

Terroir or tūrangawaewae? Expressing sense of place in an emerging New Zealand wine region

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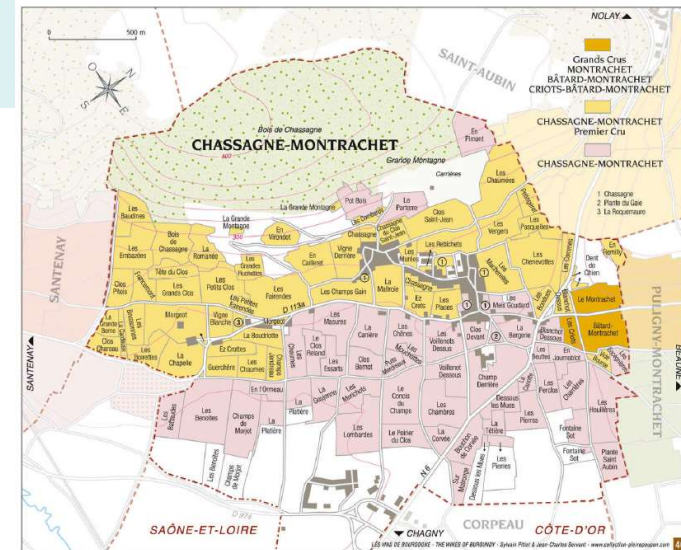
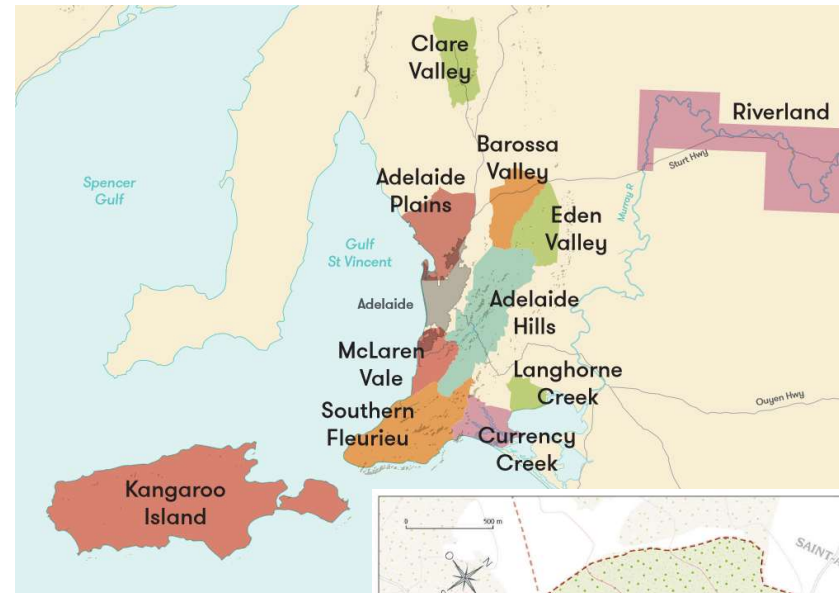
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Wine and place

- Consumer discretionary
- Cultural good, related to place
- Origin influencing taste
- Geographical Indications (Australia, New Zealand, California, Europe...)
- Differentiation strategy for rural development instead of mass production (Overton and Murray, 2011; Medway and Warnaby, 2014)
- Monopoly rents and value of 'authentic', historical goods (Harvey, 2002; Boltanski and Esquerre, 2017)
- Geographic origin vs grape variety (Bailly, 2000; Pitte, 2001; Brice, 2014)
- Sense of place



