

ROC Research Statement

The ROC research strategy is to coordinate a comprehensive platform bringing together the applied research resource centers for the wine industry including production wineries, service and product suppliers and academic and industry researchers representing all disciplines currently involved in the winemaking profession. The ROC also strives to supplement the current tools of modern winemaking disciplines by benchmarking practices from related industries and bringing practical application trials of novel technologies to the wine industry.

Benefits to the various research resource centers are brought about through cooperation in implementing applied trials followed by the communication of outcomes. Wineries gain well controlled and structured trials with an iterative concept both within and between regions. Suppliers realize a collaborative platform for introduction of new or expansion of use of existing products and equipment with analytical support and multiple trial partners. Researchers will find a robust platform on which to bridge the gap between discovery and application allowing innovation to become practice in a cooperative and collaborative manner.

The focus of ROC projects can span existing disciplines within the wine production process including products, processes, equipment, quality systems, sustainability initiatives, lab analysis and validation with future expansion towards the viticultural and packaging areas as well.

By utilizing the Three I's, Introduction, Improvement and Iterative Trials, the ROC will prepare the applied research platform for the wine industry in a way not available in the past.

Introduction of trial topics can be from inside the wine industry or through opening new relationships with technology providers from outside the industry. The ROC applied research topics can propose new applications or impacts from current processes, products or equipment or could be new and novel approaches to the processes currently applied in wine production. Identification of first wave – cutting edge transformational technologies and integration into the ROC platform will create a navigable bridge for users and providers to realize the full potential of advances. The iterative approach of ROC applied research trials brings robust iterative data to all participants and reduces the risk associated with being an early adapter of new technologies.

Improvement is always the goal of ROC applied research projects. The ROC is founded on the process of continuous improvement as included in a comprehensive Quality System applicable to a technology driven industry such as modern winemaking. Improvement in wine quality through ROC applied research trials will impact wine aesthetic including wine style, production efficiency providing financial gain or sustainability initiatives ensuring longevity to wine production practices.

Iterative trials provide robust results which carry applicability across multiple wineries and regions. Proper iterations empower statistical relevance and facilitate reporting ROC applied research results in the most respected publications. Trial iterations also allow many winemakers to participate in the trial process, which is an important part of the winemaking experience. Access to iterative trial results, data and peer information can accelerate the annual lessons taken from winemaking trials throughout a winemaker's career.