Lodi Winery S	urvey
	Welcome to the 2012 Lodi Winery Survey.
	To begin the survey click "Next".

Lodi Winery Survey 1. Are you the individual who this survey was originally emailed to? Yes O 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 decisionmaker" as the individual who has decision making authority over how the winery is managed and what practices are used. Yes O 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".

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 O No 8. Did your winery purchase winegrapes from growers outside of your winery operation in 2011? C Yes O No

odi Winery Survey			
oduction and Purchasing			
. How many different growers in total did your w	inery purch	ase winegrap	es from in 2011
40 Wide the control for the con		: 41 6-11	
10. Within the past two years, has your winery purchasing winegrapes? C	_		g in regards to
	Yes	No	No, but considering
Require the growers you purchase winegrapes from to use a sustainability self-assessment workbook. (i.e. Code of Sustainable Winegrowing Practices or Lodi Winegrower's Workbook)?	O	O	О
Require the growers you purchase winegrapes from to certify their rineyards in a sustainability certification program. (i.e. Certified California Sustainable Winegrowing, Lodi Rules, Napa Green Land Certified, Sustainability in Practice)	O	O	O
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)	0	O	С

Lodi Winerv Survev

Sustainability Programs and Certifications

11. Did your <u>winery operation</u> (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	O	0	0
Completed online version of Code of Sustainable Winegrowing for winery self-assessment	0	\circ	\circ
Completed Certified California Sustainable Winegrowing for winery certification	0	0	O

Lodi Winery Survey
Sustainability Programs and Certifications
12. Did your winery produce wine with winegrapes from sustainable certified vineyards in 2011?
○ Yes
O No
○ No, but considering

Sustainability Programs and Certifications

	apply.
	Certified California Sustainable Winegrowing
	☐ Lodi Rules for Sustainable Winegrowing
	☐ Napa Green Certified Land/Fish Friendly Farming
	☐ Sustainability in Practice
l. What motiv	rated your winery to produce wine with winegrapes from sustainabl
	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 <u>suggestion</u>
	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 <u>economic</u> threats to CA viticulture and wine industry
	Other (please specify)
5. From whei	re 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)
	W 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

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?
C Yes
© No
C No, but considering

Lodi Winery Survey		
Sustainability F	Programs and Certifications	
17. Which symb	ols 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	
	ted your winery to include the sustainability certification symbol on labels tional materials, or secondary packaging? Check all that apply.	

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)

Lodi Winery Survey		
Sustainability Programs and	d Certifications	
		e about whether your winery or
		m 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)	
00 01 64 6		
		e about whether your winery or
	sustainable <u>practices</u> in 2011	_
☐ Tasting room guests ☐ Wine club members		☐ Brokers ☐ Retailers
Restaurants		☐ Bulk wine buyers
☐ Distributors		Custom crush clients
Distributors	Other (please specify)	Custom crush chemis
	Other (please specify)	

odi Winery Survey	
Gales and Marketing	
21. Has your winery develope	ed a written marketing plan?
0	Yes
0	No
22. Please select up to five market types in twinery's business model. To select your answer from the select your	swer click on the down arrow, then choose
your answer in	Market type
First most economically important	
Second most economically important	
Third most economically important	<u> </u>
Fourth most economically important	▼
Fith most economically important	▼
23. Please answer the following question How many U.S. States did your winery distribute	
How many cases of wine did your winery sell wholesale (i.e. to restaur	
How many cases of wine did your winery sell direct to consumer (i.e. to storefront)?	asting room, wine club, Internet, retail
How many gallons of bulk wine did your w	vinery sell?
How many tons of winegrapes did your winery	custom crush?
24. Please estimate the percentage of annu	ual gross income that came from direct-to-
consumer sa	les in 2011.
C 0-10%	C 51-60%
C 11-20%	© 61-70%
C 21-30%	C 71-80%
C 31-40%	C 81-90%
C 41-50%	© 91-100%

Lodi Winery Survey
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 sine at trade/consumer tasting events
Other (please specify)

Lodi Winery Survey

Management Goals

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

YesNo

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	0	0	0	O
Meet wine market/buyer expectations	0	0	0	0
Expand winery production	0	O	O	O
Expand market distribution	0	0	0	0
Winery branding	O	0	0	0
Winery reputation	0	O	0	0
Region-wide reputation	0	0	0	0
State-wide reputation	0	0	0	0
Energy conservation and efficiency	0	0	0	0
Water conservation and quality	0	0	O	0
Employee well-being	0	0	0	0
Public health and safety	0	0	0	0
Local community well-being	0	0	0	0
Wine quality	0	0	O	0
Wine quantity	O	O	0	O
Generational succession of winery ownership within family	0	0	O	O
Meet government regulations	O	0	0	0

Communication about Winery Management

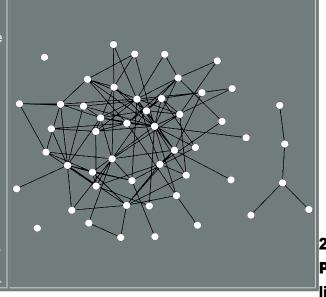
We are interested in understanding how winery managers and outreach professionals communicate about winery management with each other. The following questions will ask you to list the names of winery managers and outreach professionals who you communicated with about winery management in the past year.

