

PO Box 1385, Griffith NSW 2680  
T 02 6964 6600 F 02 6964 1605 enquiries@nuffield.com.au www.nuffield.com.au  
A.B.N. 33 092 327 396

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5 October 2007

## Nuffield scholarship for Barossa grapegrower

Grapegrower Matthew Munzberg from Tanunda, South Australia, will tonight be awarded Australia's leading farming scholarship, a Nuffield Australia Farming Scholarship.

Mr Munzberg is one of only 16 Australians to receive a 2007 Nuffield Scholarship. He will be presented with his award tonight at the Innovative Farming Australia awards dinner, part of the Nuffield Australia Spring Tour being held in Fremantle, WA.

Nuffield Farming Scholarships, each worth \$25,000, give young Australian farmers the opportunity to travel internationally and explore agricultural issues and opportunities in a global context. There are about 1300 Nuffield scholars worldwide.

Mr Munzberg will use his scholarship, sponsored by Nufarm, to explore strategies for maximising grower returns without sacrificing quality in the vineyard. He will focus on regional branding and marketing.

Mr Munzberg manages 45 hectares of vineyard on the floor of the Barossa Valley where he produces a range of grape varieties for well-known Barossa wineries. He reserves a small amount of fruit for the family label, Mad Dog Wines, which they produce and market under the vertical integration philosophy.

The fourth-generation grapegrower believes this approach, along with improved production and vineyard efficiencies, and regional product marketing under 'Brand Barossa', should be incorporated into a strategic plan to maximise profits. "Only about 30 per cent of grapes grown in this geographic area are sold in a product that identifies it as Barossa Valley wine, yet consumers are prepared to pay a premium for Barossa wine."

Mr Munzberg will explore international markets where levies are paid by producers to promote their products under a regional brand. He will also interview wine writers, marketers and consumers to determine whether Australians are producing the wine styles and varieties that are in demand overseas. "Another objective of my tour will be to visit grape growers to identify strengths that could be emulated here," he says.

Nuffield Australia CEO Mr Jim Geltch says many Nuffield Scholars go on to become active leaders in agriculture and the community. "For many, the scholarship experience changes their lives by opening their eyes to the wider world and giving them the confidence to pursue their goals," Mr Geltch says.

The 16 2007 Australian Nuffield Scholars will leave Australia in either February or June 2008 for a compulsory Global Focus Program. This will involve travel to China, North America, South America and Europe investigating agricultural marketing and trade issues, environmental issues and experiencing the different social and cultural aspects of each region.

Following the initial six-week program, the scholars will go their individual ways to pursue specific study programs in the country or countries of their choice. Mr Munzberg hopes to travel to the US, Europe, South Africa, Asia and New Zealand.

**More information: 08 8563 2758, 0418 396 841, kammunz@hotmail.com, <http://barossa-grapegrower.blogspot.com>**

**Further information:**  
**Jim Geltch**  
CEO, Nuffield Australia  
T +61 (0)3 5480 0755