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*New Zealand*

## THE NEWEST GREAT WINE CAPITAL

- ◆ Located on the eastern coast of New Zealand's North Island
- ◆ Renowned for its world-class wine production
- ◆ Diverse range of wine varieties and stunning landscape



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## A FOCUS ON SUSTAINABILITY

- ◆ Sustainability, conservation and environment have become synonymous with the New Zealand wine industry and are drivers for tourism and wine branding (Hall and Baird, 2014)
- ◆ The incorporation of sustainable practices as a point of difference in wine tourism has gained traction in recent years (Alonso et al., 2020)
- ◆ New Zealand winegrowers are committed to sustainability (Baird et al., 2022)


*Image courtesy of New Zealand Winegrowers Inc, Fromm Vineyard*

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## A FOCUS ON SUSTAINABILITY



Commitment to preserving Hawke's Bay's natural beauty



Conservation in vineyard ecosystems



Development and promotion of various vineyard initiatives

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## WILDFLOWERS IN THE VINEYARD

- Wildflower planting in vineyards enhances biodiversity, attracts beneficial insects, and adds to the beauty of the landscape






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## ATTRACTION OF FLOWERS

- Storytelling
- Biodiversity symbolism
- Aesthetic appeal



Mission Estate  
*The Gaia project*



Te Awanga Estate  
*Wildsong*



Villa Maria  
*EarthGarden*

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## THE KĀREAREA PROJECT



Retrieved from [https://www.wingspan.co.nz/birds\\_of\\_prey.html](https://www.wingspan.co.nz/birds_of_prey.html)

- The Kārearea is a native NZ falcon and is our most threatened bird of prey.
- The Kārearea project aims to re-establish this species in NZ by creating designated conservation areas and implementing habitat restoration efforts.

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## THE KĀREAREA PROJECT

- ◆ Hawkes Bay vineyards are stepping in to provide sanctuary for the species.
  - Creating safe nesting sites
  - Trapping and eradicating predators
  - Providing habitat on uncultivated land

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## COW EYES IN THE VINEYARD



Retrieved from <https://www.temata.co.nz/news/>



- ◆ Biodynamic viticulture treats the vineyard as a self-sustaining ecosystem.
- ◆ The connection to nature can create a captivating story and tasting experience.

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**THE GIANTS ESTATE  
EXPERIENCE**

- ◆ Explore the organic kitchen garden
- ◆ Walk through the cellar and enjoy a tasting of their prestige and rare wines
- ◆ Light bights inspired by the garden and other local producers are offered as well.




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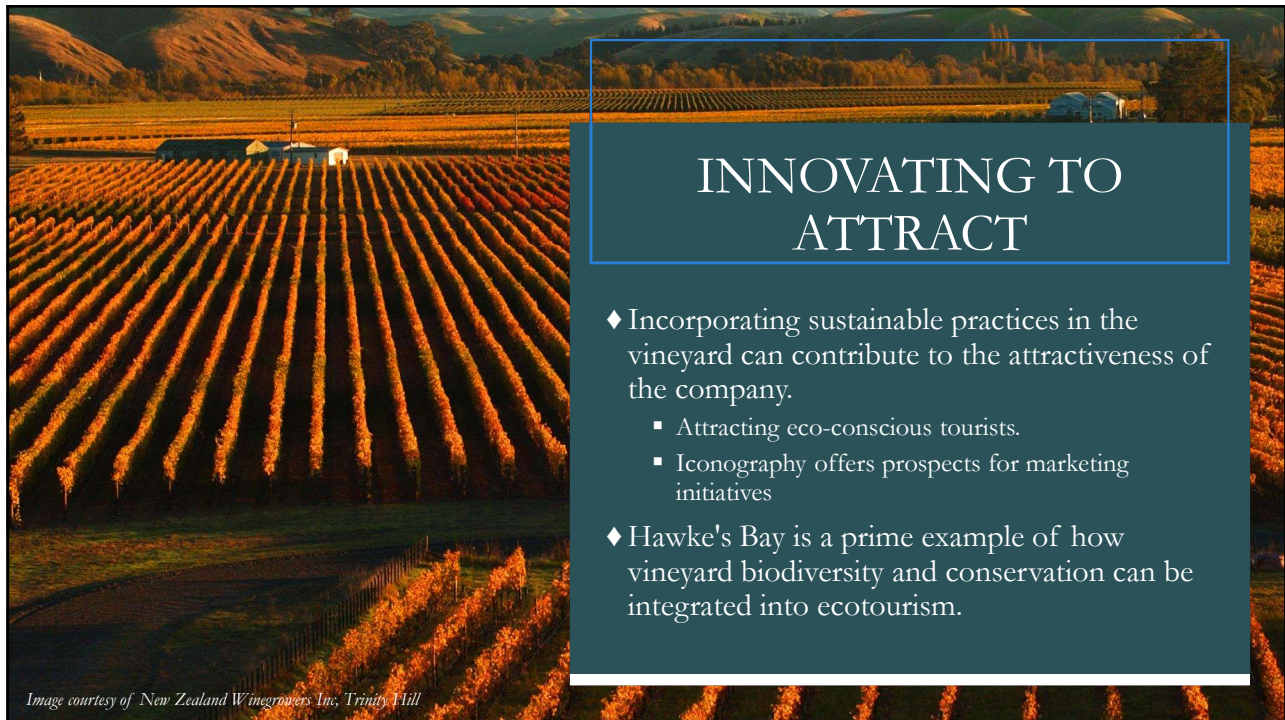


## ATTRACTING TOURISTS

- Eco-friendly tours
- Exposure to vineyard sustainability initiatives



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## THANK YOU



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