The Nordic light terroir platform

Christina Skjöldebrand
Agenda

- Background and the initiative
- Sweden as wine producing country
- “Vinlandet Sverige®” (The winecountry Sweden)
  A pre study on the need for the Swedish producers
- Results from the pre study
- Development of “The Nordic Light Terroir” platform
- OIV students work in May 2017 and 2018
- Conclusions
Sweden and wine production - some data

- Sweden was approved as wineland in the EU 1999 with the allowed volume of 250,000 litre/year
- In Sweden we have 250-300 wine producers
- Competing with quality wine from other countries with more tradition on cultivation/producing of wine
- Only around 10-15 are commercial with approved wine production
- The biggest winery was in Öland Horns wineyard with 30,000 plants owned by Marc Tarrida from Spain
- Temperature and humidity during cultivation period in South of Sweden follows about the same as Bourgogne in France
- Wine cultivation in eastern parts of Canada, on the Vancouver island and the South Island of New Zealand's are wine countries that are similar to the climate in Sweden.
Climate and Geography Sweden

- Sweden is situated in the Nordic hemisphere between 55° and 70° latitude, with a warm temperate climate.

- The climate in the southern part of Sweden have an average temperature of just below zero degree during the coldest month (February) and 16,5°C during the warmest month (July/August).

- Four season, and a 220 day long growing season (4°C).

- Geographically southern part of Sweden is both hills and plain landscapes. And fertile soil with rather high pH.

- Sweden is not a wine growing country by tradition and there are lack of experiences and knowhow.
Ice period compared to France - speculations

- Sweden had its ice period 80,000 years longer than France. This has consequences on:
  - Mineral substances in the earth today. We have a richer earth today.
  - We can have more aromatic oils that are bearers of taste.

The Nordic Light Terroir
Background and history behind the platform

• An initiative was taken from a wine yard in Skåne (Hällåkra wineyard) and the rector of Lund University
• They asked me to take care of the initiative
• We got money from Food country Sweden/Matlandet Sverige to make a pre study
• Result was Wine country/Vinlandet Sverige® result of the prestudy
• The Nordic light terroir platform was formed 2013
• A team started the work with workshops and application of projects
Aim of our study 2010 was to

• to develop the Swedish wine cultivation branch

• to establish an innovative competence centre for the wine producing branch.
Length of the vegetative cycle in some wine zones From measurement from Horns wineyard, Öland

**Priorat 2009**
- Length: 245 days

**Bordeaux 2009**
- Length: 213 days

**Bourgogne 2009**
- Length: 183 days

**Öland 2009**
- Length: 132 days
Length of the vegetative cycle in some wine zones

Priorat 2009:
- Length: 245 days
- Note: 30 days less

Bordeaux 2009:
- Length: 213 days
- Note: 30 days less

Bourgogne 2009:
- Length: 183 days
- Note: 30 days less

Öland 2009:
- Length: 132 days
- Note: 50 days less!!
The pre study “Wineland Sweden”

Results

- Our empirical tests have shown the potential for growing wine in Sweden
- New market- and selling channels drive the development
- We have a strong trend towards local food and drinking and tourism market
- Market attitude from negative, pending, positive to hype for development of the branch
Wineland Sweden in 10-15 years

- An innovative and dynamics local wine- and drinking branch
- Several producing units with good control of their own value chain.
- A commercial profitable activity in further development
- Outside environmental and its changes – climate changes, environment interest sensory – increased interest for our clime zone - had contributed to a rapid growing branch
- Development in the fermentation area couple to innovative drinks based on other fruits and berries than traditional grapes
What to work with

- Quality.
- Economy.
- Added value
- Formality.

The Nordic Light Terroir
A Competence Centre for Swedish Wine

- Courses/education
- Quality assurance of Swedish Wines (including sensory analysis and chemical analysis)
- Development projects
- Business development including wine tourism and waiting for possibilities to sell wine at the production site
- New innovations and business concept
- Marketing activations and spreading of the concept
- Establish contacts with med oenological faculties in the world, use existing research and knowledge in the region, validate and development the unique climate and cultivation possibilities
- Study of what happens in the surrounding world

The Nordic Light Terroir
Creating a new wine market

Discussions and support questions with OIV students 2017/2018

► Why create a new wine market?
► To whom will this wine market; target groups
► How do we create this wine market
► Hinders and possibilities
► Is there a reason to compare with other regions – create copies?
► Should you create a new own identity?
► How to develop a new identity- science facts about terroir and storytelling
Results from OIV master student workshops

• The groups highly recommend us to focus on sparkling wine styles and trends
• Initiate cold climate viticulture oenology programs
• Look for new brand seekers, develop and broaden vine tourism
• Be proud of our vine story
• Work with food and wine pairing, new gastronomy
• Build Wine Families – build appellation
• Good opportunity to plan where to establish a vineyard due to different soil types.
• In this particularly region the amount of light come to be of great interest.
• Build on what are unique in the region example: Royality, Fresh, IKEA, Pure, Cold, Quality, Light, Fresh
The Nordic light terroir appellation

Supply chain for sustainable Swedish wine production
IoT and Artificial Intelligence to Increase Competitiveness in the Green Industry

Case study apple cultivation

Case study Vineyard
IoT and Artificial Intelligence to increase Competitiveness in the Green Industry

Food Value chain comprises the below describe phases.

- **Cultivation**
- **Winemaking**
- **Distribution**
  - Productdesign
  - Consumer

**SLU**
- Knowledge
- Innovations
- Experts
- Consumer
- Teamwork
- Activities
- Sustainable engineering/processes
- Testbeds

**Lund University**

**HKR**
Conclusion and the future

- If the wine branch shall survive there is a need for several actions to be taken care of.
- We need to study the whole value chain from consumer to cultivation/from cultivation to consumers.
- We need a younger new group of business men “winemakers”.
- There is a need for a competence centre and better knowledge and education in several subjects.
- Development of wine based on other raw materials like other fruits and berries.
- The producers need to be more competent on wine production/wine making.
- We need to know what is Swedish wine is. How does Swedish wine taste?
- The wine producers need to know more about business and business development.