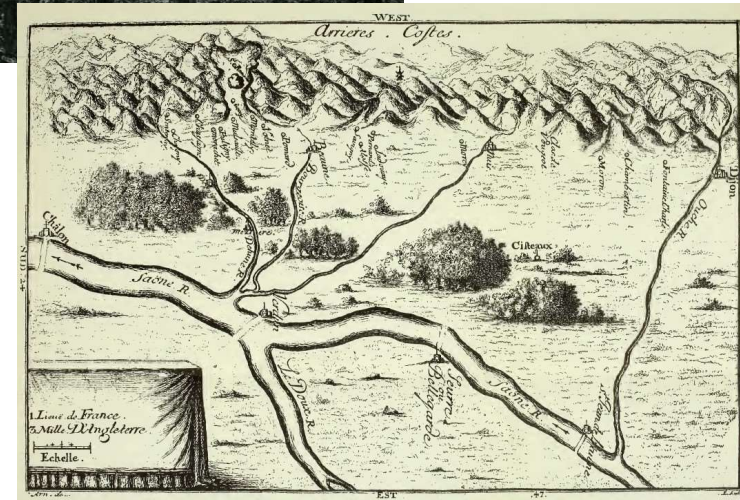
The concept of *terroir*

- Origins in medieval France (Burgundy)
- Wine first in symbolic, then monetary economy (de Planhol, 1994)
- Adam Smith and Karl Marx recognize added value in distinctive wine-producing areas

“The rent of the land which affords such singular and esteemed productions, like the rent of some vineyards in France of a peculiarly happy soil and situation, bears no regular proportion to the rent of other equally fertile and equally well-cultivated land in its neighbourhood.”

Smith, *Wealth of Nations* (1776)

- Growing cultures of connoisseurship make better known
- Physical and cultural facets of an area influencing nature of wine
- Used to build personality and differentiate product worldwide



The concept of *tūrangawaewae*

- Maori concept that may be translated as ‘a place to stand’, and which evokes close connection between person and place
- 2017 Pinot Noir conference in Wellington; emergence of term in NZ fine wine sector via personal testimonies (Vinography, 2017)
- 2019 film *A Seat at the Table*; explicitly comparing NZ and France, reflecting on both terroir and *turangawaewae*

“The challenge for modern New Zealand, as a bicultural society, is to find ways to use land that build upon and learn from both Western knowledge and *matauranga Maori*, where both value and knowledge systems are regarded as valid and equal and utilised to deliver sustainable land management for both Maori and Pakeha land..”

Dominati and Watson (2019: 200)



Ontological approaches

- Things past and present, tangible and intangible brought into the terroir concept; question of assembling terroir (Høyrup and Munk, 2007; Teil *et al* 2010)
- Thinking also focussed around *products of terroir* (Bérard and Marchenay, 2004) – mobile objects conveying place; market devices (Callon *et al*, 2007)

- For turangawaewae, potential compatibility with organic, biodynamic and ecologically sensitive approaches, microbial etc (Hill, 2018a; Dominati and Watson, 2019)
- But some of the indigenous elements difficult to assimilate ontologically (e.g. *whakapapa*)
- Appropriate usage?



TIKI

As a company we are an indigenous NZ Māori wine producer that is committed to sustainable winegrowing. We care for our vines under the guiding Maori principles of Kaitiakitanga: guardianship, protection and preservation of the earth.

“Ecosystem-based management (EBM), which comes from Western science knowledge, has many similarities to *matauranga Maori*.

[...]

The integrated nature of EBM makes it seem the ideal candidate for engaging in environmental research with indigenous people, cultures and knowledge systems in which there are strong cultural connections to the land.”

Dominati and Watson (2019: 194)

North Canterbury wine region

- Cool climate, relatively dry region
- <3% of NZ wine by volume (Ciatti, 2019)
- c. 40 years of place making and management
- Similarities to Burgundy, inc. focus on pinot noir grape variety (now largest planting)
- Majority of plantings in Waipara Hills; also Canterbury Plains and Banks Peninsula
- 'North Canterbury' geographical indication approved March 2020 (filed July 2017), to replace 'Canterbury' and 'Waipara'/'Waipara Valley'



**NORTH
CANTERBURY
WINE
REGION**

A Snapshot 2020 New Zealand Wine



NEW ZEALAND WINE
PURE DISCOVERY



* Since the collection of data for the 2019 - 2022 vineyard register reports the North Canterbury geographical indication boundaries have been accepted which encompasses the areas previously known as Canterbury and North Canterbury in the report.

