



# South Africa Wine Research Development & Innovation department



## 1. CATALYTIC OUTPUT

Aligning agricultural research directly with **market-driven producer needs**.

Scientific research outputs → **commercially viable** products, services, and technologies.

## 2. OUTCOME

Builds **entrepreneurial pathways** for researchers

**Entrepreneurship** skills development

**Improved ROI** on research - attracts venture capital

## 3. IMPACT

Delivers **practical solutions** that improve production efficiency

Strengthens the **full value chain** (production → commercialisation)

Stronger **competitiveness** of the SA wine industry

## 4. LONGEVITY

**10+ year** impact horizon