BIBERE VINUM SUAE REGIONIS: WHY WHIAN WHIAN[1] WINE

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Abstract

Bibere vinum suae regionis, to drink wine from one's own region, attempts to match the neologism 'locavore', local eater, with one for wine. We compare drinking in two regions: the surrounds of Adelaide, South Australia, an area of international repute for wine-making, and the subtropical Northern Rivers, on the far north coast of New South Wales—not a diverse wine-growing area because of high rainfall and humidity that produce grape-destroying mildew/fungus, but bordering a number of 'new' wine areas. Issues under consideration include distribution and access, choice and cost. We also survey the reasons for consuming wine in particular, and consuming it locally, including sustaining economies, environments, societies, cultures and identities, and investigate the idea of the local per se.

Keywords

wine, local, *terroir*, Adelaide, Northern Rivers

Introduction

Bibere vinum suae regionis [2,] to drink wine from one's own region, is an attempt to match the neologism 'locavore', local eater/local eating, with one for local drinker/drinking. In 2005, Olivia Wu (2005), staff writer for the *San Francisco Chronicle,* reported that three women had begun calling themselves locavores. Locavore was the *New American Oxford Dictionary*'s word of the year for 2007, ascribing invention of the term to Jessica Prentice (OUP Blog, 2006–2013). Locavore comes from the Latin roots of local (*locus*) and eating (*vorare*). But food enthusiasts don't always include wine in their sense of the local. Below, we discuss an Australian example of this. To drink is *bibere*; I drink *bibo*. *Bibendum* is the gerund, drinking. We could suggest *locabibo*, *locabibere* or *locabiber* for local drinker/drinking.

One illustration of the erasure of the wine locabiber is local produce dinners hosted by two restaurants in two towns in a single Australian region, the Northern Rivers[3] on the far north coast of New South Wales (NSW), one of seven Australian states and territories (which include South Australia [SA] and Queensland [QLD]). The thirty-mile dinner at Lismore's Tommy's Bar (Destination Food, 2010) served SA McLaren Vale Region Maxwell wines. Byron at Byron used winemaker James Evers from SA's Barossa Zone ('A Delicious Gourmet Weekend', 2011: 54). However, a third restaurant in a third local town, Finns, Kingscliff, organising 'Finns 100 Mile Dinner' as part of the 2011 Crave Sydney '100 Mile Meal', did serve wines from two QLD Granite Belt Region wineries—Sirromet and Symphony Hill (p.c. October 2011)—which, we argue below, could be classified as wines local to the Northern Rivers. But just to note here, this lack of recognition of wines local to the Northern Rivers could be indicative of the difficulty of conceiving of the region as having any 'local' wines at all (despite the fact that the Northern Rivers is a classified wine zone; however, that zone does refer to a cluster of wineries lower down on the North Coast). Following, we contrast the ease of and restrictions on conceiving of and drinking 'local wine' in the two Australian locales from which the Australian regional restaurants drew the wines for their local produce dinners. We discuss how wine can be as equally important as food to the locavore/locabiber. Factors that support the concept and consumption of local produce are varied and complex. As other scholars

have similarly discussed (see, for example DuPuis and Gillon, 2009; Garbutt, 2011; Stoneman, 2010; Heldke, 2007), identifying the local isn't always a simple equation, and local isn't always good or best.

Conceiving of 'local wine' in two Australian locales

The first locale is the Adelaide Superzone in SA[4], and the second is the Northern Rivers Zone and its nearby zones in northern NSW and southeast QLD (Beeston, 2002).[5] The Adelaide Superzone includes Mount Lofty, Fleurieu, Barossa and more distantly the Limestone Coast Zones that, in turn, include the Adelaide Hills and Clare Valley, McLaren Vale, and Coonawarra Regions. The Northern Rivers Zone is the classification for wineries on the mid-north coast of NSW, in the Hastings Valley Region (Beeston, 2002: 561). Nearby the Northern Rivers, on the far north coast, are the Northern Slopes that include Tenterfield and New England, and QLD Zones that include the Granite Belt Region and the Gold Coast Hinterland (Beeston, 2002: 568–579; Wine Australia, nd).

