

2012 Central Coast Winegrape Grower Survey



Photograph by Andy Dean Photography



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Photograph by Pia Benzer

Research Project Director:

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Research Project Sponsors:



Please return your complete questionnaire in the enclosed, pre-paid envelope to:

Dr. Mark Lubell

DESP

One Shields Avenue

University of California Davis

Davis, CA 95616

2012 CENTRAL COAST WINEGRAPE GROWER SURVEY

Respondent Confirmation

This survey is intended for people with primary decision-making responsibility for viticulture management in the winegrape growing enterprise indicated on the cover letter. If you are not this person, please give this survey to the person with primary responsibility.

Are you (person responding to the survey) the individual addressed in the cover letter? **Please check one.**

- Yes** **No**

Which of the following best describes your primary role in the viticulture enterprise indicated on the cover letter? **Please check all that apply.**

- Owner operator**
 Owner (but not involved with daily decisions)
 Operator (but I lease the land)
 Independent or contracted vineyard manager
 In-house or employed vineyard manager
 Vineyard consultant
 Other (Please list) _____

If your winegrape growing enterprise is associated with multiple viticulture managers and you need more surveys, or if you have received multiple surveys through the mail or from other people, or if you have any other questions, please contact principal investigator Mark Lubell using the information below:

Mark Lubell, Ph.D.
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(530) 752-5880

About this study

This survey is part of a California-wide study of winegrape growing, administered by UC Davis. This version of the survey is being delivered broadly throughout the counties of the Central Coast winegrowing region, and we welcome your participation regardless of your specific location within the region. This survey allows you to express your views and opinions about viticulture management and outreach programs. If you decide to complete this survey it will take approximately 30 minutes of your time. **All data from this survey will be kept anonymous. Your privacy is our priority.** Thank you in advance for helping to improve California viticulture.

SECTION A: Viticulture Management Practices

For the following list of management practices, please indicate whether you regularly use each practice, whether you tried the practice in the past but later discontinued it, or whether you never used the practice at all. Regularly used practices might be implemented every year, but also could be less frequent if appropriate. For each practice that you regularly use or tried, please estimate what year you first started using it.

	Current and Past Use of Practices (Please ✓ the best answer.)			Year First Used
	Regularly Use	Tried & Discontinued	Never Used	Enter year; e.g., 1970
Insect and Mite Management				
Maintain written monitoring records for pests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Spot spraying instead of treating entire vineyard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Reduced pesticide application rates (using conventional equipment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Pheromones for pest mating disruption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Cover crops (planted or resident) for natural enemy refuge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Release beneficial/natural predators or parasites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Maintain written monitoring records for natural enemies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Dust reduction on roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Dust reduction with cover crops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Disease Management				
Using computer disease forecasting model (e.g., Powdery Mildew Model)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Irrigation management to reduce disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Leaf pulling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Remove diseased wood and fruit and clean berms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Remove infected vines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Manage pruning decisions (e.g., timing and sanitation) to reduce disease spread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Weed Management				
Written monitoring records and need-based spraying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Primarily use mechanical weed management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Use only contact herbicides/no pre-emergents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Narrowing the width of the treated strip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Shielded sprayer to reduce drift	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Reduced herbicide application rates using conventional equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Water and Soil Management				
Use ET-based methods to determine when to irrigate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Rely on visual observations to determine when to irrigate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Use regulated deficit irrigation (RDI) methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Soil moisture tests to track water availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____

Water and Soil Management	Regularly Use	Tried & Discontinued	Never Used	
Measure plant water stress (e.g., pressure bomb)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Mapping for soil water holding capacity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Use of vegetative filter strips to reduce runoff into waterway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Written erosion control plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Diversion structures (e.g., straw bales, water bars) to divert or contain seasonal water flows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Soil tests for nutrient content, pH, electrical conductivity (EC), and toxicity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____

