

Welcome to the 2012 Lodi Winery Survey.

To begin the survey click "Next".

Lodi Winery Survey

Before we get started...

1. Are you the individual who this survey was originally emailed to?

- Yes
- No, this survey was forwarded to me by the original recipient

If no, please enter your name in the space below.

All answers are confidential!

This information will be used for data management only.

Click on the text field, then type your answer.

2. Are you the primary decision-maker at your winery? We define "primary decision-maker" as the individual who has decision making authority over how the winery is managed and what practices are used.

- Yes
- No

3. Which of the following best describes your primary role in the winery? Check all that apply.

- Owner
- Operations manager
- Wine maker
- Other (please specify)

4. In what year was your winery established? Click on the text field, then type your answer.

To proceed to the next page click "Next".

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Production and Purchasing

Remember, all answers are confidential!

5. Please select the approaches to wine production that apply to your winery or label.

Check all that apply.

- Crush, produce, and bottle at your own bonded facility
- Hire custom crush services
- Purchase bulk wine to bottle and sell

6. Please answer the following questions about winery staff.

- How many seasonal employees worked at your winery in 2011?
- How many year-round full time employees worked at your winery in 2011?
- How many year-round part time employees worked at your winery in 2011?
- How many unpaid volunteers regularly assisted in winery operations in 2011?

7. Did your winery own and manage vineyards in 2011?

- Yes
- No

8. Did your winery purchase winegrapes from growers outside of your winery operation in 2011?

- Yes
- No

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Production and Purchasing

9. How many different growers in total did your winery purchase winegrapes from in 2011?

10. Within the past two years, has your winery done any of the following in regards to purchasing winegrapes? Check all that apply.

	Yes	No	No, but considering
<i>Require the growers you purchase winegrapes from to use a sustainability <u>self-assessment</u> workbook. (i.e. <i>Code of Sustainable Winegrowing Practices</i> or <i>Lodi Winegrower's Workbook</i>)?</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Require the growers you purchase winegrapes from to certify their vineyards in a sustainability <u>certification</u> program. (i.e. Certified California Sustainable Winegrowing, Lodi Rules, Napa Green Land Certified, Sustainability in Practice)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Offer growers a price premium for winegrapes from vineyards certified under a sustainability certification program. (i.e. Certified California Sustainable Winegrowing, Lodi Rules, Napa Green Land Certified, Sustainability in Practice)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sustainability Programs and Certifications

11. Did your winery operation (not including your vineyard operation) participate in any of the following sustainability-oriented activities in 2011?

	Yes	No	No, but considering
Completed <u>printed</u> version of <i>Code of Sustainable Winegrowing</i> for winery self-assessment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Completed <u>online</u> version of <i>Code of Sustainable Winegrowing</i> for winery self-assessment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Completed Certified California Sustainable Winegrowing for winery certification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sustainability Programs and Certifications

12. Did your winery produce wine with winegrapes from sustainable certified vineyards in 2011?

- Yes
- No
- No, but considering

Sustainability Programs and Certifications

13. Which sustainability programs were the vineyards certified under? Check all that apply.

- Certified California Sustainable Winegrowing
- Lodi Rules for Sustainable Winegrowing
- Napa Green Certified Land/Fish Friendly Farming
- Sustainability in Practice

14. What motivated your winery to produce wine with winegrapes from sustainable certified vineyards? Check all that apply.

- Improve wine quality
- Improve relationship with growers
- Sell wine at a premium price
- Fits sustainability-oriented business strategy
 - Satisfy buyer suggestion
 - Satisfy buyer requirement
 - Support certification program
 - Stay competitive in market
- Address tangible environmental threats to CA viticulture and wine industry
- Address tangible social threats to CA viticulture and wine industry
- Address tangible economic threats to CA viticulture and wine industry

Other (please specify)

15. From where did your winery source the winegrapes from sustainable certified vineyards? Check all that apply.

- Produced in vineyards owned and/or managed by your winery operation
- Purchased from winegrape growers outside of your winery operation

Other (please specify)

Sustainability Programs and Certifications

16. Did your winery include the symbol of any sustainability certification programs on wine bottle labels, promotional materials, or secondary packaging (i.e. shelf talkers, bottle neckers) in 2011?