The two locales are where the two authors of this article live or have lived; one of the authors, Moya Costello, has moved to the Northern Rivers. We already know from personal experience that Adelaide Superzone wines are more abundant, readily available and, on the whole, less expensive than those we are thinking of as local to the Northern Rivers. As experienced, but nonprofessional, wine drinkers in Adelaide, South Australia, Australia's 'wine capital' (Government of South Australia, 2011), we think of winemaking as an art form (discussed in more detail below). The Adelaide Hills, McLaren Vale, Coonawarra, Barossa and Clare Valleys produce among the best Australian, and international, wine. When Costello moved to the far NSW North Coast, she attempted to redeploy her Adelaide-based habit of drinking locally to a new region. The Adelaide Superzone has an international reputation (discussed below). The Northern Rivers is subtropical and not a diverse wine-growing area due to the high rainfall and humidity that produce mildew/fungus, destroying grape vines. Figure 1 (see Appendices at the end of this paper) aims to illustrate that one needs to be an avid detective to purchase local wine in the Northern Rivers, pursuing it with some personal cost to the wine consumer in

terms of time, energy and finances, to know where to go, other than the cellar door or online, for what is a limited number of outlets selling a limited selection of local wines, given what is available at the cellar door or online.[6]

Because of contrasts in the two locales, (which we detail further below), they form an appropriate case study to query the idea of the local. As wine lovers from the two locales—as well as wine writers (see, for example, Costello 2010)—we are thinking of ourselves as the stand-in models for local wine drinkers.[7] We also want to note here that, in relation to food studies, which is interdisciplinary (Miller and Deutsch, 2009: 4–7), our discipline is not sociology, philosophy, ethnography, anthropology, history, or travel and tourism, but creative writing, close to cultural studies which is one of the 'major broad methodological baskets of food studies' (Miller and Deutsch, 2009: 6). Creative writing makes for an acute angle or refracted view on the field. Having addressed why the specific locales and who the drinkers are, following we consider why wine, why Australian wine, and why local. In this discussion we draw on industry sources (alongside scholarly ones), because they are among voices that act as influential forces in the formation of the local. This article represents a nascent case study, primarily experiential, and does not draw on travel and tourism marketing studies. This would be an appropriate component for a further research.

Why wine and why Australian wine

Generally speaking, drinking wine, whether local or not, is, like eating food, a regular part of our practice of the everyday. The symbiosis of food and drink with our lives "unfold[s] the realities in which we live" (Dolphijn, 2004: 9). However, obviously, wine is not as vital to survival or health as food is. Concerning health, although the Australian Wine Research Institute "suggests that the regular and moderate consumption of … wine, may reduce your risk of diseases, such as coronary artery disease … stroke and heart failure", the Institute also notes that "[t]he consumption of … wine above this moderate amount will, conversely, increase your risk of … diseases" (Stockley, 2009: 5).

Max Allen, an Australian wine critic, believes "we carry within us an archetypal idea of wine as a natural product of the earth" and "a remnant awareness of wine's ancient cultural and spiritual significance" (2010: 3). Wine, like food, is associated with affect: sensations and emotions. Winemaking as art generates and intensifies "sensation" which impacts "on bodies, nervous systems, organs" (Grosz, 2008: 16). Wine can set the dreaming, remembering mind in action, and thence links can emerge to contemporary issues in the practice of the everyday; just the aroma and appearance of wine can act as triggers which open doors onto our individual pasts, and, thence, develop identity (Costello, 2010). We want to drink, in this case specifically wine, locally, because wine (as well as other forms of drink), like food, can make up both our quotidian realities and our metaphysical capacities for identity and belonging. Choosing wine from a particular region brings the drinker closer to their sense of place and amplifies that feeling of belonging (see for example, Costello, 2010).