Top Producing Varieties



Red Varieties TOTAL 7,710ha

PINOT NOIR
73%
MERLOT
15%
SYRAH
6%
CABERNET SAUVIGNON
3%
MALBEC
1%
OTHER
2%



White Varieties TOTAL 32,155ha

SAUVIGNON BLANC
78%
CHARDONNAY
10%
PINOT GRIS
8%
RIESLING
2%
GEWÜRZTRAMINER
1%
OTHER
1%

*2020 producing area is based on projections submitted in the 2019 Vineyard Register



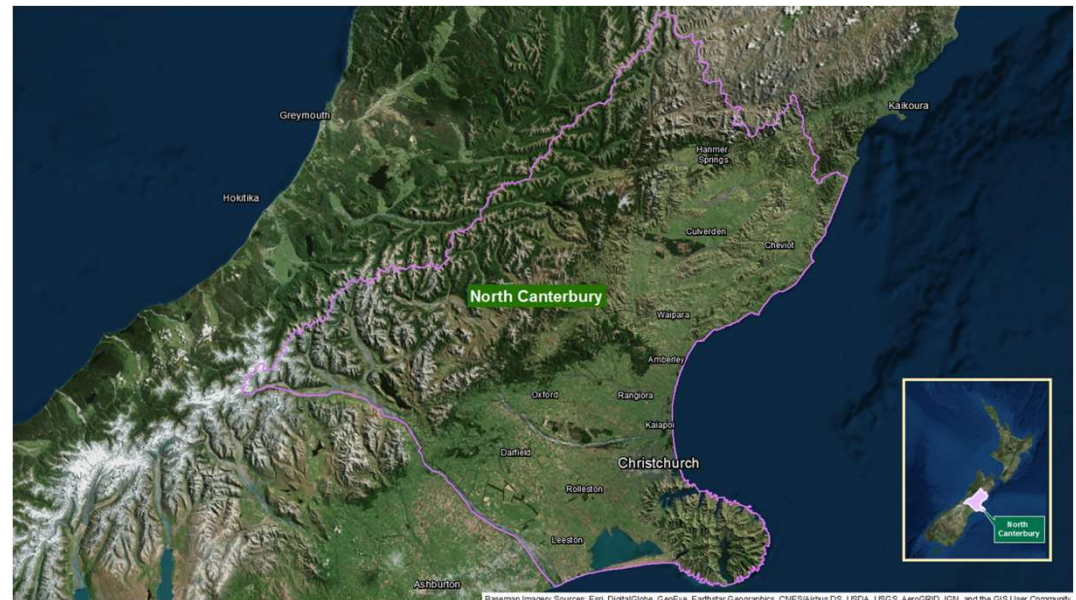
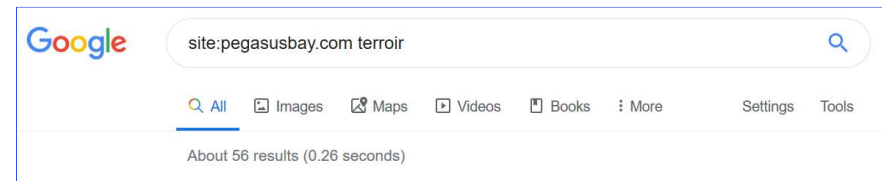
Telling stories of terroir

- Producer able to communicate nature and value of terroir to consumer
- Increasing interest in wine styles, origins and production methods
- In France, term tied to GI (AOP) system, within a country of diverse products of terroir (Hill, 2019)
- Stories of terroir may be shared through promotional material, blogs and websites, direct contact with consumers, and via tourism experiences (Bérard and Marchenay, 2004; Fusté-Forné and Berno, 2016; Hill, 2018b; Thach *et al*, 2018; Fountain and Thompson, 2019)



