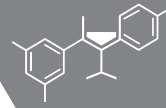


# Extension Output Report

Reporting for July 2020 to June 2021 (FY21)



**BRAGATO**  
RESEARCH INSTITUTE  
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	<b>Category 1</b> Written and audio visual outputs (excludes events)
	Total BRI authored or co-authored <b>16</b>
	Total BRI reviewed (science partner authored) <b>61</b>
	<b>Total 77</b>



## Output by topic (best fit)

Pruning	6
Pest & disease management	22
Pinot Noir programme	14
Irrigation	4
Weed management	3
Soil	7
Climate change	5
Sustainability	2
Biosecurity	1
Other	13

**Total 77**



## Output by strategy theme (best fit, group sub-theme)

Protecting reputation of NZ wine	26
Enhancing reputation and offerings	31
Growing value sustainability	6
Driving the science for exceptional wines	14

**Total 77**

## Output type by sub-category

Factsheets	10
Audio visual	33
Science reports	14
Popular articles	14
Presentations	6

**Total 77**

## Output by research programme

Vineyard Ecosystems	22
Pinot Noir programme	13
Lighter Wines	2

**Total 37**

	<b>Category 2</b> Events	Total BRI led <b>31</b>	Total virtual <b>5</b>
		Total BRI supported <b>1</b>	Total physical <b>27</b>
	<b>Total 32</b>	<b>Total 32</b>	



## By topic

Pest & disease management	7
Soil	9
Climate change	3
Sustainability	8
Pruning	1
Others	4

**Total 32**



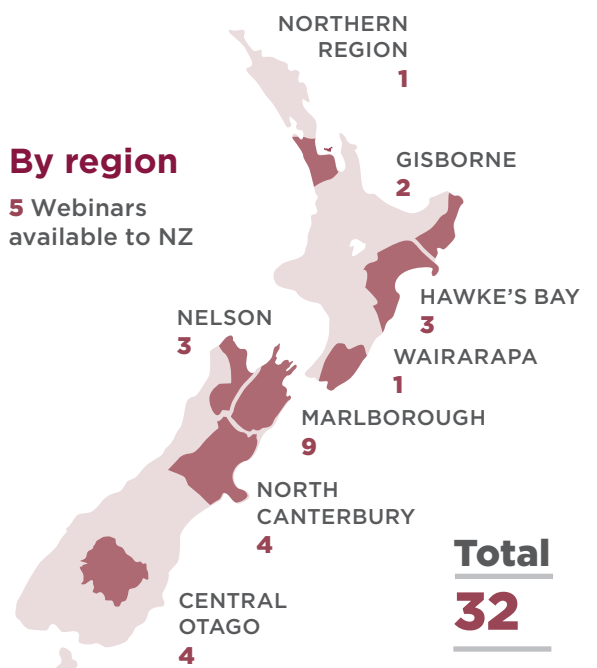
## By strategy

Driving the science for exceptional wines	10
Growing value sustainably	1
Enhancing reputation & wine offerings	11
Protecting the reputation of NZ wine	10

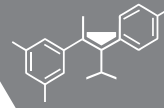
**Total 32**

## By region

5 Webinars available to NZ



**Total 32**



## Category 2

### Events



### Events by research programme

Vineyard Ecosystems	<b>1</b>
Pinot Noir program	<b>1</b>
Lighter Wines	<b>1</b>

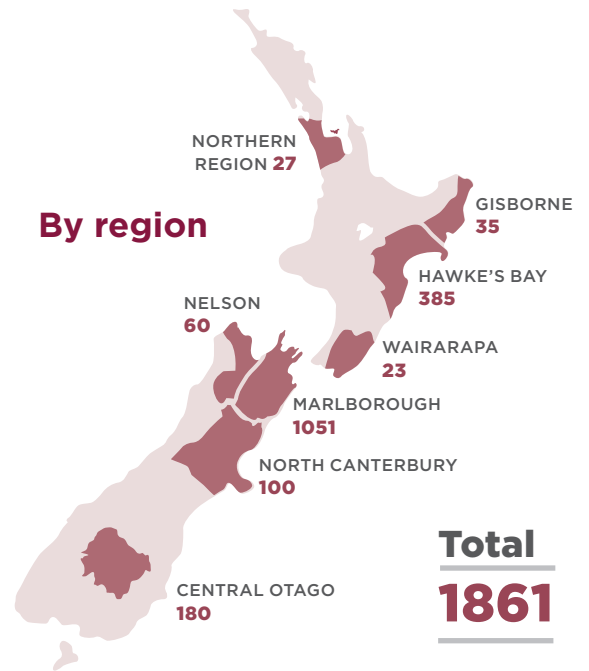
**Total 3**



### Industry participation

BRI led/co-led	<b>1757</b>
BRI supported	<b>104</b>
Median number of attendees per event	<b>35</b>

**Total 1861**



## Category 3

### Communication channels

Channel	Per year	Distribution*	Engagement**
BRI newsletters by email	<b>4</b>	<b>4805</b> per newsletter	<b>1450</b> per newsletter
VineFacts Tip of the Week by email	<b>12</b>	<b>2450</b> per edition	<b>540</b> BRI section per edition
What's Fermenting? by email	<b>11</b>	<b>2350</b> per edition	<b>200</b> BRI section per edition
NZ Winegrowers magazine	<b>6</b>	<b>2500</b> printed each edition	All members + online
Social media - Facebook + LinkedIn	<b>42</b>	<b>4553</b> FB only	<b>600</b> FB only
Research Programme newsletters by email (VE only)	<b>3</b>	<b>120</b> per newsletter	<b>100</b> per newsletter
Surveys	<b>4</b>	various	n/a

\*total number of recipients

\*\*number of recipients who clicked to open