In relation to winemaking as an artform, Eric Rolls calls blending grape varieties to make wine the great art" (1997: 117). James Halliday, another Australian wine critic, has posed the question: "is winemaking an art?" (2010: 31) His answer—"most would say so" (ibid)—is guarded but gratifying for those who think it is. Mary Douglas and Baron Isherwood write that food and drink "are no less carriers of meaning than ballet and poetry" (1996: 49). Art is important culturally because it enables us to understand others, and ourselves; and to imagine possibilities related to problem-solving innovation and survival (see, for example, Buell, 2005; Potter, 2005).

As to the quality of Australian wine, Andrew Jefford states that "[n]o other country in the southern hemisphere has made an impact to rival that of Australia on the world winemaking scene over the last two decades" (2006: 65). The Australian Government Department of Foreign Affairs and Trade states that "Australia is consistently one of the top 10 wine-producing countries in the world", "one of the few wine producers to make every one of the major wine styles", and, in 2006–7, "Australian wine exports were worth $2.87 billion" with the top destinations being the United Kingdom, United States, Canada, Germany and New Zealand (2008: np).

Australia has a strong culture of professional tertiary education in wine that includes Technical and Further Education institutions and at least nine universities, with more than that number of courses—Adelaide, Charles Sturt, Curtin, La Trobe, Melbourne, Southern Cross, Southern Queensland and Western Australia universities deliver Food Studies and Writing, Wine Appreciation, Oenology, Viticulture, Wine Production, Wine Science and Technology. The quality of Australian wine is acknowledged even in popular culture. In an episode of the American comedy television series, *Frasier*, the two protagonists, professionals who pride themselves on exquisite taste and highly skilled aesthetic judgment, compete to be corkmaster of their wine club in a blind fine-wine tasting which includes an Australian shiraz (Hartley, 2001). This is indicative of international recognition of quality.

South Australian wine in particular has a good reputation nationally and internationally. Jefford states that SA is Australia's "leading wine state in terms of both volume and quality" (2006: 65). Specific wines have notable claims about national and international reputations. For example, Charles Melton's Rose of Virginia was described as "the best … in Australia" (Charles Melton Fine Barossa Red Wines, nd) in London's *Observer* newspaper. Online, Primo Estate claim that their La Biondina is "the world's premier Colombard based wine" (nd) and Allen deems it "the best example in the country" (2010: 64). (In relation to our experience of drinking these wines, see, as an example, Costello, 2012.)

The Northern Rivers Zone and its nearby zones are not nearly as well known as SA wine. For example, 2011 was the first time Queensland wine was available in the UK (Wines Unfurled, 2011). But there is evidence of quality for wines produced in the Northern Rivers and nearby zones. In 2011, Granite Belt's Sirromet won gold medals in European wine shows (Halliday, 2011: 33). The Granite Belt's Boireann and Symphony Hill and Gold Coast Hinterland's Witches Falls supply wine to the fine-dining Brisbane restaurant, Aria. Aria Sydney has a Two-Chef's-Hats' status (a restaurant rating compiled by the *Sydney Morning Herald*'s 'Good Food Guide'), won the *Sydney Morning Herald*'s 'Good Food Guide' Wine List of the Year Award in 2009, and was inducted into the Hall of Fame as part of the Australian Wine List of the

Year Awards in 2008. Symphony Hill's 2003 Reserve Shiraz was Queensland's first gold medal winner at the 2005 Sydney Royal Wine Show. Wines from the area have won medals in other national competitions such as the Australian Small Winemakers Show and Australian Alternative Varieties Wine Show. (See Costello, 2012, for one of the author's experiences of drinking these 'local', alternate-variety wines.)

