American Association of Wine Economists

15th Annual Conference
June 28 – July 2, 2023
Stellenbosch (Gordon’s Bay), South Africa
American Association of Wine Economists (AAWE)

15th ANNUAL CONFERENCE
Stellenbosch, South Africa
Krystal Beach Hotel, Harbour Island, Gordon’s Bay
JUNE 28 – JULY 2, 2023
PROGRAM

PLATINUM SPONSOR

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SA WINE INDUSTRY TRANSFORMATION UNIT NPC

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people culture unity legacy

NEDBANK
Mala Mahlulo
(b. 2001, South Africa)
is a mixed-disciplinary artist within the broad field of
Visual Communication Design, which includes but is not limited
to Generative Art, Motion Design, Illustration, UI/UX Design,
Photography and Videography.
Through these various disciplines she enjoys bringing unconvention-onal ideas to life through experimental play, re-negotiating how visual media is experienced and interpreted in society.
To explore her body of work, follow her most recent creations via:
https://linktr.ee/mala.m.m
## ORGANIZATION
### Local Team and Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Position / Responsibilities</th>
<th>Contact Information</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nick Vink</td>
<td>(Convenor)</td>
<td>E-Mail: <a href="mailto:nv@sun.ac.za">nv@sun.ac.za</a></td>
<td>Stellenbosch University</td>
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<td>(Tours &amp; Sponsorships)</td>
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<td>Western Cape Department of Agriculture</td>
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<tr>
<td><strong>AAWE Contact</strong></td>
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<td></td>
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<td>New York University AAWE</td>
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<td>Funke Medien Gruppe AAWE</td>
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<td>(Art Work)</td>
<td>E-Mail: <a href="mailto:malakhiwemahlulo@gmail.com">malakhiwemahlulo@gmail.com</a></td>
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A Message from our Main Host

**Mogale Sebopetsa**

Head of Department, Western Cape Department of Agriculture
South Africa

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**Wine sponsored by**

_Elsenburg Agricultural Training Institute,
Stellenbosch University & Stellenbosch Wine Routes_
<table>
<thead>
<tr>
<th>Time</th>
<th>Event/Session</th>
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<tbody>
<tr>
<td>08:30 – 09:00</td>
<td>Registration</td>
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<tr>
<td></td>
<td>Krystal Beach Hotel</td>
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<td>Gordon’s Bay, South Africa</td>
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<tr>
<td>09:00 – 10:00</td>
<td>Plenary Session 1</td>
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<tr>
<td></td>
<td>Karl Storchmann&lt;br&gt;Executive Director AAWE, New York University, USA</td>
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<tr>
<td></td>
<td>Welcome and Introduction</td>
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<tr>
<td></td>
<td>Nick Vink&lt;br&gt;Stellenbosch University, South Africa</td>
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<td></td>
<td>Welcome and Introduction</td>
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<td>Rashad Cassim&lt;br&gt;South African Reserve Bank</td>
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<td>Keynote Address</td>
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<td>Rico Basson&lt;br&gt;CEO of SA Wine, the new overarching representative organization for the South African Wine Industry, South Africa</td>
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<tr>
<td></td>
<td>An Overview of the South African Wine Industry</td>
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<tr>
<td>10:00 – 10:30</td>
<td>Coffee Break</td>
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<td>10:30 – 11:30</td>
<td>Plenary Session 2</td>
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<td>Wandile Sihlobo&lt;br&gt;Chief Economist of the Agricultural Business Chamber of South Africa (Agbiz)</td>
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<td>Panel Discussion with Black Wine Producers</td>
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<tr>
<td>Time</td>
<td>Session #1A: Wine Tourism</td>
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<td>11:30 – 12:30</td>
<td><strong>Chair:</strong> Agustin V. Ruiz Vega, University of La Rioja, Spain</td>
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<tr>
<td></td>
<td>Asli D.A. Tasci, Robin M. Back and Ady Milman</td>
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<tr>
<td></td>
<td>(all University of Central Florida, USA)</td>
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<td></td>
<td>Robin M. Back and Asli D.A. Tasci</td>
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<td></td>
<td>(both University of Central Florida, USA),</td>
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<td>Kyle Maurice Woosnam (University of Georgia, USA,</td>
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<td>and University of Johannesburg, South Africa)</td>
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<td>Agustín V. Ruiz Vega and Consuelo Riaño Gil</td>
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<td><strong>Significance of winery experienscape for residents and visitors</strong></td>
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<td><strong>Resident support for wine tourism in Florida</strong></td>
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<td><strong>Influence of dominance dimension of emotion</strong></td>
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11:30 – 12:30: Aqua

