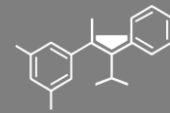


BRAGATO
RESEARCH INSTITUTE
RANGAHAU KAREPE, WĀINA O AOTEAROA



Viticulture Research and Extension Manager
len.ibbotson@bri.co.nz

September
2020

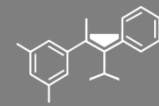


BRI: Extension services strategy

*"Knowledge is like fine wine. The researcher brews it, the scientific paper bottles it, the peer review tastes it, the journal sticks a label on it, and archive systems store it carefully in a cellar. Splendid! Just one small problem: wine is only useful when somebody drinks it. Wine in a bottle does not quench thirst. Knowledge translation opens the bottle, pours the wine into a glass, and serves it."*¹

World-leading research from grape to glass

¹ Bennett G, Jessani N (eds) (2011) The knowledge translation toolkit: Bridging the know-do gap: A resource for researchers. SAGE Publications, India

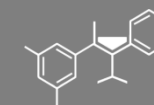


What is primary sector extension?

Wide scope of activities and processes that enable the **transfer of knowledge** through formal channels and social networks, leading to the creation and uptake of new ideas, tools, processes, and practices **enabling change**



Achieving change

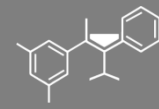


BRAGATO
RESEARCH INSTITUTE
RANGAHAU KAREPE, WĀINA O AOTEAROA

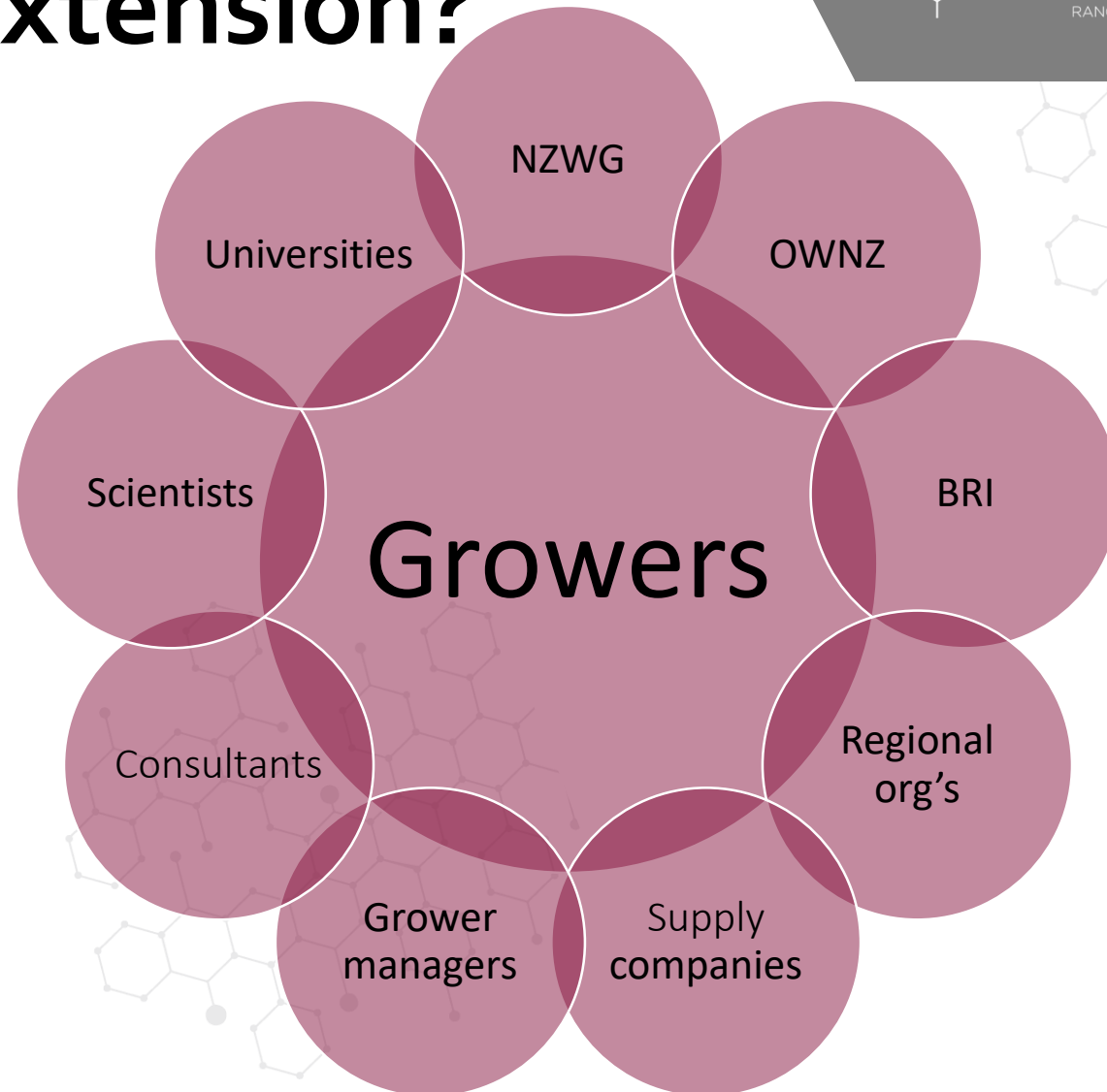


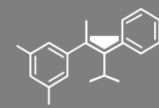
Source: <https://www.beyondresults.co.nz/primary-innovation/about/>

Who's involved in extension?



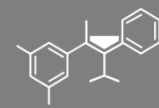
BRAGATO
RESEARCH INSTITUTE
RANGAHAU KAREPE, WĀINA O AOTEAROA





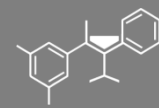
Current BRI extension activities

- Monitoring industry and identifying problems
- Responding to member enquiries
- Partner relationship management
- Industry engagement
- Development and delivery of outreach activities
- Research, review and disseminate information
- Contribute to research program design
- Process improvement



Focus areas for 2020-2021

- Increase extension capability
- Relationship and network enhancement
- Process improvement
- Information – improve quality, timing, and access
- Regionally specific extension plans
- Increase BRI direct participation in applied science



Priority extension topics?

- Soil health
- Nutrient inputs
- Water management
- Pest and disease management
- Dealing with adverse climate events