- Yes
- No
- No, but considering

Sustainability Programs and Certifications

17. Which symbols did your winery include on labels, promotional materials, or secondary packaging? Check all that apply.

- Certified California Sustainable Winegrowing
- Lodi Rules for Sustainable Winegrowing
- Sustainability in Practice

18. What motivated your winery to include the sustainability certification symbol on labels, promotional materials, or secondary packaging ? Check all that apply.

- Improve overall reputation of your winery
- Improve overall reputation of wine region
 - Sell wine at a premium price
 - Appeal to "green" consumers
- Fits sustainability-oriented business strategy
 - Satisfy buyer suggestion
 - Satisfy buyer requirement
 - Support certification program
 - Stay competitive in market

Other (please specify)

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Sustainability Programs and Certifications

19. Did any of the types of wine buyers listed below inquire about whether your winery or vineyard participated in a sustainability certification program in 2011? Check all that apply.

Tasting room guests

Brokers

Wine club members

Retailers

Restaurants

Bulk wine buyers

Distributors

Custom crush clients

Other (please specify)

20. Did any of the types of wine buyers listed below inquire about whether your winery or vineyard was using sustainable practices in 2011? Check all that apply.

Tasting room guests

Brokers

Wine club members

Retailers

Restaurants

Bulk wine buyers

Distributors

Custom crush clients

Other (please specify)

Sales and Marketing

21. Has your winery developed a written marketing plan?

- Yes
- No

22. Please select up to five market types in terms of their economic importance to your winery's business model. To select your answer click on the down arrow, then choose your answer from the menu.

Market type

First most economically important

Second most economically important

Third most economically important

Fourth most economically important

Fifth most economically important

23. Please answer the following questions about your winery's sales in 2011.

How many U.S. States did your winery distribute to or sell wine in?

How many cases of wine did your winery sell wholesale (i.e. to restaurants, retailers, distributors, or brokers)?

How many cases of wine did your winery sell direct to consumer (i.e. tasting room, wine club, Internet, retail storefront)?

How many gallons of bulk wine did your winery sell?

How many tons of winegrapes did your winery custom crush?

24. Please estimate the percentage of annual gross income that came from direct-to-consumer sales in 2011.

- 0-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- 71-80%
- 81-90%
- 91-100%

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25. Did your winery place advertising in any of the following mediums or employ any of the following marketing strategies? Check all that apply.

Print advertising (i.e. newspapers, magazines)

Online banner advertising (i.e. digital ads on website)

Broadcast advertising (i.e. radio, TV)

Billboard advertising

Email marketing

Social media marketing (free)

Social media advertising (paid)

Sampling wine at trade/consumer tasting events

Other (please specify)

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Management Goals

26. Has your winery developed a written mission and vision statement outlining business values and goals?

Yes

No

27. We are interested in how you prioritize different goals when making winery management decisions. For each goal listed below, would you say it is never, sometimes, often, or always a major priority in your winery management decisions?

	Never	Sometimes	Often	Always
Profitability of winery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet wine market/buyer expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand winery production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand market distribution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery branding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Region-wide reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State-wide reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy conservation and efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water conservation and quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public health and safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local community well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generational succession of winery ownership within family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet government regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lodi Winery Survey

Communication about Winery Management

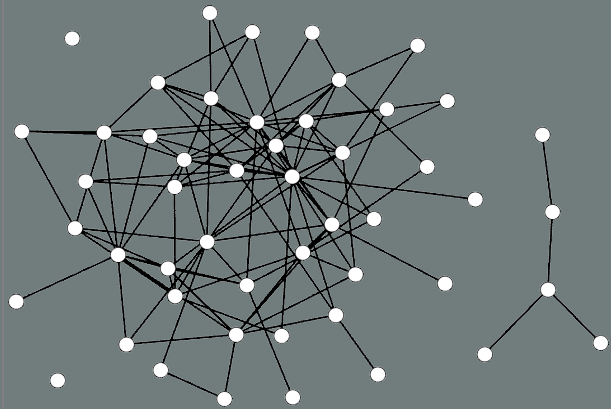
We are interested in understanding how winery managers and outreach professionals communicate about winery management with each other. The following questions will ask you to list the names of winery managers and outreach professionals who you communicated with about winery management in the past year.