The wineries in this northeastern Australian locale are fewer in number, smaller in size, primarily boutique and therefore the wine often higher in bottle price. In contrast, short distances from Adelaide to local wineries, and the quality, quantity, variety and price, make the availability of local wine unproblematic in the locale of Adelaide, and SA wine is present in most, and most probably all bottle shops and restaurants in the city and its suburbs.[8] Moreover, it is fair to say the latter is true of the Northern Rivers, as is possibly the case in the whole of Australia. The Granite Belt Wine Country advertises more than thirty wineries, and there are about six in the Hastings Valley Region (Vinodiversity, 2011). But within the Adelaide Superzone, there are about seventy cellar doors in McLaren Vale and over eighty in the Barossa Valley alone (South Australian Tourist Commission, 2009). In the whole of Queensland there are "1,500 hectares under vine", but the figure is 5,000 in SA's McLaren Vale alone (Madigan, 2008: 4). Queensland produces approximately 0.25% of Australia's wine grapes, and Boireann, for example, a Granite Belt Winery, is only 1.5 hectares in size. Tonnes produced per hectare in the Northern Rivers and nearby zones are in the two-three figure range, but in the Adelaide Superzone they can be four to five (see Beeston, 2002). In relation to pricing, we note what Master of Wine David Stevens says: "No matter how skilled winemakers may be they are still at the mercy of nature's elements and in recent times the retail markets" (quoted in Geddes 2007: 8). Wines from the Northern Rivers Zone and surrounds usually have a starting price of around AU $15 and are most often in the AU $20–$40 or more range, while a good-drinking and alternative variety such as Dopff au Moulin Alsace Pinot Blanc is around AU $12 from the Australian large-chain retailer, Dan Murphy's, despite it coming all the way from France. The Vermentino from the Granite Belt's Golden Grove Estate was first in production in 2011 with 150 bottles at AU $26 each, while the SA Yalumba Vermentino, in its keenly priced, high-volume but good-quality Y series, is around AU $12.

Low and Vogel (2011) found that productive climate and topography, good transportation and information, and proximity to markets favour higher levels of direct-to-consumer sales of local produce. So, in summary, it is more challenging to drink what could be seen as constituting wine local to the Northern Rivers Region and its surrounds than it is in the Adelaide Superzone, because of price and the complexities of procurement, which include winery size, location/distance, distribution and representation/marketing, and reputation/identity. South Australian wineries have the advantage of being more numerous, larger, relatively closely grouped, generally highly regarded, and also near a capital city, compared to their counterparts in the Northern Rivers, all of which facilitate consumer access and effective umbrella marketing programs.

Why local and why *terroir*

What might local mean? In terms of distance alone, the details vary. In *The 100-Mile Diet*, Alisa Smith and J B MacKinnon found one hundred miles was the distance from where they lived within which they could readily access food and wine (2007: 10; 215). Crave Sydney said of its International Food Festival's '100 Mile Meal' that "[a]l ingredients … come from just down the road or a nearby paddock—within a 160km radius". David Goodman has specified '1500 miles' of travel from produce growth 'to your table' (2011: np). As a further example, Clare Hinrichs found that, in Iowa, local has "shifted from signifying food grown within a county or a neighbouring one to food grown anywhere in the state" (quoted in DeWeerdt, 2012: np).

Distance is complicated by changes in climate and geography. For what could be defined as local wines in the Northern Rivers in terms of distance alone, grapes are grown in distinctly, even radically different climates, vegetation and soils (a much more recognisable and significant difference than in the Adelaide Superzone). Problems of identifying a wine as local may include these climactic, geographical and geological differences. Mt Tamborine, the Granite Belt, Tenterfield and New England are all higher above sea level than towns and villages in the Northern Rivers, with a consequent colder climate, different vegetation, geography, etc. (see Figure 3).[9] Such differences are not always the case in SA where, for example, the

Fleurieu Peninsula, south of Adelaide, is very similar to the coastal area of suburban Adelaide. Halliday (2011: 33) notes that regions such as the Granite Belt can produce good wine only because of their altitude. Grapes are grown and wine is made in Whian Whian, a village outside of subtropical Lismore, in the Northern Rivers; however it specialises most successfully in Chambourcin (as do wineries further south in the Northern Rivers Zone), a tough-skinned grape that will resist mildew and fungus.