Promotional materials: websites (terroir)

- Systematic review of North Canterbury wine brand websites (n=50)
 - Manual search and Google 'site:' search function for terms *terroir* and *turangawaewae*.
-
- Of the 50 websites searched:
 - 22 made no mention of terroir
 - 2 mentioned terroir once
 - 14 mentioned terroir between two and nine times
 - 2 mentioned terroir over ten times (Mt Beautiful and Pegasus Bay)



Terroir's expression

- Classic use of terroir to refer to location, soil, geology, and climate
- Idea that the wines carry taste of place, through work of producer
- Less focus on history
- Scale of evocation varies
- Terroir frequently appears in tasting notes or press coverage – interface with global fine wine consumers


OUR STORY
bellhi OUR PEOPLE

We seek to reflect the characteristic expression of our site and soil in the wines we make, looking for consistent quality, fruit concentration and expression of terroir.



Our Terroir

The Georges Road estate is located in the Waipara Valley, just 45 minutes north of Christchurch. It is situated at the western end of the valley, on two terraces above the Waipara River with magic views to the Three Deans mountain range beyond. The soil type is called Glasnevin Gravels, essentially poor, free-draining river gravels. The vineyard is approximately 60m higher than the main highway which reduces its susceptibility to frost when cold air drains down the valley from the Waipara Gorge to the west.

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The outcrop of land on which these grapes were grown consists largely of weathered stones and mineral rich gravels. These were shorn off New Zealand's Southern Alps by an ice-age glacier, which carried them down the valleys and deposited them in selected sites. The vineyard has warm days, but the nights are amongst the coolest in the Waipara Valley, which helps draw out the ripening period and while retaining good natural acidity. This is especially suited to our old riesling vines that have now had time to sink their roots deep into this unique mineral rich terroir.

WHISTLING DUOY

CP Lin said of the 2005 and 2006 half acre Pinot Noir vintages —

"It really gives me shivers. This is what terroir is all about; this wine reflects the area it comes from and I can smell the local hills, the tussock, the grass, the amazing aroma of a Nor'Wester and a hot summer's day. This wine is a winner!"

The terroir of our vineyard

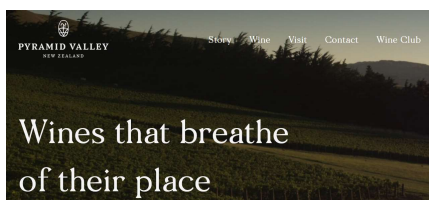
169 Mackenzies Rd, Waipara: Latitude 43° South

The vineyard is located on the North Western side of the Waipara River Valley on post-glacial river terraces formed by the Weka River, a tributary of the Waipara River. Soils are free draining medium to light, gravelly, silty, loams interspersed with limestone. The relatively low fertility, but good natural pH, reduces vine vigour, producing low yields of grapes of high quality and flavour.



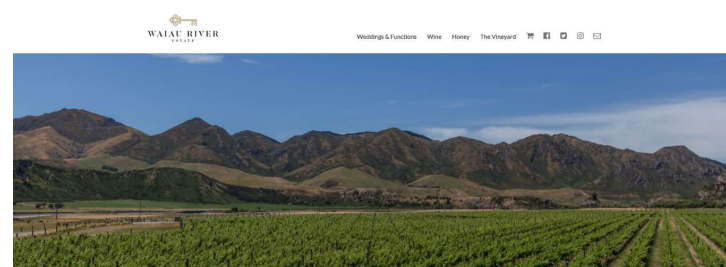
Consonant terms

- Sense of place nonetheless a central focus for most websites



Tasting a glass of wine from Terrace Edge can tell you everything you need to know about the climate, season and landscape of the place.

