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The economic consequences of poor soil health in vineyard properties around the world**Mark Norman**

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Changes in the soil can be very difficult to eradicate but worse would be the devastating effect it would have on consumer confidence which in turn could kill the economy of a specific region. Many regions of Europe have already seen significant changes in the healthy microbial life within vineyard property soils. The two leading areas for the study of these soils are being conducted by teams in France and Australia. Questionnaires are being developed to try to determine soil health yet most winery owners have very small operations and determining the reliability of their answers cannot be ascertained. Natural wines, biodynamic production methods, and sustainable yields are key issues going forward but the damage to the industry in the late 19th century caused by phylloxera was significant economically, today damage to the soil health could crush some regions.

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