12:30 – 14:00: LUNCH

JUNE 29
### Session #2A: Consumer Choice 1
**Chair:** Jing Cao, Southern Methodist University, USA

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Topic</th>
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<tbody>
<tr>
<td>I. Sam Saguy</td>
<td>(The Hebrew University of Jerusalem, Israel), Eli Cohen</td>
<td>Ben-Gurion University of the Negev, Israel</td>
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<tr>
<td>Jonathan Steyn and David Priilaid</td>
<td>(both University of Cape Town, South Africa)</td>
<td>Gert Human</td>
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<tr>
<td>Gabriele Scozzafava, Andrea Dominici, Fabio Boncinell, Valentina Canuti and Leonardo Casini</td>
<td>(all University of Firenze, Italy)</td>
<td>Jing Cao and Chenyu Yang</td>
</tr>
<tr>
<td>Emiliano Villanueva</td>
<td>(Eastern Connecticut State University, USA), Nicolas Depetris Chauvin</td>
<td>(HES Genève Switzerland &amp; UC Berkeley, USA)</td>
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### Session #2B: Exports, Markets, and Prices
**Chair:** Kyrre Rickertsen, Norwegian University of Life Sciences, Norway

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Jeremiás Máté Balogh</td>
<td>(Corvinus University Budapest, Hungary), Luigi Palumbo and Mengting Yu</td>
<td>(both University of Tuscia, Italy)</td>
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<tr>
<td>Emiliano Villanueva</td>
<td>(Eastern Connecticut State University, USA), Nicolas Depetris Chauvin</td>
<td>(HES Genève Switzerland &amp; UC Berkeley, USA)</td>
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### COFFEE BREAK
14:00 – 15:00

### Marine
15:00 – 15:30
Session #3A: Consumer Choice 2
Chair: Marianne McGarry Wolf, California Polytechnic State University, USA

Philippe Masset (EHL Hospitality Business School Lausanne, Switzerland), Steffen Raub (University of Applied Sciences and Arts Western Switzerland)
Impact of wine bottle shapes on consumers’ sensory evaluations and willingness to pay: Evidence from an experimental study

Agustín V. Ruiz Vega and Consuelo Riaño Gil (both University of La Rioja, Spain)
How does the wine label influence consumers’ buying process?

Marianne McGarry Wolf and Benoît Lecat (both California Polytechnic State University, USA), Beth Vukmanic (VineyardTeam.org, USA)
Displays in retail outlets positively impact sustainable wine purchases

Session #3B: Marketing, Markets, and Prices
Chair: Britta Niklas, Ruhr-University Bochum, Germany

Paul Merton (Ethos Wines Group, USA)
Exploring relative inflation through the vehicle of Champagne-measuring the experience of luxury

Lisa Yip (British Council Hong Kong), Eddie Chui (CRU Magazine, Whisky Magazine HK, HKU SPACE, Hong Kong)
It is all about brand - a study of The Macallan

Eli Cohen (Ben Gurion University of the Negev, Israel), Tomer Levy (After Taste - Import marketing wines & spirits, Israel)
How can boutique wineries increase their sales with the alliance of wine stores

Britta Niklas (Ruhr University Bochum, Germany)
Can we observe “Giffen behaviour” in times of inflation related to wine, beer, spirits and non-alcoholic beverages? - The case of Spain

JUNE 29
15:30 – 16:30
Aqua
16:30 – 17:30
REFRESHMENTS
JUNE 29
18:30

Dinner at Krystal Beach Hotel

Wine provided by

Bayede Wines (www.bayede.co.za)
Sesfikile Wines (sesfikilewines.com)
Thokozani Wines (thokozani.co.za)
Koni Wines (koniwines.com)
La RicMal Wines (laricmal.com)
PaardenKloof Estate (paardenkloof.co.za)
**JUNE 30**