Some potential wineries local to the Northern Rivers, like the Granite Belt, are in another state, Queensland. Australia has a long history of state rights and different state cultures. Anything from the ticketing system on public transport to vocabulary-use can be different in another state. Perhaps one of the best places to discover national attitudes, or predilections, is in literature. In her short fiction, 'The Bangalow Story' (2008), Barbara Brooks likens the northerly move from the temperate to the subtropical zone on Australia's east coast as crossing "a kind of Mason-Dixon line" (2008: 22). Moving in the opposite direction, Andrew McGahan's protagonist in his novel *Last Drinks*, trying to escape Queensland, can only get as far as "a few miles from the border" (2000:11; 60) in a mountainous, cold town of the Border Ranges. So issues of specific identity and place are further complicated for the formation of the concept of wines local to the Northern Rivers Zone because of cross-border and borderland issues. The borderland space was ever ambiguous and unruly. Further, notions of *terroir* contribute to highly specified identities; *terroir* is, for some, a key definer of locality and identity.

What constitutes *terroir* and what are its implications in relation to defining the local and its production of identity? According to respected Australian agricultural scientist and *terroir* specialist John Gladstones, the original meaning of *terroir* is:

> *the vine's whole natural environment, the combination of climate, topography, geology and soil that bears on its growth and the characteristics of its grapes and wines [as well as] local yeasts and microflora.* (2011: 2)

This outlook is echoed by Bruno Prats, the former owner of Chateau Cos d'Estournel in the Médoc: "[t]he terroir is the coming together of the climate, the soil, and the landscape" with variations in temperature, rain, light, slope and drainage (in Halliday & Johnson, 1994: 19; Geddes, 2007: 25). Gladstones sees *terroir* as allowing the consumer to predict the style, if not so much the quality, of the wine they are about to drink with a fair degree of reliability (2011: 2). For Thomas Girgensohn, "Experienced and educated palates can detect the difference" of *terroir,* (2011: 37). While a sommelier's rigorous professional training may make for a highly sophisticated palate, a broad recognition of *terroir* may also be available to an experienced but untrained and amateur palate.

Terroir is also argued to be culture as well as nature. "[W]inemaking techniques that enhance and complement the raw material flavor are part of the terroir—because terroir includes the culture and practices of the region", says Master of Wine Andrew Corrigan (2010: 37). Halliday and Hugh Johnson note that while:

> *[c]haracter … is determined by terroir; quality is largely determined by man* [sic] *… Incompetent winemaking can destroy the potential of a given site to produce wine of great character (first) and quality (second).* (1994: 20)

But they add: "the role of the winemaker, although critical, is nevertheless, limited" (ibid: 22). However, Australian wine critic Philip White (2011) believes that while you can (and must) have the right conditions to make wine, the critical element is always the maker who sees how best to capitalise on them. His notion is that *terroir* is ultimately about the winemaker. In his own provocative style, White asserts:

> *Humans are the single biggest aspect of terroir. All that dandy fluff about landscape, geology, climate and aspect provides an obvious mass to the old French theory of terroir, but whatever you think, the human intervention factor is the biggest when it comes to tipping somebody's works into one's own personal body. … Only great winemakers can really influence terroir for the betterment of their wines … those sufficiently sympathetic and sensitive to their piece of country.* (2011: np)

White also argues that there is more to take into account than *who* does the work; it is *how* they do it. He contrasts "sugar mining by industrial grape farming" with more sensitive attention "to the whims, folds and crannies of the land they farm, and the life abundant in it" (ibid).

