

MASTERCLASS 'Managing seasonal and site variability for success and profitability'
 With Peter Hayes, Dr Glen Creasy and Jonathan Rodwell
 15 March 2023, Denbies Wine Estate, Surrey

PROGRAMME (subject to change)

9.30	Coffee, welcome and introduction	
Session 1 10.00	'British weather is not an excuse' <ul style="list-style-type: none"> Identifying the underlying causes of yield variation Understanding site variability and seasonal impacts 	Peter Hayes
Session 2 10.45	Identifying the main challenges for UK growers	Jonathan Rodwell
11.15	Refreshments	
Session 3 11.30- 12.15	Understanding the 18 th month bud formation cycle <ul style="list-style-type: none"> Floral initiation, fruit-set, and yield stabilisation Fruit-set crop regulation 	Dr Glen Creasy
12.15- 12.30	Morning session round and discussion	All speaker
Session 4 12.30- 13.15	Practical session: Identifying bud components using forced canes and field walk	Peter Hayes
13.15- 14.00	Lunch and refreshments	
Session 5 14.00 - 15.00	Techniques for management and control <ul style="list-style-type: none"> Site and variety factors Seasonal factors Using web-based tools, apps and technology 	Led by Peter Hayes (all speaker)
Session 6 15.00- 15.30	Economic and market resilience: vineyard management for profitability <ul style="list-style-type: none"> Factors affecting the economics of production 	Peter Hayes
Session 7 15.30	Summary of key points and top tips for UK growers to reduce seasonal variability	Jonathan Rodwell
Session 8 15.40	Panel session All speakers available for questions and discussion	
16.00	Close	