

Vinea: Your Vineyard's Digital Companion

e: info@vinea.co.nz t: 04 978 2030 website: vinea.co.nz

Industry: Vineyard Operations and Viticulture

Challenge

In the complex ecosystem of a vineyard, where the grape, vine, terroir, and seasonal weather conditions interplay, data is abundant yet often inaccessible and underused. From sensor readings and crop samples to satellite imagery and soil maps, the data exists in isolated 'islands', making it challenging to connect spatial and temporal elements and bring it all together.

Viticulturalists, tasked with monitoring this ecosystem and making daily critical decisions, often lack timely access to all available data. The ability to slice and dice data, visualize trends over time, and view vineyards spatially with 'layers' of data is limited. Existing yield prediction models often don't fit reality or learn to improve over time.

Solution

Enter Vinea, a web and mobile app platform that assembles data on the crop, viticultural practices, and environment. Vinea empowers growers to make more informed and timely crop decisions, potentially lifting vineyard productivity by up to 10%.

In the Office Vinea allows you to monitor labour-based work in the vineyard, understand how work is tracking against your plan, and access real-time pruning quality metrics. It provides the latest information from the vineyard at your fingertips when needed and safely stores all your data across vintages in one place.

In the Field with Vinea, you can get the data and insights you need wherever you are. Record on the go, understand the science of where using location and GIS, save time with the use of field apps, and know your people and your vineyard.

Results

1. **Efficiency Gains:** Job creation and assignment became streamlined, saving time and resources.
2. **Error Reduction:** Direct involvement of field managers minimized errors and improved job accuracy.
3. **Collaborative Approach:** Thornhill fostered collaboration between field and office teams.

Conclusion

Simply put, Vinea is your digital companion in the wine industry, supporting your passion for making wine with science and measurement. It helps you thrive by providing real insights based on spatial and temporal data, driving cost and productivity insights down to individual blocks, rows, and even vines. With Vinea, the outcome of a season is no longer just "a good harvest or a bad one", but a wealth of insights into why and how to affect the real cost per block.

Discover more about Vinea and let us help you succeed in your passion for making wine.

Feel free to ask if you need any further details or have additional questions! 😊