTURE VALUE**





# OLD VINE PROJECT



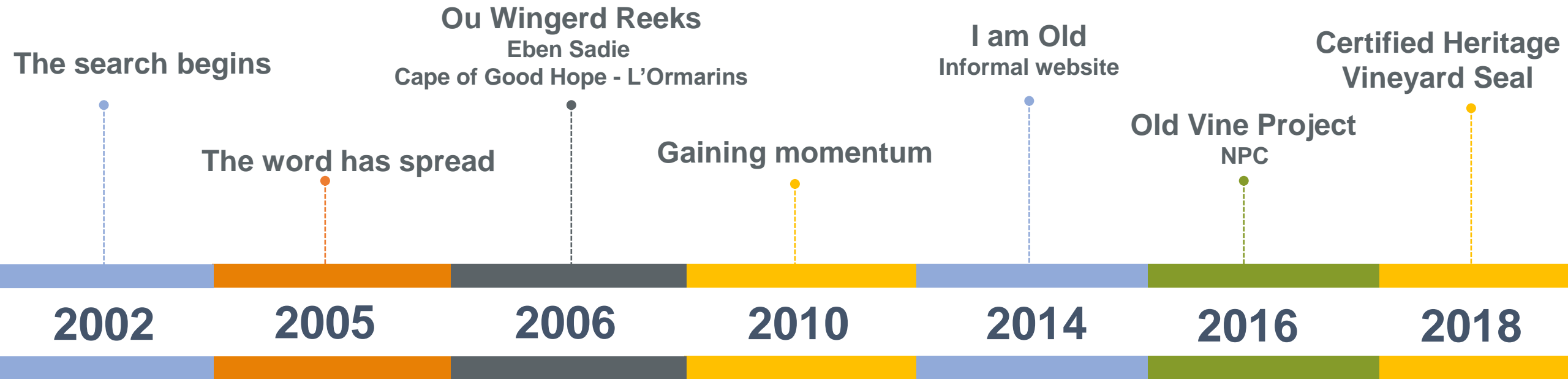


# OLD VINES ACROSS THE WOLRD





## TIME LINE





“THE AIM IS TO ACHIEVE SELLING PRICES THAT WILL ALLOW GRAPE PRICES TO RISE AND BECOME SUFFICIENTLY ATTRACTIVE TO FARMERS THAT THEY WILL NOT BE TEMPTED TO PULL OUT THE OLDER, LESS PRODUCTIVE VINES THAT MAY WELL MAKE SOME OF THE FINEST WINE.” JANCIS

ROBINSON

## Financial viability per hectare

- Older vineyards bear less fruit.
- With less tons/ha, the return on investment is less.
- The temptation is to replace vines with young vines or more viable agri-products.



## OBJECTIVES



Preservation of vineyards older than 35 years

A sustainable pricing model for farmers

Inspiring the attitude of “plant to grow old”