But *terroir* and the local can be highly contentious. For example, arguments about who is inside or outside SA's Coonawarra Region testify to the importance of marketing *terroir* (Port, 2010: 36–39), and to the nuances of the local. As DuPuis and Gillon state, "market boundaries" are set, determining "who can participate in the market and who cannot" (2009: 10). Robert Geddes stresses that:

> *[t]he dark side of terroir lies when successful marketing creates recognition and riches that blunt the winemaker's desire to keep improving a wine because the vineyard or appellation is widely recognised and guarantees high prices based solely on the reputation of the land rather than what is in the bottle.* (2011: 44)

It is worth noting in relation to *terroir*, Australian wine, and formation of the local, that Allen (2010: 19) says *terroir* has come late to its wine industry (see also Pinney and Goldberg, 2006: 476–477; and Gladstones, Smart and Lindley, 2006: 694–695, on New-World wine making). Australian winemakers have commonly blended grapes from different regions, with 'the winemaker more important than the place'. More recently, a number of "quality-focused smaller winemakers" are producing "more single-vineyard, single-site, terroir-driven wines" (Allen, 2010: 20). Given the climatic difficulties of growing wine grapes notably in the Northern Rivers Zone, an interaction of factors, rather than singularity, marks some winemaking.[10] The Hastings Valley Region's Cassegrain takes some Chardonnay, Semillon and grapes for its Rosé from the local area, and some, along with Viognier, Verdelho, Sauvignon Blanc, Shiraz, Merlot and Pinot Noir, from elsewhere, including New England. Witches Falls grows its Fiano and Viognier nearby in Boyland, but uses grapes for its red wine and some of its white from the Granite Belt Region. Viticulturist Mark Kirkby of Topper's Mountain, New England, uses winemaker Mike Hayes of Symphony Hill in the Granite Belt Region. Jefford rightly notes that the viticulturist is "just as important as the winemaker, and quite possibly more so" (2006: 73). SA's

Yalumba team, from the Eden Valley Region, has influenced Hayes (specifically in the use of wild yeast) (Stelzer, 2008: 21). Here is the mix of *terroir*, viticulturist and winemaker.

We suspect that if we were to put these experts together (Gladstones, Corrigan, Halliday, White, Allen, Jefford et al.), they would agree about the necessary plural ingredients in the recipe for a specificity of locale. Knowledge about locale may make local wine consumption preferable, since it permits the local wine drinker to judge quickly and confidently, assuming that: the local product is known to the local wine drinker, the language associated with its consumption a knowledge already acquired, and the local product is accessible, affordable and of quality. The narrower focus may allow an easier command of detail. The local maker and drinker may have a better chance of actually meeting. For example, as a new local resident, Costello picked the Chambourcin grapes in the 2011 and 2012 vintage at Imogen's Farm, Whian Whian, after receiving an invitation to do so on a visit to her new medical practitioner, a relation of the winemaker. This anecdote conveys the characteristics of the local in relation to communication, knowledge, and a shared culture. For the French, "taste … is a form of local knowledge", writes Amy B Trubek: "[l]ocal taste, or *goût du terroir*, is … evoked when an individual wants to remember an experience, explain a memory, or express a sense of identity" (2005: 268–9).

While local consumption is about identity, it is also, more finely, about ethical and environmental issues. In 2011 the U.S. Department of Agriculture reported that sales of 'local foods' were on the increase (Suhr, 2011). Local, in this report, meant roadside stands, farmers' markets, grocers and restaurants. The ethics of consumption of local food and drink include taking responsibility for personal health, where freshness, consequently coupled with closeness, is considered to have a positive influence—however, this latter point is clearly an issue with food and not always with wine which can improve with age in some cases. An ethics of local consumption is also about supporting the local economy to sustain one's immediate social and cultural networks. As Talpalaru notes, "Local eating … exemplifies efforts to de-link from various large-scale forms of globalization and of getting away from the grasp of corporate bio-power" (2010: np). Further, an ethics of local consumption

includes lessening the adverse impact on the global environment from unsustainable energy usage and pollution or greenhouse-creating/global warming carbon emissions in transportation. Clive Hamilton writes:

> *[t]he reluctant conclusion of the most eminent climate scientists is that the world is now on a path to a very unpleasant future and it is too late to stop it … global warming … will this century bring about a radically transformed world that is much more hostile to the survival and flourishing of life … climate change does not mean we should do nothing. Cutting global emissions … can at least delay some of the worst effects of warming.* (2010: vii–xi)

In turn, "Locavores aim to lower their ecological footprint and honour their environment by eating … food … produced within a limited radius" (Talpalaru, 2010: np). As well, the rising cost of oil and gas focuses attention on the local product (Suhr, 2011).