Other Vineyard and Operation Management Practices

Use of compost in vineyards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Owl boxes/perches for birds of prey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Develop a written company "sustainability" plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Develop a written human resource plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Develop a written plan to transition the operation to the next generation, or a "succession" plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Vineyard management implemented to achieve overall "vine balance"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Monitor and record canopy microclimate throughout growing season	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Third-party certification for "sustainable" or "green" viticulture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Use of alternative electricity sources such as wind or solar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Use of alternative fuels such as bio-diesel, propane, natural gas, or methane	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Disposal of removed vines by means other than burning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Monitor and record total energy (fuel and electricity) use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____
Mechanical methods for major viticultural activities (i.e., mechanical pruning/harvesting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Year _____

We are interested in how you prioritize different goals in your viticulture management decisions.

How often is each goal below a major priority in your viticulture management decisions? (Please ✓ the best answer)

Management Goal	Never	Sometimes	Often	Always
Profitability in your operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife habitat restoration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employee well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public health and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local community quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winegrape quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winegrape quantity/yield	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meet winery expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ecological biodiversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generational succession of farm enterprise ownership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meet government regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adaptation to potential climate changes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION B:

Viticulture Outreach and Education Programs

There are several organizations in the Central Coast winegrowing region that offer different types of outreach activities and programs. **Have you participated in these general activities with any of the following organizations in the past five years?** (Please ✓ all boxes for which your answer is yes.)

Organization	Attended field meetings	Attended classroom style meetings	Read organization newsletter	Spoke with organization staff	Accessed organization internet resources
Central Coast Winegrowers Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Central Coast Vineyard Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Independent Grape Growers of Paso Robles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Santa Barbara County Vintners Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monterey County Vintners and Growers Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
San Benito County Winegrowers Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viticulture Association of Santa Cruz Mountains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please list) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please list) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you participated in any of the following specific activities in the last five years? (Please ✓ the best answer.)

Activity	Yes	No	Never heard of
Completed CCVT SIP workbook self-assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completed CCVT SIP Certification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended Sustainable Ag Expo hosted by the CCVT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completed the statewide workbook (Code of Sustainable Winegrowing) self-assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completed the statewide third-party certification (Certified California Sustainable Winegrowing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please list) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sustainable means different things to different people. How do you define sustainable agriculture?
Please use the space below to define sustainable agriculture in your own words.

Some organizations in the region provide sustainability-related outreach and education activities. If you are familiar with any such organizations or programs, **please list the one you are most familiar with on the line below:**

Please list organization name on this line: _____

In your opinion, how successful has the sustainability-related program you are most familiar with (identified in question above) been at achieving the following goals? Please base your answer on the activities in which you have participated, or if you have not directly participated, based on what you have learned from other sources. For each goal, do you think the program has been very unsuccessful, somewhat unsuccessful, neutral, somewhat successful, or very successful in meeting that goal? Answer “Don’t Know” only if you have not heard enough about the program to provide an opinion for a given goal. **(Please ✓ the best answer.)**

	Very Unsuccessful	Somewhat Unsuccessful	Neutral	Somewhat Successful	Very Successful	Don’t Know
Improve economic returns to growers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce input costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve consumer perceptions of the regions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve relationships between viticulture industry and regulatory agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve vineyard yield	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve well-being of farm laborers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce labor costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve winegrape quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve wildlife habitat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce health risks to the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve biodiversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce environmental risks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce quantity of recordkeeping necessary to participate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce amount of time needed to manage vineyards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce uncertainty about vineyard productivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please list) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In general, how do you rank your level of support for the following local and statewide sustainability-related programs and certification systems? From the list below, **please ✓ the best answer.**

	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	Don’t Know
Sustainability Programs						
Sustainability-related program you are most familiar with (identified in question at top of page)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
California Sustainable Winegrowing Alliance (CSWA) Sustainable Winegrowing Program (SWP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Certification Systems						
Sustainability in Practice (SIP) Certification sponsored by the Central Coast Vineyard Team (CCVT)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Certified California Sustainable Winegrowing (CCSW) sponsored by the California Sustainable Winegrowing Alliance (CSWA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION C:

Learning about Viticulture Management

Winegrape growers learn about viticulture management from a variety of sources, including outreach organizations, published materials, personal relationships, and personal experience. If you have used the resource listed below, did you think it was not useful, somewhat useful, or very useful? If you have never used the listed resource, please mark "Never Used".