Certified Heritage Vineyards seal certification



## SEAL



Product Integrity

Quality Differentiation

Aspirational Value

Traceability

Exclusivity



# OLD VINE CHENIN BLANC





## TOTAL HECTARES OF OLD VINES

2016  
2 952 ha



2017  
3 197 ha



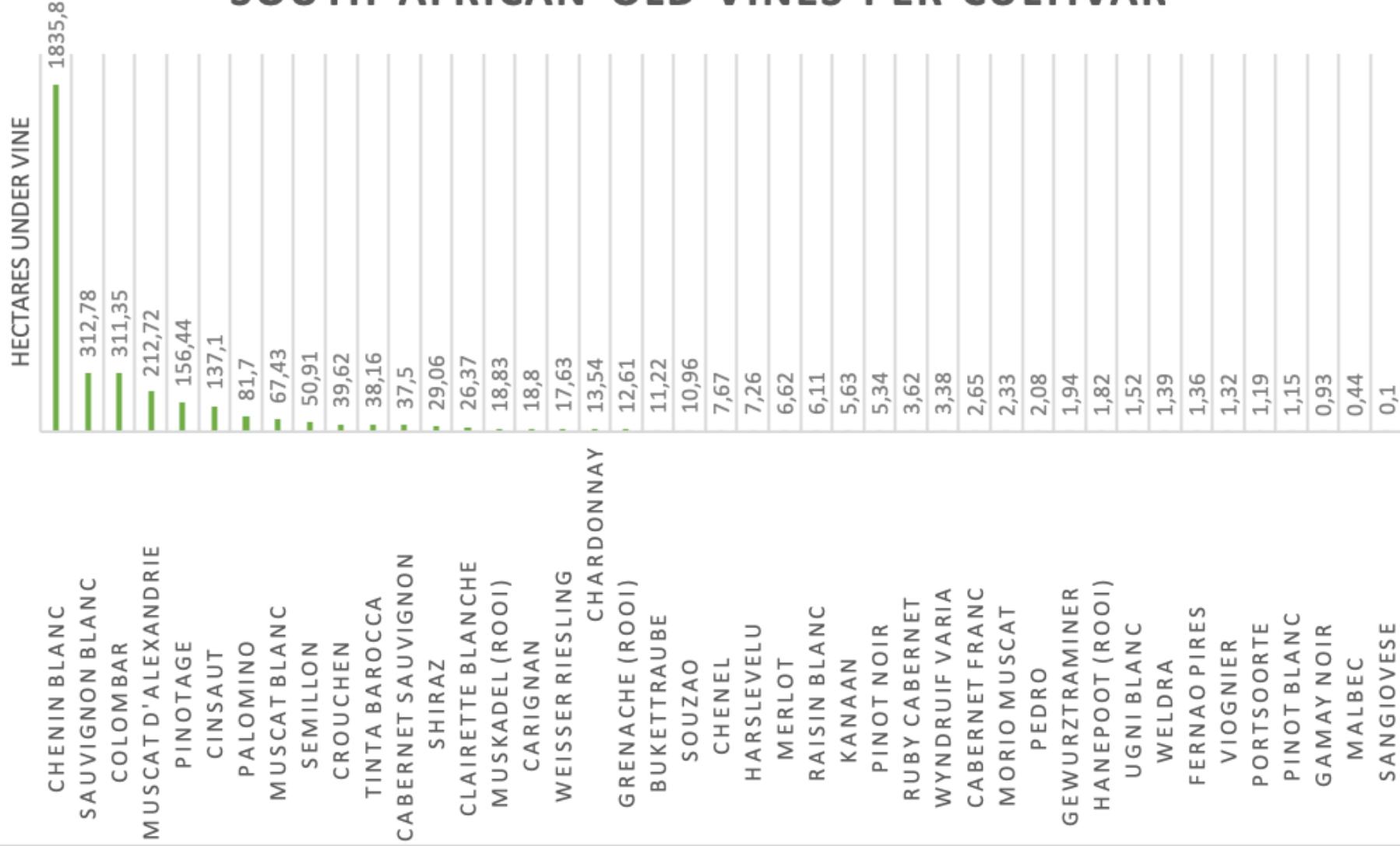
2018  
3 505 ha



# SOUTH AFRICAN OLD VINES



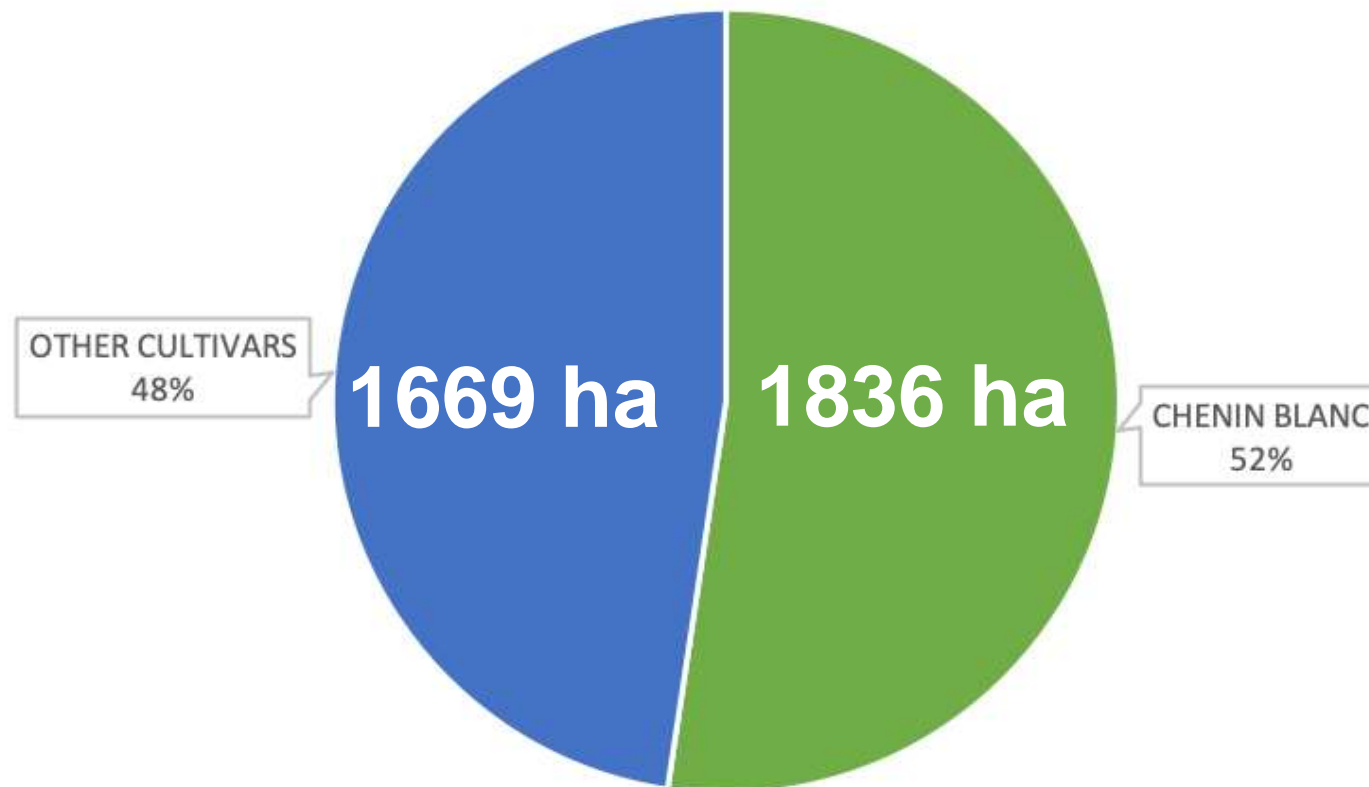
## SOUTH AFRICAN OLD VINES PER CULTIVAR



# SOUTH AFRICAN OLD VINES



OLD VINES IN SOUTH AFRICA

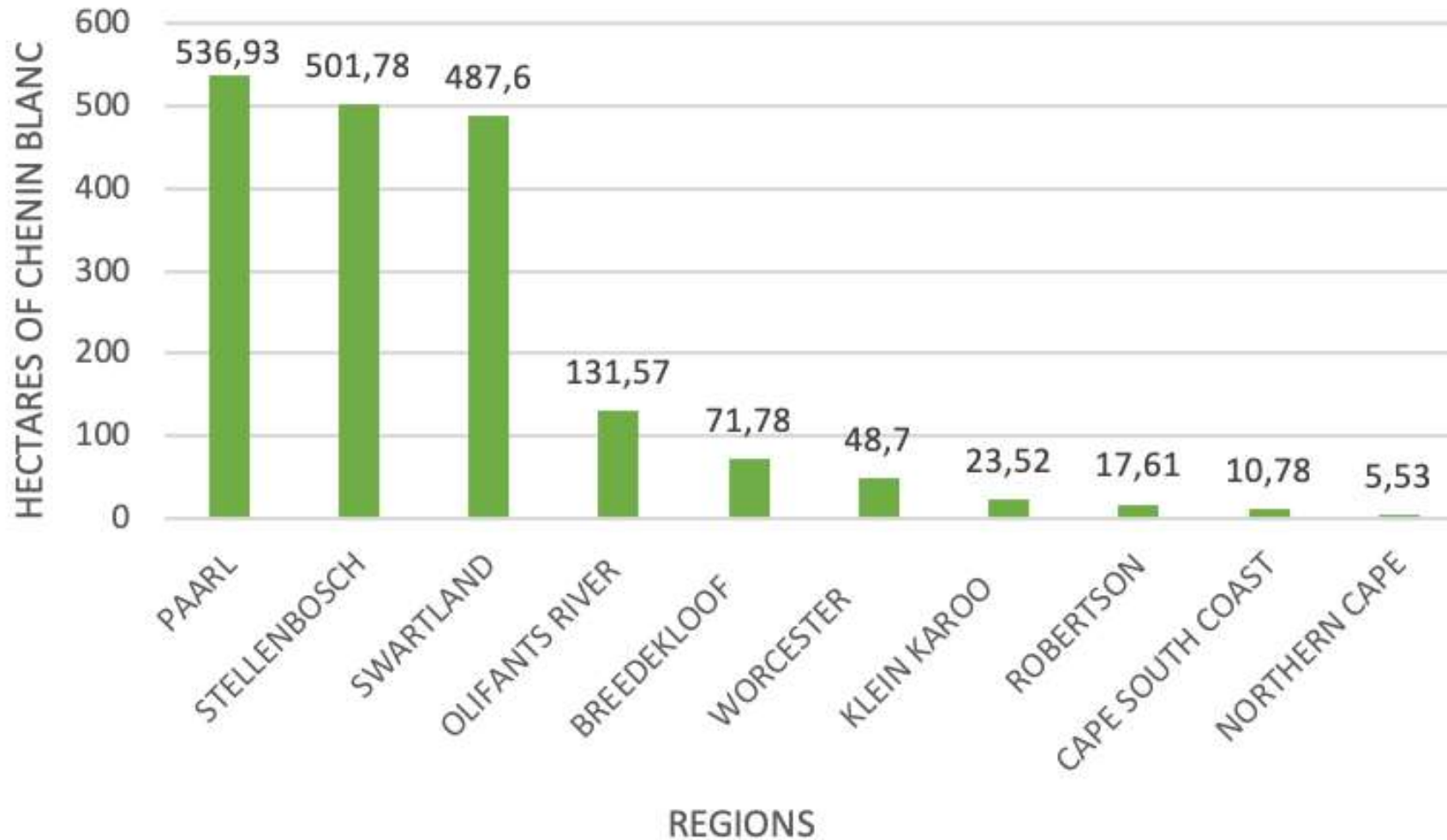


**TOTAL OLD VINES = 3505 ha**

# OLD VINE CHENIN BLANC



## OLD VINE CHENIN BLANC IN SOUTH AFRICA





**Accumulated Wealth**  
Reserves