**REGISTRATION**
Krystal Beach Hotel
Gordon's Bay, South Africa

**09:00 – 10:30**
Aqua

**Session #4A: Productivity and Innovation**
Chair: Rajeev Dehejia, New York University, USA

Christopher Buccafusco (Duke University, USA),
Jonathan Masur (University of Chicago, USA),
Ryan Whalen (Hong Kong University, Hong Kong)

Do wineries benefit from distinctive names?
Evidence from Bordeaux, 2011-2022

Bradley Rickard and Anna Malinovskaya
(both Cornell University, USA),
Tim Richards (Arizona State University, USA),
Shang-Ho Yang (National Chung Hsing University, Taiwan)

Destination categories, store choice, and beer distribution laws

Petri de Beer (Stellenbosch University, South Africa),
Kandas Cloete (Stellenbosch University/BFAP, South Africa)

The impact of rainfall and disease pressure on yields: a comparative study on organic and conventional wine grape vineyards in Stellenbosch

Tamás Mizik (Corvinus University of Budapest, Hungary)

How can proximal sensors help decision-making in grape production?

Florine Livat (KEDGE Business School, France),
Adeline Alonso Ugaglia (Bordeaux Sciences Agro, France)

Turning organic: innovative firms and innovative owners in the wine industry

**09:00 – 10:30**
Marine

**Session #4B: Beer, Cannabis and Prosecco**
Chair: Carmine Garzia, University of Applied Sciences and Arts of Southern Switzerland, Switzerland

Robin Goldstein, Ian Xu, Jarrett Hart and Daniel Sumner
(all UC Davis, USA)

The value of potency in cannabis, wine, and spirits: A hedonic price approach

Kiyokazu Ujiie and Koichi Hamamura
(both University of Tsukuba, Japan),
Andrea Battistella (Consortium Prosecco Doc, Treviso, Italy)

A "Reading" of consumer preference for craft beer in Japan - a scanner panel data analysis using topic modeling

Jarrett Hart and Robin Goldstein (both UC Davis, USA)

Exploring U.S. cannabis markets: Estimating cannabis consumption by state and the legal share of cannabis in California

Martin Prokes and Patrij Kubat
(both Mendel University Brno, Czechia),
Francesco Gentile (University of Gastronomic Science, Italy)

Czech classic method sparkling wines cluster

Carmine Garzia (University of Applied Sciences and Arts of Southern Switzerland, Switzerland)

Dominant business model and strategic resources in the Prosecco industry

**10:30 – 11:00**

**COFFEE BREAK**
### Session #5A: Wine Ratings and Wine Sensory Analysis

**Chair:** Jeff Bodington, Bodington & Company, USA

<table>
<thead>
<tr>
<th>Speaker/Authors</th>
<th>Presentation Title</th>
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</thead>
<tbody>
<tr>
<td>Gianni De Nicolo (Johns Hopkins University, USA)</td>
<td>Wine ratings and commercial reality</td>
</tr>
<tr>
<td>Philippe Masset (EHL Hospitality Business School Lausanne, Switzerland), Lohyd Terrier (University of Applied Sciences and Arts Western Switzerland)</td>
<td>Wine gender: Femininity lies in the eye of the critics … and in the wallets of the customers</td>
</tr>
<tr>
<td>Andrew James (Meiji University, Japan)</td>
<td>A study of consumer knowledge of wine language in Bandol</td>
</tr>
<tr>
<td>Hanjo Odendaal (University of Stellenbosch, South Africa)</td>
<td>Exploring wine region sensory characteristics through text analysis: Insights from online reviews</td>
</tr>
<tr>
<td>Philippe Masset and Jean-Philippe Weisskopf (EHL Hospitality Business School Lausanne, Switzerland)</td>
<td>Accurate prediction of wine quality and prices using satellite data</td>
</tr>
<tr>
<td>Jeff Bodington (Bodington &amp; Company, USA)</td>
<td>Almost no data - Tests of a maximum entropy estimate of the latent distribution of one wine rating</td>
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</table>