Please ✓ only one answer per source.

Organizations	Not Useful	Somewhat	Very Useful	Never Used
State or County Farm Bureau	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County Farm Advisors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County Agricultural Commissioner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resource Conservation District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Water Resources Control Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Grape Grower Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State Grape Grower Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winegrape Sustainability Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural Resources Conservation Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade association conferences/symposiums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
California Association of Pest Control Advisors (CAPCA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Association of Applied IPM Ecologists (AAIE)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Published Materials				
Trade Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viticulture textbooks or other reference books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Central Coast Vineyard Team Sustainability in Practice (SIP) workbook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
California Code of Sustainable Winegrowing Workbook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal Relationships				
Winery personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your field crew	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pest Control Advisors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winegrape growers who are not your relatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viticulture consultant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winegrape growers who are in your family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal Experience				
Trial and error with vineyard practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Observations of your own vineyard conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Observations of other growers' vineyard conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Written records of vineyard inputs and performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Field trials conducted on your vineyards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Field trials conducted by others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other important sources of information				
(Please list) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION D:

Communication about Viticulture Management

We are interested in understanding how winegrape growers communicate and share information with each other and other individuals with expertise in viticulture management. In the boxes below, please list up to eight other growers, and eight other individuals (such as PCAs, extension specialists, winery personnel, or any others) with whom you communicated and shared knowledge about viticulture management in the past year. *We value your privacy and are legally required to protect it. Identity is confidential, your answers will be used anonymously, and no personal names will ever be publicly released.*

Please list the names of up to eight growers with whom you communicate about viticulture management. List in order of frequency of communication, with most frequent first.

Grower 1 Name _____

Grower 5 Name _____

Grower 2 Name _____

Grower 6 Name _____

Grower 3 Name _____

Grower 7 Name _____

Grower 4 Name _____

Grower 8 Name _____

Please list the names of up to eight other individuals with whom you communicate about viticulture management. List in order of frequency of communication with most frequent first.

Other Individual 1 Name _____

Other Individual 5 Name _____

Type of Job _____

Type of Job _____

Other Individual 2 Name _____

Other Individual 6 Name _____

Type of Job _____

Type of Job _____

Other Individual 3 Name _____

Other Individual 7 Name _____

Type of Job _____

Type of Job _____

Other Individual 4 Name _____

Other Individual 8 Name _____

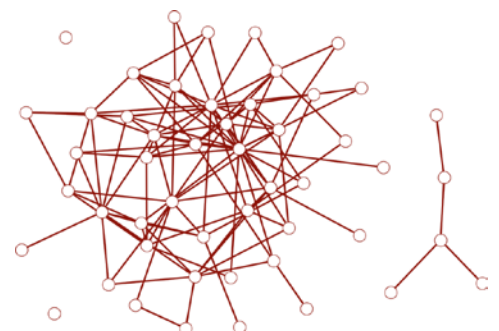
Type of Job _____

Type of Job _____

WHY ARE WE ASKING THIS QUESTION?

We use the answers from these questions to construct the viticulture communication network. Communication networks provide insights into how growers learn about viticulture management and help improve outreach and education programs.

In the sample communication network to the right, a point represents a grower and a line represents communication among them. Once the network has been constructed, names are replaced in the dataset with anonymous codes. Therefore, all analysis and reporting of the network data is done anonymously.



