

Penfolds winery is located in the Hunter Valley Australia. The Hunter Valley is an exceptionally popular area for wine production as the environment and climate are perfect.

Wine production within Australia has become extremely popular as has the wine ~~consumption~~ consumption itself. Since the 1980's the consumption of wine has risen by over 22%.

The production of wine can be seen to some as a very complicated and slow process. It requires time and constant attention and maintenance.

Penfolds winery is a prime example of a local Australian company that is doing extremely well.

The ecological dimensions that are involved in producing good wine need to be extremely organised.

Penfolds winery would have chosen its

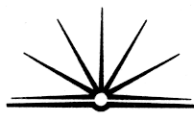


position in the Hunter valley due to the fact that it is a very fertile area.

With the environment in the Hunter Valley you are able to choose whether or not to produce Red or white wines as this needs to be decided before anything else. The Hunter Valley is suitable for both these breeds of wine.

The Climate is another important aspect that needs to be considered. If it is evident that an area has lots of rain and strong winds then a producer is unlikely to setup a vineyard in this area. The Hunter Valley is an incredibly protected area from strong winds which is perfect for the vine and the less wind the less erosion is caused.

Temperature is also a very important element when considering where to produce.



grapes as they need to be in an environment of $18-32^{\circ}\text{C}$ or they do not grow properly.

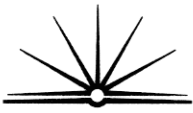
The location of the vineyard is one of the most important factors surrounding good wine production.

The biophysical aspects of the process of wine production fit into the category of ~~ecology~~ ecology when deciding where to position a vineyard.

The ecological dimensions that are related to this enterprise are extremely important.

The culturalist needs to be able to use the land but at the same time not destroy it for future generations.

When picking and using poisons on the vines and soils for pests people in Penfolds have come up with a new way to destroy the pests rather than using poison that will affect the



area for many years to come. This process is called organic viticulture as was used in the past by the French. This process keeps the land fertilized for the next generation to come.

Location and ecological dimensions are extremely important to Penfolds Winery.

As wine production is a business that takes years to develop and grow farmers need to be careful on how they treat their land so that in the future years to come the land is still useable.