- Delivery of sense of place through use of clones and relation to soil types: much more technical than in Europe
- Explanation of producer's philosophy; terroir may fit practically or aesthetically
- General effort to promote distinctive regional character of North Canterbury wines



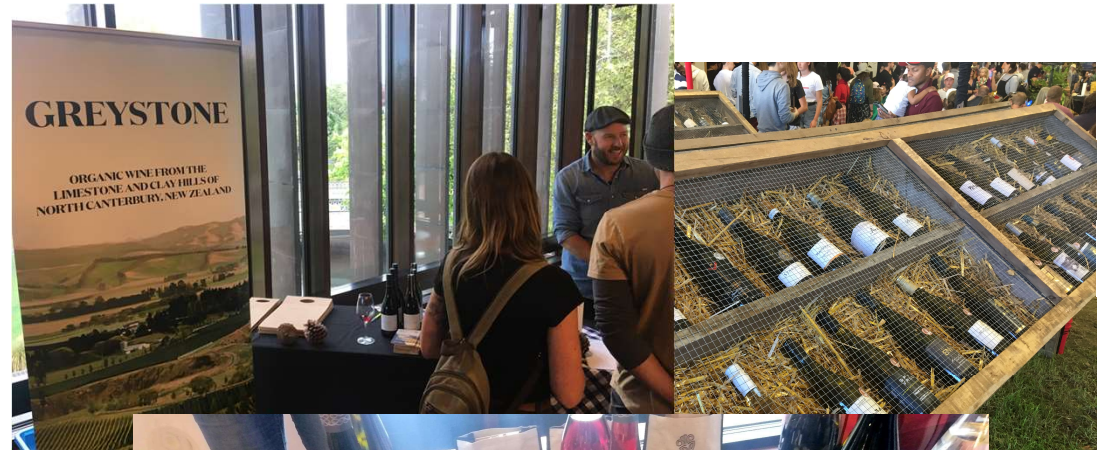
Promotional materials: wine labels

- Directly addressing consumer in competitive environment (Charters *et al*, 1999; Lecocq and Visser, 2018)
- Organization of shelves largely by grape variety, then by place of origin
- Building personality with names, imagery, name of winemaker, story, tasting notes, medals (Banks *et al*, 2007; Fountain and Dawson, 2014; Carpenter, 2016)
- Front matter (Design, name, personality, grape variety/place) and back matter (storytelling, tasting notes)



Direct contact with consumers

- Ability to control narrative (Fountain *et al*, 2020)
- Can more effectively sell unusual wines, and realise value for smaller producers
- Encounters at events and festivals
- May be great opportunity to communicate Maori cultural heritage, turangawaewae...



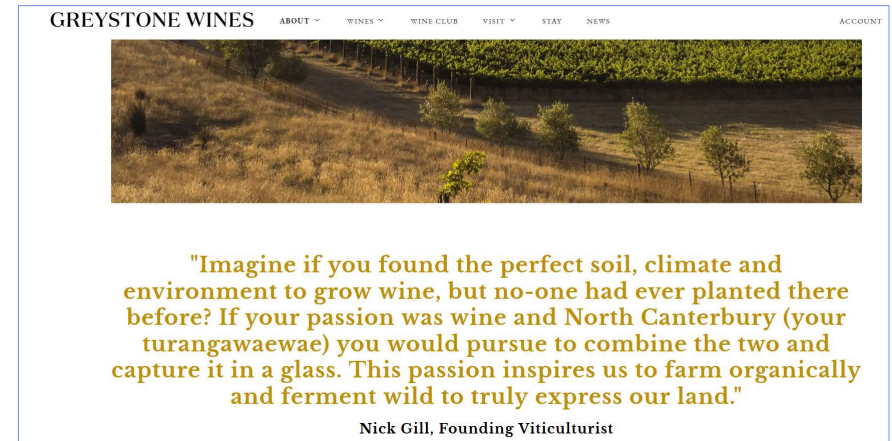
How much wine did you sell each of the following markets in the 2017-2018 financial year?
(Base: total sample, n=180)




Wine Australia (2019)

Promotional materials (turangawaewae)