### Session #5B: Vineyards and Cellars

**Chair:** Günter Schamel, Free University of Bozen-Bolzano, Italy

<table>
<thead>
<tr>
<th>Speaker/Authors</th>
<th>Presentation Title</th>
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</thead>
<tbody>
<tr>
<td>Florine Livat and Olivier Gergaud (both Kedge Business School, France)</td>
<td>The price of winery cellar visits</td>
</tr>
<tr>
<td>Edo Heyns and Tobie de Coning (both ISM Paris, France)</td>
<td>Conflict, innovation and the moderating impact of family commitment in the South African wine industry</td>
</tr>
<tr>
<td>Kevin Visconti (Columbia University, USA)</td>
<td>Marketing sustainable agriculture as a basis of legitimacy in New York’s Hudson river region wine industry</td>
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<tr>
<td>InHaeng Jung and Ricky Reyes (both Sonoma State University, USA)</td>
<td>Influence of wine involvement on occupational stereotypes of wine jobs</td>
</tr>
<tr>
<td>Günter Schamel (Free University of Bozen-Bolzano, Italy)</td>
<td>Quantifying the willingness to pay for wine grapes delivered to the cooperative winery.</td>
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</table>

**Schedule:**
- **11:00 – 12:30**
  - **Aqua:** Session #5A: Wine Ratings and Wine Sensory Analysis
  - **Marine:** Session #5B: Vineyards and Cellars
  - **12:30 – 14:00** LUNCH
| JUNE 30 | 14:00 – 12:30 Aqua | Session #6A: Industry Analyses  
Chair: Patrick Peters-Buhler, University of Torino, Italy |
|---|---|---|
| Rachel Ziemba  
(Ziemba Insights, NYU, USA) | Reassessing competition in the wine industry:  
The role of consolidation in key New World wine regions. |
| Nicolas Depetrís Chauvin and Antoine Pinede  
(both HES-SO Haute École de Gestion de Genève, Switzerland),  
Marta Fernandez Olmos (University of Zaragoza, Spain),  
Emiliano Villanueva (Eastern Connecticut State U, USA) | Do we have convergence or divergence in exporting firm  
practices in the global wine industry? |
| Petri de Beer (Stellenbosch University, South Africa),  
Kandas Cloete (Stellenbosch University/BFAP, South Africa) | Losing price signals in transmission: Observations  
of unintended consequences in an interconnected South  
African wine supply chain |
| Kym Anderson and German Puga  
(both University of Adelaide, Australia) | Grape varietal trends in Australia’s wine regions |
| Nick Vink (Stellenbosch University), South Africa),  
Kandas Cloete and Tracy Davids (both Stellenbosch  
University and BFAP, South Africa) | Win(e)d up about beer – is the fizz worth the fuss? |
| Patrick Peters-Buhler (University of Torino, Italy) | Vines, wines and taxation |
| 14:00 – 15:30 Marine | Session #6B: Consumer Choice  
Chair: Adeline Alonso Ugaglia, Bordeaux Sciences Agro, France |
| Shang-Ho Yang (National Chung Hsing University, Taiwan),  
Kiyokazu Ujiiie University of Tsukuba, Japan),  
Timothy A. Woods (University of Kentucky, USA) | The impact of visiting local winery on non-wine products  
purchasing behavior in the Northern Appalachian states |
| Shuay-Tsyr Ho (National Taiwan University, Taiwan),  
Wolfram Rinke (Fachhochschule Burgenland, Austria) | How do U.S. wine consumers escape from COVID-19  
restrictions by seeking for variety? A machine learning  
approach on purchase behavior |
| Marianne McGarry Wolf (California Polytechnic  
State University, USA) | Segmentation of Generation X wine purchasers by bottle  
price most often |
| Elkhan Richard Sadik-Zada and Britta Niklas  
(both Ruhr University Bochum, Germany) | What drives the demand for organic food? Evidence  
from the city of Kleve, Germany |
| Adeline Alonso Ugaglia (Bordeaux Sciences Agro, FRA),  
Radu Mihailescu (NHL Stenden Hogeschool, NLD), Britta  
Niklas (Ruhr U Bochum, GER) Daniel Moscovici  
(Stockton U, USA), Jeffrey Gow (U South Queensland, AUS) | Attributes influencing willingness to pay for South  
African eco-labelled wines |
| 15:30 – 16:00 | COFFEE BREAK |
**JUNE 30**

