

# Phylloxera Awareness Program 2010 - 2011

**Objective – To increase grower awareness of the danger of Phylloxera to the Murray Valley wine industry.**

## **Project Description**

Grapevine Phylloxera is a significant grapevine pest. The small aphid like insect lives and feeds on the roots of grapevines, destroying the root system until the vine dies.

The Murray Valley currently has Phylloxera Exclusion Zone (PEZ) status and Phylloxera is **not known** to be present.

Vineyards in the PEZ have been protected by protocols restricting the movement of plant material and machinery into the area.

If Phylloxera is introduced into the Murray Valley winegrape growing region, the result would be devastating.

NSW has conducted extensive surveying to **prove** their PEZ status.

The aim of this project is to show a visual increase in grower awareness of the danger Phylloxera to the Murray Valley wine industry. **This will be achieved through an increase in signage and information on protocols to keep the Murray Valley Phylloxera FREE.**

## **Project results**

### **Submitted by**

Murray Valley Winegrowers' Inc.  
Contact: Liz Singh

<b>Total project cost excl GST</b>	<b>IDC Levy Funding Sought excl GST</b>	<b>Approx. cents per tonne</b>
<b>\$11,250</b>	<b>\$10,450</b>	<b>\$0.039</b>

(A full copy of projects can be obtained on the web site <http://www.murrayvalleywinegrapes.com.au/> or phone Ashley Turner 50239 700 and a copy can be made available.)

## **Project Checklist – Results/Outcomes and Budget**

The MVWIDC has a policy that ***“Every funded project will be monitored to ensure that the intended results and costs are achieved.”***

The procedure to be used is as follows:

1. Submitting a project for approval:
  - 1.1. Project details under the headings provided must be submitted including this checklist and a budget
  - 1.2. Intended results/outcomes including project reporting must be identified
2. If a project is approved for funding the applicant will be required to enter into a written contract for the project
3. Ongoing and final reports for a project:
  - 3.1. Must include this progressive checklist to be reviewed by the MVWIDC
4. Continued funding approval for the project:
  - 4.1. Will be recorded in the minutes of the MVWIDC meeting following receipt of progress reports.
  - 4.2. Project managers shall be informed if the MVWIDC has any concerns regarding the project.
5. A final report is required for each year of funding

<b>Project Name</b>		Phylloxera Awareness Program	
<b>Project year</b>		2010/2011	
<b>Project Start Date</b>		1/7/2010	
<b>Project Completion Date</b>		31/12/2011	
<b>Final report submitted Date</b>		31/8/2011	
<b>Timing Month</b>	<b>Measurable Outcomes</b> Show timing of project reports and details posted to the industry web site	<b>Budget IDC funding (\$, % total)</b>	<b>Date IDC Review (as per minutes)</b>
July 10 – June 11	Outcomes proposed <ul style="list-style-type: none"> <li>To distribute information on the nature of Phylloxera and protocols to prevent infection.</li> </ul>		
July 10 – June 11	<ul style="list-style-type: none"> <li>To distribute to all growers a “<b>Keep Phylloxera OUT</b>” bumper sticker to place on their ute /car for increased grower and public awareness.</li> </ul>		
July 10 – June 11	<ul style="list-style-type: none"> <li>To distribute 400 “<b>Stop – Do NOT Enter – Keep Phylloxera Out</b>” gate signs (28cmx38cm) to growers along main roads to improve grower and public awareness of Phylloxera.</li> </ul>		

### Project Budget

<b>Budget</b>	<b>Funding required from IDC</b>	<b>Timing of funding from IDC</b>	<b>Funding from others (MVWI)</b>
<b>Show itemized costs</b>			
Phylloxera Information Brochures (900 copies)	250	July 10	
Phylloxera bumper stickers (900 copies)	150	July 10	
Phylloxera signs (400)	7,500	July 10	
Postage & Handling (for all above)	1,600	July 10	800
MVW Project management & administration	950	July 10	
<b>Total exclusive of GST</b>	<b>10,450</b>		
GST	1,045		
<b>Total funds requested from IDC (excl GST)</b>	<b>11,495</b>		
<b>Total cost (net of GST)</b>			<b>11,250</b>