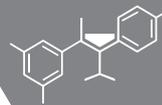


# Extension Output Report

Reporting for July 2021 to June 2022 (FY22)



**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>22</b>
Total BRI reviewed (science partner authored)	<b>87</b>
<b>Total</b>	<b>109</b>

Output type by category

Factsheets	6
Audio visual	6
Science reports	26
Literature review	1
Popular articles	18
Presentations	52
<b>Total</b>	<b>109</b>

Output by research programme

Vineyard Ecosystems	6
Pinot Noir programme	30
Lighter Wines	1
Sauvignon blanc improvement programme	5
<b>Total</b>	<b>42</b>



## Output by topic/strategy

Pruning	2
Pest & disease management	26
Pinot Noir programme	30
Canopy	15
Irrigation	3
Technology	3
Floor management	10
Sustainability	6
Other resources	14
<b>Total</b>	<b>109</b>



## Output by strategy theme

refer [here](#)

Protecting reputation of NZ wine	40
Enhancing reputation and offerings	21
Growing value sustainability	6
Driving the science for exceptional wines	42
<b>Total</b>	<b>109</b>

<b>Category 2</b>	
Events	
<b>Total</b>	<b>22</b>

Total virtual	<b>8</b>
Total physical	<b>14</b>
<b>Total</b>	<b>22</b>



## By topic

Canopy	3
Floor management	2
Pest & disease	5
Pruning	3
Sustainability	4
Technology	3
Winemaking	1
Others	1
<b>Total</b>	<b>22</b>

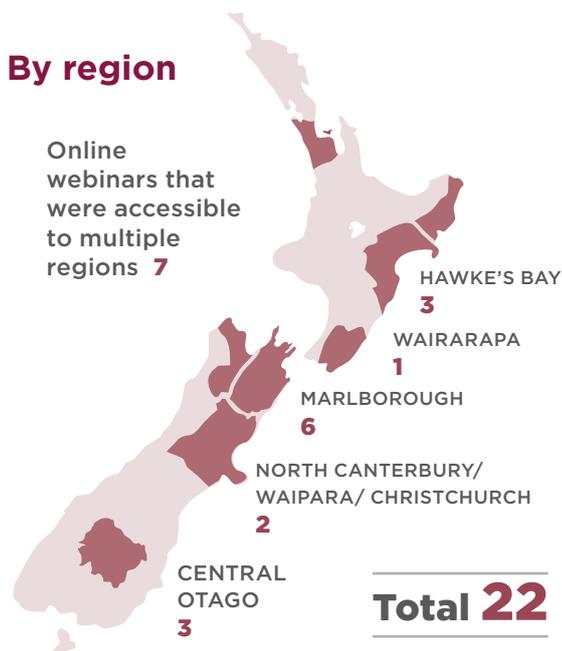


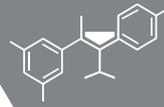
## By BRI science theme

Driving the science for exceptional wines	2
Growing value sustainably	4
Enhancing reputation & wine offerings	9
Protecting the reputation of NZ wine	7
<b>Total</b>	<b>22</b>

## By region

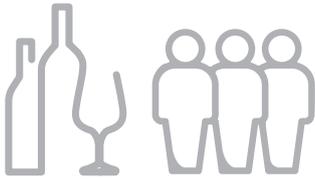
Online webinars that were accessible to multiple regions 7





## Category 2

### Events



### Industry participation

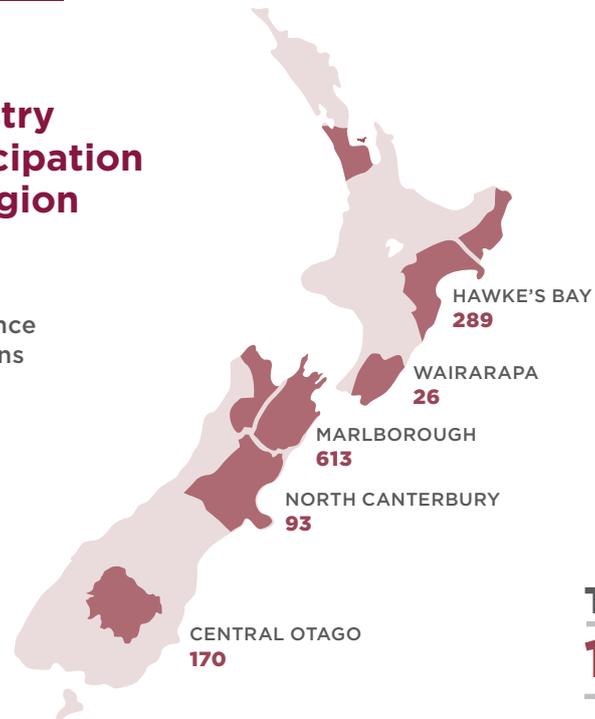
Total event participants **1942**

Median number of attendees per event **46.5**

**Total 1942**

### Industry participation by region

Virtual attendance all regions **751**



**Total 1942**



## Category 3

### Communication channels

Channel	Per year	Distribution	Engagement
BRI email newsletters	1	4,978	1,938 average unique opens
VineFacts	26	2,527	1,151 average unique opens
What's Fermenting industry newsletter	12	3,523	1,388 average unique opens
VE newsletters	2	106	60 average unique opens
NZ Winegrowers magazine	6	2,500	n/a
Social media posts - Facebook	32 posts	255 followers	29,400 impressions 2,080 engagements
Social media - LinkedIn	37 posts	1,326 followers	49,901 reach 6,070 engagements
Research Library on NZW website	n/a	6,426 pageviews	1,039 unique searches
Workshop emails	18	3,902	658 average unique opens