**16:00 – 17:00**

**Aqua**

**Session #7A: Production and Science**  
**Chair: Kristina Mozgovaia**, Center for Economic Research and Graduate Education – Economics Institute, Prague, Czechia

- **German Puga** (University of Adelaide, Australia)  
- **Kym Anderson** (University of Adelaide and National University, Australia)

- **Timothy Bromage** and **Sasan Rabieh** (both New York University, USA)

- **Robin Goldstein** (UC Davis, USA),  
- **Magalie Dubois** (Univ of Bordeaux, Burgundy Business School, France)

- **Kristina Mozgovaia** (Center for Economic Research and Graduate Education - Economic Institute; Charles University, Prague, Czechia)

**Climate econometrics and wine**

**The complete relevant inorganic spectrum of wine. First results on sources of the stable isotope cesium-133 in red wine as an experiment in metabolic environmental ecology**

**What is natural wine?**

**Overcoming habit formation in the production of wine**

**16:00 – 17:00**  

**Session #7B: Legal Issues**  
**Chair: James Fogarty**, University of Western Australia, Australia

- **Michael Pretes** and **Matthew Balentine** (both University of North Alabama, USA)

- **Marcello Graziano** (Southern Connecticut State University, USA),  
- **Cristina Connolly** and **Alyssa McDonnell** (both University of Connecticut, USA),  
- **Sandro Steinbach** (North Dakota State University, USA)

- **Sarah Quintanar** (PriceWaterhouse-Coopers, USA),  
- **Matthew McMahon** (West Chester University, USA)

- **James Fogarty** and **Derby Voon** (both University of Western Australia, Australia)

**Geospatial aspects of state wine laws in the United States**

**The impact of repealing Sunday blue laws on alcohol sales and retail competition**

**Shifting incentives: One unintended consequence of Texas bar COVID-19 shut-down**

**Wine alcohol content labels: Consumer v industry perspectives**

**17:00 – 17:20**  

**PLENARY SESSION**

- **Karl Storchmann** (NYU and AAWE, USA)

- **Philippe Masset** (EHL Hospitality Business School Lausanne, Switzerland)

**Closing Remarks**

**Preview AAWE 2024 Annual Conference**
JUNE 30
18:30

Dinner at Krystal Beach Hotel

Wine sponsored by

**Beaumont Family Wines** ([www.beaumont.co.za](http://www.beaumont.co.za))

**Neil Ellis Wines** ([www.neilellis.com](http://www.neilellis.com))

**Newton Johnson Vineyards** ([www.newtonjohnson.com](http://www.newtonjohnson.com))

**Pinotage Association of South Africa** ([www.pinotage.co.za](http://www.pinotage.co.za))
Tour to the Cape South Coast region
Tour to the Stellenbosch wine region
Tour to the Swartland wine region

1. All three tours will end at Fairview Estate for a third wine tasting and dinner at the Goatshed Restaurant. Wines sponsored by Fairview.

2. Delegates will be allocated to one of these tours and may only go on a different tour if they can trade their place with a willing seller!
Buses will return to the hotel at 20:00.
Tours to Stellenbosch wine farms

1. All three tours will end at Spice Route Destination for tastings of a variety of products produced on the farm, including wine, beer, spirits, chocolate, and charcuterie, and lunch at Jewell’s Restaurant. Wines sponsored by Spice Route Wine.

2. Delegates will be allocated to one of these tours and may only go on a different tour if they can trade their place with a willing seller! Buses will depart Spice Route at 17:00 to return to the hotel.
The Western Cape Department of Agriculture provides a wide range of development, research and support services to the agricultural community in the Western Cape.

The department’s administrative headquarters is situated on the historic Elsenburg farm, near Stellenbosch, while new and commercial farmers are accommodated at research farms, ASD training centres, extension offices and state veterinary offices.

The agricultural sector not only stimulates economic growth in the province, it also plays a major role in creating sustainable job opportunities.

SERVICES ARE DELIVERED THROUGH SEVEN PROGRAMMES:

- Sustainable Resource Use and Management
- Agricultural Producer Support and Development
- Veterinary Services
- Research and Technology Development Services
- Agricultural Economic Services
- Agricultural Education and Training
- Rural Development