Assessing the value of climate services for the wine sector

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MED GOLD Final showcase event
Day 1, 29 March- 2022
The developed climate service for wine sector: A web-based tool called MED-GOLD Dashboard and it contains historical climate data, seasonal forecasts and climate projections.
Assessing the added value of the tool for the wine sector

- Literature review
- Adapt a conceptual framework to assess the climate service
- Interview protocol design
- Interview with users in wine sector
- Interview transcription and content analysis
- Participatory workshop
- Introduce Dashboard to the users
- Identify key decisions in wine sector

Methodology to assess the value of the climate service in the wine sector

Adapted conceptual framework to assess the usability of the MED-GOLD pilot services

Usability of the pilot service
- Covering aspects such as saliency, legitimacy and credibility of the climate information provided

Climate service Accessibility

Use of climate information in decision-making (as provided in the pilot service)

non-economic Value/benefit (actual or potential)
all interviewees that they did not use the information in their decision-making due to the reasons which has been summarized in the figure:

Result of semi-structured interview with end users from SOGRAPE:

Potential benefits of using the information available in the Dashboard

<table>
<thead>
<tr>
<th>Historical climate information</th>
<th>Seasonal forecasts</th>
<th>Climate change projections</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Planning harvest times</td>
<td>• Better stock management</td>
<td></td>
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<td>• Help with cost justification</td>
<td>• Plant protection</td>
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<tr>
<td>• Support validation of decision-making</td>
<td>• Planning harvest times</td>
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<td>• Schedule seasonal labour</td>
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<td>• Improve water management and irrigation</td>
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<td></td>
<td>• Scheduling fermentation and maintenance</td>
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- Help identify and support decision for purchasing land/vineyard
- Inform conditions for installation of vineyards
- Selection of suitable grape varieties
- Understanding future needs for irrigation (e.g. setting up of irrigation systems)
- Support validation of decision-making
Recommendations to improve the Dashboard usability in wine sector

• **Simplifying the Dashboard,**
  Some interviewees stated that the Dashboard was not intuitive enough for them and suggested the need for simplifying the tool to increase data understandability.

• **Include clear and concise tutorials,**
  Some interviewees claimed that they needed previous training or tutorial to work with the tool. They also mentioned that they had to ask help from the project team in SOGRAPE to work with the Dashboard. One expert suggested that: “This is a very technical tool and maybe having a video explaining how we can do things.”

• **Avoid confusion in labelling,**
  Some interviewees suggested further clarity on how the information is labelled in the Dashboard through the use of meaningful terms. For example, explaining exactly what is meant by the terciles categories of normal, below normal and above normal was asked by three of the interviewees

• **Including weather forecasts on the Dashboard:**
  Weather forecasts is currently the most used data by interviewees and a few of them expected to have weather forecasts in the Dashboard for their day to day operational decision-making.
Challenges that hindered assessing the actual value of the tool

• The period of ex-post assessment would need to be matched with the timescale of provided data:
Some participants were not able to apply the climate information provided in their decision-making during the test period due to the timescales of the climate information which were seasonal forecast and long-term projections (For example, they would need at least one growing season to be able to fully test the usability of seasonal climate information on the tool).

• Technical challenges
A second group of challenges faced during this study were associated to the technical aspects of the climate information provided on the tool such as saliency, legitimacy or credibility which hindered the ability and desire to use the information in practice (Previous figure).

A paper has been submitted to the Climate service journal from this part of the research.
Thank you!

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