

## **MARK ALLEN**

Mark has been involved in the wine industry since 1987. From 1971 until 1987 he was a Kiwi Fruit and Avocado grower in the Bay of Plenty before moving to Hawke's Bay in 1987. With his wife and family, he moved to Blenheim in 2004 to start his independent consultancy business.

### **1987 – 2000: Morton Estate Wines**-inaugural viticulturist

The vineyards he developed and managed for Morton Estate were:

- 1987 Riverview Vineyard, Hawke's Bay. 97 hectares
- 1988 Campbells Vineyard, Hawke's Bay. 20 hectares
- 1988 Stone Creek Vineyard, Marlborough. 40 hectares
- 1995 Colefield Vineyard, Hawke's Bay. 50 hectares
- 1997 Tantallon Vineyard, Hawke's Bay. 53 hectares
- 1998 Jergens Vineyard, Hawke's Bay. 55 hectares
- 1999 Kent Vineyard, Hawke's Bay. 81 hectares
- 1999 M. Campbells Joint Venture Vineyard, Hawke's Bay. 40 hectares

### **2000-2002: Villa Maria Estate Ltd**- Company National Vineyards Manager

His brief with Villa Maria as Company National Vineyards Manager was to evaluate and restructure the management of their vineyards in both Marlborough and Hawke's Bay. This was in close association with Terra Vitae Vineyards Ltd and Seddon Vineyards Ltd whose vineyards were managed by Villa Maria. He reported to the boards of Terra Vitae and Seddon Vineyards Ltd as well as the Villa Maria board.

Vineyards he developed for Villa Maria were:

- 2000 Bristed Vineyard 2, Marlborough. 25 hectares.
- 2000 Joseph Soler Vineyard, Hawke's Bay. 97 hectares
- 2001 Mangere Vineyard, New Auckland Winery. 12 hectares

### **2002 – 2004: Sacred Hill Wines Ltd**- National Viticulturist

His brief as National Viticulturist was to restructure the management of their Hawke's Bay vineyards and establish a base of growers in Marlborough. He was also asked to find a suitable bare land site for leasing and developing into a vineyard. This was achieved and developed.

- 2002 Ryan Vineyard, Marlborough. 52 hectares
- 2002 Vicarage Vineyard, Hawke's Bay. 16 hectares

### **June 2004 – present**

He established his own independent vineyard advisory company based on his experience in both the wine and horticulture industry. He has a range of clients in Marlborough, Hawke's Bay, and Central Otago whose requirements range from site evaluation and new developments to independent vineyard management advice and wine company contract grower liaison services.

His client base has included establishing a Pinot Noir flagship vineyard for Cloudy Bay along with consultancy services to Hunters Wines, Mt Riley Wines, Wines of Ara, Joval Family Wines, Mount Beautiful, Peregrine Wines, Akarua, Felton Road and many individual growers.

He continues to consult for Terra Vitae Vineyards Ltd, whose vineyards in Marlborough and Hawke's Bay are managed by Villa Maria/Indevin. Much of this work involves assessing annual management plans, vineyard operational costs, economies of scale and providing regular reports.

From 2011 until 2014 he project managed a three-year trial on Mechanical Shaking for Botrytis Control. The trial was funded by MPI and NZ Winegrowers and conducted by Plant and Food Marlborough. In 2017 NZ Winegrowers provided him with further funding to extend the trial over a greater number of sites. He maintains a close association with both Wine Marlborough and Bragato Research Institute focusing on information transfer to growers via field days, videos, Fact Sheets, and popular articles.

He has also presented regularly at either Bragato Conferences or Grape Days on varying topics such as Mechanical Shaking, subsurface irrigation, trunk disease and alternative Sauvignon Blanc pruning options that are less dependent upon manual labour.

He is on the advisory committee of the Lincoln Agritech grape yield analyzer trial and is also on the Wine Advisory Committee for Craigmore Investments covering their viticultural interests and developments in Gisborne and Central Hawke's Bay.

More recently he has been assessing established vineyards for investment groups including My Farm, Craigmore Investments, Findex and Tangible in Marlborough, Hawke's Bay and Central Otago. The focus of his due diligence reports is based on the condition of the infrastructure and more importantly vine health.

Mark has recently been awarded a Lifetime Achievement Award from Wine Marlborough recognising his contribution to viticulture over the past 36 years.



*Mark Allen receives his Lifetime Achievement Award. Photo Richard Briggs*