- Of those same 50 websites, only 2 mentioned turangawaewae (Greystone and The Bone Line), on each occasion only once.
- Some evocation of Maori culture and language, e.g. Ataahua, Torlesse, TIKI above all
- Idea of harmony with natural environment, transmitting its beauty/qualities into wine
- Of the 35 wine labels, none mention turangawaewae (cf. Fountain and Dawson, 2014 – limited recognition of Maori heritage in Central Otago wines)
- Though 13 are named after places, and 6 have Maori words in the title (of which 5 are Maori placenames, e.g. Waipara)
- Maori producers at TIKI Wines (cf. Hodgson, 2019)



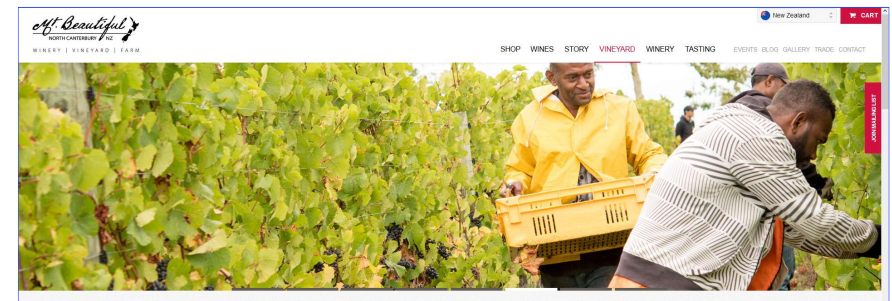
GREYSTONE WINES ABOUT WINES WINE CLUB VISIT STAY NEWS ACCOUNT



"Imagine if you found the perfect soil, climate and environment to grow wine, but no-one had ever planted there before? If your passion was wine and North Canterbury (your turangawaewae) you would pursue to combine the two and capture it in a glass. This passion inspires us to farm organically and ferment wild to truly express our land."

Nick Gill, Founding Viticulturist

The Maori translation of Ataahua is beautiful, picturesque, a place of beauty – so appropriate to the valley, the vineyard and the wines alike. A major part of Ataahua's philosophy for growing grapes then carefully making that fruit into wine is to translate and express the beauty of the vineyard and area into wines that people can relate to and absolutely enjoy.



Off Beautiful
WINERY | VINEYARD | FARM

SHOP WINES STORY VINEYARD WINERY TASTING EVENTS BLOG GALLERY TRADE CONTACT

New Zealand CART

Rare image of Pasifika labourers at grape harvest (cf. Mitchell, 2001; Duncan and Duncan, 2003)

Wider tourist experiences

- Can combine with consumption of landscape in travel and other tourist experiences ('placeful businesses')
- 'Joining up' the sense of place with accommodation and evening dining options
- Wine may be mobilised as wider food culture grows; 'Food isn't the first thing that comes to mind when most people think of New Zealand.' (Glusac, 2020)
- Potential for restaurants and wine bars to showcase local product, but not always easy to supply...
- Covid-19 limitations, business changes, and 'pivoting' to domestic tourism (Brookes, 2020)



Local or national sense of place?



Conclusions

- Efforts to promote regional distinctiveness following GI application made in 2017
- Images and storytelling are key; numerous platforms; tourists a major audience
- Terroir useful in this, though not universally adopted
- Reflects admiration of Burgundy and aspirations of producer to some extent
- Less historical focus than in Europe; greater attention paid to clonal and site selection
- Some elements of terroir not widely shared; but can it be part of a nationwide story?
- Idea of taste of place goes back and forth with wine critics; could be more widely developed
- Different business models influence styles of communication
- Building sense of place could also be done by other businesses
- Turangawaewae a minority pursuit at the moment, but next pinot noir conference to be held in Christchurch, and our joint funding bid...
- Tensions inherent in wine industry appropriating Maori concept?
- Covid-19 and potential to tell meaningful stories of place to domestic audience
- Interviews with producers continue; analysis of transmission of sense of place in wine service setting to follow



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Thank you!



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