**Their Own Agenda**  
Not wine, but reproduction

**Wisdom and Experience**  
Adjust their phenology

**Root Systems**  
Time in environment and  
buffering capacity  
More roots

# OLD VINE CHENIN BLANC



What do old vines bring to the glass besides stories and romance?

**Aromatics**

**Texture**

**Palate  
Weight**

**Complexity**

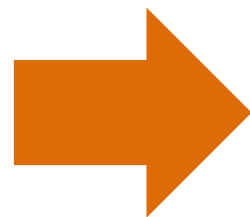


# HERITAGE AND FUTURE VALUE





**Heritage**



**Value**





“AS MUCH AS IT IS CLEAR THAT YOU  
NEED TO COMMERCIALISE THIS  
INIATIVE, YOU HAVE MADE A  
NOTICEABLE IMPACT ON THE  
INDUSTRY.”

MICHAEL FRIDJHON







# SOCIAL IMPACT

TRAINING SPECIALISTS IN OLD VINE PRUNING

Sponsored by FELCO Africa



# ENVIRONMENTAL IMPACT

"OLD VINES ARE A  
WONDERFUL SOURCE  
OF KNOWLEDGE FOR  
SCIENTIFIC RESEARCH  
IN OUR  
UNDERSTANDING OF  
PLANTS AND THE  
AGING PROCESS OF  
VINES, ESPECIALLY IN  
THIS CHALLENGING  
TIME OF CLIMATE  
CHANGE."

---

ROSA KRUGER



PLANT

TO

GROW

**OLD**



# ECONOMICAL IMPACT



JOHN PLATTER

WINE LISTS

WINE RATINGS

WINE RETAIL

WRITERS

AWARDS

# SUSTAINABLE MODEL



# THANK YOU

CERTIFIED  
HERITAGE  
VINEYARDS



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1, 2, 3 JULY 2019  
ANGERS - FRANCE  
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CHENIN BLANC  
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