SECTION E:

Grower and Winegrape Enterprise Information

What is your age? Please check one.

- Younger than 25 25-34 35-44 45-54 55-64 Older than 65

What level of formal education have you completed? Please check one.

- High school, no degree earned High school, degree earned College, no degree earned
 College, degree earned Post college, no degree Advanced degree (e.g., MS, Ph.D., JD)

Have you received any specialized training in viticulture or agriculture? Please check all that apply.

- Pest Control Advisor Viticulture degree Enology degree Other _____

How many years have you been working in viticulture? _____

How many generations has your family been involved in agriculture? Please check one.

- One generation (Immediate family) Two generations (Parents) Three generations (Grandparents)
 Four generations (Great grandparents) Five generations (Great, great grandparents)
 More than five generations

Winegrape growing enterprises may have complex ownership and management structures. Please answer the following questions about the ownership status of the land you manage for winegrapes, acres under different certification, and diversity of your operation in 2011. *We value your privacy and are legally required to protect it. Your answers are confidential, will be used anonymously, and no personal names will ever be publicly released.*

Acreage	Please enter a number
Number of acres of winegrapes that you managed in 2011 in the Central Coast region alone	_____ Acres
Total number of acres of winegrapes that you managed in 2011 throughout California	_____ Acres
Management Structure	
Of the statewide total above, how many acres did you own?	_____ Acres
Of the statewide total above, how many acres did you lease?	_____ Acres
Of the statewide total above, how many acres did you manage as a consultant, hired contractor, or other employee?	_____ Acres
Certifications	
Of the statewide total above, how many acres are certified organic?	_____ Acres
In what year did you begin organic certification?	_____ Year
Of the statewide total above, how many acres third-party certified sustainable?	_____ Acres
In what year did you begin third-party sustainable certification?	_____ Year
Of the statewide total above, how many acres are certified biodynamic?	_____ Acres
In what year did you begin biodynamic certification?	_____ Year
Operation Diversity	
Approximately how many counties do you manage winegrapes in?	_____ Counties
Approximately how many individual ranches do you manage?	_____ Ranches

Winegrape growing enterprises have a diversity of marketing and sales strategies. Please estimate the number of wineries your enterprise sells grapes to for each scale of winery listed below. If you are a hired employee, please answer for the winegrape enterprise you are employed by.

Scale of winery	Number of wineries at each scale you sell winegrapes to: Please enter a number.
<input type="checkbox"/> Not applicable. I do not sell winegrapes to a winery.	
Less than 2000 cases per year	
2,000—9,999 cases per year	
10,000—49,999 cases per year	
50,000—99,999 cases per year	
100,000—249,999 cases per year	
250,000 – 499,999 cases per year	
500,000 – 999,999 cases per year	
Greater than 1 million cases per year	

If you grow certified sustainable winegrapes, do you sell your winegrapes to a winery that offers a price premium for certification? Please check one.

Yes No

If you grow certified sustainable winegrapes, is your relationship with wineries stronger and more secure as a result of certification? Please check one.

Yes No

Do any of the viticulture enterprises you manage or own also operate a winery (vertical integration)? Please check one.

Yes No

Do you consider yourself a full-time or part-time winegrape grower? Please check one.

Full-time Part-Time

Do you consider your viticulture enterprise to be economically secure? Please check one.

Yes No

How dependent is your economic livelihood on the success of your vineyard enterprise? Please check one.

Completely Somewhat Not at all

Please estimate your vineyard operation's annual gross income from winegrape growing before expenses and taxes. Include the value of any winegrapes you use in your own winery in your estimate. Please check one. **We value your privacy and are legally required to protect it. Your answers are confidential and only summary and anonymous results will be reported.**

Less than \$50,000
 \$50,000 - \$99,999
 \$100,000 - \$499,999
 \$500,000 - \$999,999
 \$1,000,000 - \$4,999,999
 Greater than \$5,000,000