Conclusion

Adelaide wine drinkers have the easier and more environmentally friendly task, compared with those in the Northern Rivers, in drinking locally simply from the perspective of driving distance to the cellar door. Further, orders from the Northern Rivers for "local" wine may go to a capital city such as Brisbane or Sydney first, as central distribution points, before it comes to the region. (Of course, this happens with Adelaide wines consumed in Adelaide too, in distribution to wine clubs, big retailers, and online purchases.) But winemakers and wine consumers in both SA and the Northern Rivers, however, can sensibly focus on the produce being linked to identification with regional character and a feeling of ownership. Moreover, the growing concern—for environmental, health, economic and cultural reasons—about food miles might help 'local' wineries to be perceived of as such and be accessed.

Philip White says: "I tend to favour great wines which remind me fondly of their maker. I can see the face" (2011: np). While this comment is not necessarily generated by or exclusively concerned with the idea of the local, from the perspective of the

local perhaps we can also see something of our own faces in the wines that come from the locale we inhabit. Local wine that is well made ought to win the sentiments of a local consumer, be the bottle from Wirra Wirra or Whian Whian.[11]

Endnotes

[1] Pronounced 'wine wine'.

[2] With thanks for this Latin phrase to Dr Jacqueline Clarke, University of Adelaide.

[3] It is not unusual to use 'Northern Rivers' as a catchment term for all the townships on the far North Coast of NSW.

[4] Adelaide is the capital of the state of South Australia

[5] Beeston lists the official Australian zones and regions.

[6] See Figure 1 for availability/accessibility of 'local' wine in Northern Rivers/Lismore.

[7] As continuing academics, we currently have relatively good incomes. We note what Guthman (Stoneman 2010: online) says, among other things, about an income to consume locally: '[Y]ou have to question localization as an ethical (or coherent) response. At the very least it is ironic that re-localization efforts have gained traction in some of the most well-off regions in the world…'

[8] See Figure 2 for contrasts in road/travel distances to wineries from a central site in the specific locales.

[9] See Figure 3 for height above sea level contrasts among wine-growing areas that could be considered 'local' to the Northern Rivers.

[10] Queensland Wine (online) also details Brisbane and Scenic Rim and Somerset Valley as wine areas which are around 143–168kms/89–104miles in distance from Lismore, and Toowoomba/Darling Downs (216–234/135) is marked by Wine Australia (nd).

[11] Wirra Wirra is a small to mid-size winery in the Adelaide Superzone.

Appendices

Site	Venue	Wine
Show/Festival (annual event) taste and buy	Caravan and Marine, Lismore (AU $12.00 entrance fee)	4 or 5 Northern Slopes, Granite Belt, Northern Rivers wines in 2010 (about 4–6 fewer in 2011): Ballandean Estate, Cassegrain, Deetswood, Doctor's Nose, Golden Grove, Heritage, Kurrajong Downs, Old Caves,