Why are we asking this question?

We use the answers from these questions to construct the winery communication network. Communication networks provide insights into how people learn about winery management and can be used to help improve outreach and education programs.

In the sample communication network to the right, a point represents a winery manager 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.

We value your privacy and are legally required to protect it. Identity is confidential. Your answers will be used anonymously, and no names will ever be publicly released.



28.
Please
list

the names and affiliations of up to 4 other winery owners, managers, or personnel you communicated with about winery management and winemaking in the past year. List in order of frequency of communication, with most frequent first.

Name, affiliation 1

Name, affiliation 2

Name, affiliation 3

Name, affiliation 4

29. Please list the names and affiliations of up to 4 winery outreach professionals you communicated with about winery management in the past year. List in order of frequency of communication, with most frequent first. Outreach professionals include consultants, advisers, sales representatives, or anyone whose profession it is to provide advice to winery decision-makers.

Name, affiliation 1

Name, affiliation 2

Name, affiliation 3

Name, affiliation 4

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Learning about Winery Management

30. In your opinion, how useful are the following personal experiences for learning about winery management.

	Never used	Not Useful	Somewhat	Very Useful
Observations of your own wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trial and error with winery practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiments conducted in your own winery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Observations of other winery's practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiments conducted in other wineries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formal education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evaluation of written records	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. In your opinion, how useful are the following organizations for learning about winery management.

	Never used	Not Useful	Somewhat	Very Useful
Local vintner association	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State vintner association	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Academic institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local, state, and/or federal regulatory agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade association conferences/symposiums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery sustainability programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amateur winemaking club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. In your opinion, how useful are the following published materials for learning about winery management.

	Never used	Not Useful	Somewhat	Very Useful
<i>Practical Winery and Vineyard</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Wines and Vines</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Wine Business Monthly</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>American Vineyard</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Textbooks or other reference books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University research publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Code of Sustainable Winegrowing Practices Self-Assessment Workbook</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media such as Twitter or YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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33. In your opinion, how useful are the following personal relationships for learning about winery management.

	Never used	Not Useful	Somewhat	Very Useful
Winery managers or personnel from your winery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery managers or personnel from other wineries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery supplier representative or salesperson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine business consultant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine distributor or broker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine making consultant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine lab technician	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Outreach and Education Programs

34. The Lodi Winegrape Commission provides varying types of winery-related outreach and education services. Please indicate whether you have accessed or participated in any of the following types of activities and programs in the past five years.

	Yes	No	Never heard of
Talked with organization staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attended educational workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read organization newsletters (electronic)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read organization newsletters (printed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessed organization internet resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visited LWC office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Lodi Winery Survey

Winery Practices

We are interested in whether your winery has adopted various sustainability-oriented practices from six different categories: wine quality, energy use, water quality and conservation, solid waste reduction and management, environmentally preferred purchasing, and human resources. On the following pages, please indicate whether your winery has adopted, not adopted, or tried and discontinued each practice.