		Reedy Creek, Splitters Swamp, Summit Estate, Thomas
	Ballina Food and Wine (entrance fee)	Northern Slopes Zappa (2011)
	Primex Casino	Northern Rivers Cassegrain Northern Slopes (Tenterfield), Deetswood
	Sample, Bangalow (first held in 2011)	Granite Belt, Sirromet Whian Whian
Bottle shop	Emmanuel's, Kingscliff	Granite Belt x 4
	Dan Murphy's, Ballina (opened 2010–2011)	Granite Belt: Siromet x 4 whites and reds Summit Estate x 1 white Symphony Hill x 1 white Ballandean Estate x 1 white Northern Rivers Cassegrain temporarily
	Cellars, Bangalow	Northern Slopes (Tenterfield), Wright Robertson x 1 white (temporarily/intermittently). Granite Belt: Witch's Falls x 1.
	Clunes Cellars	Northern Slopes (New England)
	Rous Hotel, Lismore	Northern Slopes (Tenterfield), Kurrajong Downs white and reds (temporarily/intermittently)
	Station Hotel, Lismore	Northern Rivers Cassegrain
	BSW, Lismore	Granite Belt Sirromet 1 white (temporarily) Northern Rivers Cassegrain
	Clunes General Store and Cellars	Toppers' Mountain x 2–3 + one Jilly.
Hotel (serving by glass or bottle)	Tats, Lismore	Northern Slopes (Tenterfield), Kurrajong Downs x 1 white
	Riverside, Ballina	Northern Slopes (Tenterfield), Kurrajong Downs x 1 white
Café	Howards, Lismore	Northern Slopes (Tenterfield), Kurrajong Downs x 2 whites and reds
	Harvest, Newybar (changes: usually only one at a time)	Granite Belt x 1 verdelho Gold Coast Hinterland, Witches Falls x 1 white
Club	Dunoon (restaurant)	Granite Belt, Ballandean Estate x 1
Farmers' markets	Byron, Lismore, The Channon	Whian Whian, Imogen's Farm

Figure 1—Broad overview of availability/accessibility of local wine in Northern Rivers/Lismore (the largest town in the area) and surrounding towns and villages. The point of this Figure is that sources of 'local wine' are so few that they can be enumerated, whereas South Australian wine is so abundant that enumerating them would be a redundant activity.

From Adelaide City (central to the Adelaide Superzone)		**From Lismore City** (a major town in the Northern Rivers)	
	Distance kms/miles		*Distance kms/miles*
Mt Lofty Ranges Zone Adelaide Hills Region (to Ashton)	13/8		
		to Whian Whian	19/11
Fleurieu Zone Mclaren Vale Region (to McLaren Vale)	38/24		
Barossa Zone Barossa Valley Region (to Tanunda)	63/39		
		Qld Zone Gold Coast Hinterland Region (to Mt Tamborine)	106/66
Mt Lofty Zone Clare Valley Region (to Auburn)	117/78		
		Northern Slopes Zone (to Tenterfield)	143/89
		Qld Zone Granite Belt Region (to Stanthorpe)	148/92
		Northern Slopes Zone (to Armidale)	283/176
		Nothern Rivers Zone Hastings Valley Region (to Port Macquarie)	338/210
Limestone Coast Zone Coonawarra Region (to Coonawarra)	379/235		

Figure 2—Road/travel distances to wineries from a central site in the specific locales under consideration in this paper (All sites, with the exception of Whian Whian, have clusters of wineries.) (GlobeFeed.Com, 2009)

Place	Climate S = summer, W = winter, on = o'night	Humidity (approximations)	Height above Sea Level
Northern Rivers (Lismore)	S 26.6–27.2°C on 18.4–19.4°C W 18.5–19.9°C on 9.8–10.8°C	70–84%	Av. 11 metres
Gold Coast Hinterland (Mt Tamborine)	S 25.3–25.9°C on 16.3–17.3° W 17.1–18.3°C on 8–9.1°C	56–70%	518
Northern Slopes (Tenterfield)	S 26.1–27.2°C on 13–14.4°C W 14.4–15.9°C on 1.1–2.5°C	42–70%	882
Granite Belt (Stanthorpe)	S 25.1–26.4°C on 13.7 and 15.1°C W 13.8–15.3°C on 2–3°C	50–70%	1015
Northern Slopes (New England/Armidale)	S 25.5–26.5°C on 11.1–12.7°C W 11.8–13.3°C on -0.4–0.9°C	45–75%	1110

Figure 3 – Height above sea level contrasts among wine-growing areas that could be considered 'local' to the Northern Rivers.

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