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Wine Quality

37. Has your winery adopted the following wine quality practices?

	Yes	No	Tried but discontinued
Develop and implement written plan that addresses wine quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written monitoring records for tracking wine quality are kept and reviewed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery personnel are trained in wine quality related practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regularly taste winegrapes with grower to determine maturity and quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regularly communicate with grower to discuss viticultural practices in attempt to improve winegrape quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regularly expand your knowledge about wine quality through education such as tastings, courses, tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lodi Winery Survey

Energy Use

38. Has your winery adopted the following energy use practices?

	Yes	No	Tried but discontinued
Develop and implement written energy use conservation plan (includes winery, cellar, retail, and landscape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written monitoring records of total energy use of winery are kept and reviewed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery personnel are trained in energy efficiency practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employ an energy use metric (i.e. kilowatts of energy to gallons of wine) to track and evaluate energy use efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use renewable energy sources. Examples: solar, wind, fuel cells, or geothermal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use energy efficient equipment. Examples: lighting, variable frequency drive motors, tank and piping insulation, or process water pond aerators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use energy efficient vehicle technology. Examples: hybrid or electric automobiles or alternative fuels such as biodiesel, propane, natural gas, methane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written monitoring records of total carbon footprint of winery operation are kept and reviewed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lodi Winery Survey

Water Conservation and Quality

39. Has your winery adopted the following water conservation and quality practices?

	Yes	No	Tried but discontinued
Develop and implement written water use conservation plan (includes winery, cellar, retail, and landscape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written monitoring records of water use are kept and reviewed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery personnel are trained in water conservation and quality practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employ water use metric (i.e. gallons of water to gallons of wine) to track and evaluate water use efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water for cleaning winery equipment is applied with water conserving technologies. Examples: Ozone systems, set cleaning times for automated systems, or power washers, or with techniques such as capture and reuse or measured amounts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscape irrigation is done using water conservation techniques and technology. Examples: Winery grey water, drip-irrigation, moisture or rain sensors on automated irrigation systems, drought-tolerant or native vegetation, mulch, or checking irrigation system for leaks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Solid Waste Reduction and Management

40. Has your winery adopted the following waste reduction and management practices?

	Yes	No	Tried but discontinued
Develop and implement written plan to reduce, reuse, and recycle solid waste generated by your wine enterprise (includes winery, cellar, retail, and landscape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written monitoring records of solid waste generated are kept and reviewed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery personnel are trained in solid waste reduction and management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pomace and lees are integrated into vineyards or landscape as compost or mulch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used barrels are recycled, sold, or reused in some fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used glass, cardboard, paper, and plastic is recycled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Environmentally Preferred Purchasing

Environmentally preferred purchasing is defined as purchasing products that have a reduced negative effect on human health and the environment than conventional options that serve the same purpose. Examples include reduced packaging, recyclable or recycled materials, or biodegradable.

41. Has your winery adopted the following environmentally preferred purchasing practices?

	Yes	No	Tried but discontinued
Develop and implement a written policy for environmentally preferred purchasing (includes winery, cellar, retail, and landscape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winery personnel responsible for purchasing are trained in environmentally preferred purchasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase environmentally friendly packaging supplies. Examples: Recycled cardboard, reduced volume boxes, biodegradable packaging "peanuts"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase cleaning products that are safe for the environment and humans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase low volume and weight bottles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase barrels made from eco-certified oak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase products and services from locally owned business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Human Resources

42. Has your winery adopted the following human resource practices?

	Yes	No	Tried but discontinued
Develop and implement a written policy for fair and safe human resource management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop a plan to transition the winery enterprise to the next generation either within or outside the owner family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regularly conduct personnel safety and training meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay cost of employee training that enhances employees' workplace skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implement system to evaluate performance of winery personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implement system to evaluate performance of winery managers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide employee benefits such as health insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offer employees financial or other bonus incentives for meeting performance goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

About You

43. Which category below includes your age?

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

44. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree

45. Have you received any specialized training in viticulture, enology, or winery management? Check all that apply.

- Viticulture degree
- Viticulture certification
- Enology degree
- Enology certification
- Wine business degree
- Amateur wine club membership

Other (please specify)

46. How many years have you been working in the wine industry?

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Wrap up

47. Would you like to enter the raffle to win a dinner for four at Wine and Roses restaurant?

Yes

No

48. Would like to receive a report of the results?

Yes

No

49. Please use the space below if there is anything you would like to tell us.