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. Pleas list

the names and affiliations of up to 4 other <u>winery owners</u>, <u>managers</u>, <u>or personnel</u> 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 <u>outreach professionals</u> 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	

Learning about Winery Management

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

	Never used	Not Useful	Somewhat	Very Useful
Observations of your own wine	0	0	0	0
Trial and error with winery practices	0	0	0	0
Experiments conducted in your own winery	O	0	O	0
Observations of other winery's practices	0	0	0	O
Experiments conducted in other wineries	0	О	0	0
Formal education	0	0	0	0
Evaluation of written records	0	0	0	0

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

	Never used	Not Useful	Somewhat	Very Useful
Local vintner association	0	0	0	0
State vintner association	O	O	0	O
Academic institutions	O	O	O	O
Local, state, and/or federal regulatory agencies	O	0	0	O
Trade association conferences/symposiums	O	O	0	O
Winery sustainability programs	O	0	0	0
Amateur winemaking club	O	O	O	C

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

	Never used	Not Useful	Somewhat	Very Useful
Practical Winery and Vineyard	0	0	0	0
Wines and Vines	O	0	0	O
Wine Business Monthly	O	O	0	O
American Vineyard	O	0	\circ	O
Internet resources	0	0	0	0
Textbooks or other reference books	0	\odot	0	0
University research publications	0	0	0	0
Newspapers	0	\odot	0	0
Code of Sustainable Winegrowing Practices Self- Assessment Workbook	O	O	0	0
Social media such as Twitter or YouTube	O	O	0	O
Industry blogs	0	О	O	0

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

	Never used	Not Useful	Somewhat	Very Useful
Winery managers or personnel from your winery	O	O	O	0
Winery managers or personnel from other wineries	O	0	O	0
Winery supplier representative or salesperson	0	0	0	0
Family members	0	0	0	O
Wine business consultant	0	0	0	0
Wine distributor or broker	0	0	0	O
Wine making consultant	0	0	0	0
Wine lab technician	0	0	0	0

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	O	0	O
Attended educational workshops	0	\circ	O
Read organization newsletters (electronic)	0	0	0
Read organization newsletters (printed)	0	\circ	0
Accessed organization internet resources	0	0	0
Visited LWC office	0	0	0

Other (please specify)

35. In your opinion, how successful has the Lodi Winegrape Commission's Sustainable Winegrowing Program (including the Lodi Rules for Sustainable Winegrowing certification) been at helping the Lodi wine industry achieve the following goals?

	Very Unsuccessful	Somewhat Unsuccessful	Neutral	Somewhat Successful	Very Successful	Don't Know
Reduce operating costs to Lodi wineries	O	O	0	O	0	0
Improve relationships between Lodi wine industry and regulatory agencies	0	0	0	0	0	0
Provide outreach and education services to Lodi wineries	0	O	0	0	0	O
Attract wine tourists to the Lodi region	O	O	0	O	O	O
Increase Lodi winery access to high quality winegrapes	O	O	0	0	0	O
Improve wine quality in the Lodi region	O	O	0	O	O	0
Improve "green" or "sustainable" reputation of the Lodi region	O	0	0	O	O	0
Reduce uncertainty about the future of the Lodi wine industry	O	O	0	0	0	0
Increase awareness of sustainability issues among Lodi wineries	0	O	0	0	O	0
Increase adoption of winery (not vineyard) sustainability practices among Lodi wineries	O	O	O	O	O	O
Strengthen relationships between wineries and Lodi winegrape growers	0	О	О	O	0	О
Improve economic returns to Lodi wineries	O	\odot	O	0	O	O
Improve winegrape quality in the Lodi region	O	O	0	0	0	0
Improve overall reputation of the Lodi region	O	O	O	O	O	O

Lodi Winery Survey						
36. In general, how do you rank your level of support for the following sustainability- oriented programs?						
	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	Don't Know
LWC's Sustainable Winegrowing Program	О	0	0	0	O	0
LWC's Lodi Rules for Sustainable Winegrowing certification program	0	0	0	O	0	O

Lodi Winery Survey 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.

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	0	0	0
Written monitoring records for tracking wine quality are kept and reviewed	\circ	\circ	\circ
Winery personnel are trained in wine quality related practices	0	\circ	0
Regularly taste winegrapes with grower to determine maturity and quality	0	\circ	0
Regularly communicate with grower to discuss viticultural practices in attempt to improve winegrape quality	0	0	0
Regularly expand your knowledge about wine quality through education such as tastings, courses, tours	0	0	0

Energy Use

38. Has your winery adopted the following <u>energy use</u> practices?

	Yes	No	Tried but discontinued
Develop and implement written energy use conservation plan (includes winery, cellar, retail, and landscape)	0	0	O
Written monitoring records of total energy use of winery are kept and reviewed	\circ	\circ	0
Winery personnel are trained in energy efficiency practices	0	0	0
Employ an energy use metric (i.e. kilowatts of energy to gallons of wine) to track and evaluate energy use efficiency	O	0	C
Use renewable energy sources. Examples: solar, wind, fuel cells, or geothermal	0	0	0
Use energy efficient equipment. Examples: lighting, variable frequency drive motors, tank and piping insulation, or process water pond aerators	0	0	O
Use energy efficient vehicle technology. Examples: hybrid or electric automobiles or alternative fuels such as biodiesel, propane, natural gas, methane	0	0	O
Written monitoring records of total carbon footprint of winery operation are kept and reviewed	0	0	0

Water Conservation and Quality

39. Has your winery adopted the following <u>water conservation and quality</u> practices?

	Yes	No	Tried but discontinued
Develop and implement written water use conservation plan (includes winery, cellar, retail, and landscape)	0	O	•
Written monitoring records of water use are kept and reviewed	0	0	\circ
Winery personnel are trained in water conservation and quality practices	0	0	0
Employ water use metric (i.e. gallons of water to gallons of wine) to track and evaluate water use efficiency	0	O	0
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.	0	0	0
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	0	0	O

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)	0	O	O
Written monitoring records of solid waste generated are kept and reviewed	\circ	0	0
Winery personnel are trained in solid waste reduction and management	0	0	O
Pomace and lees are integrated into vineyards or landscape as compost or mulch	\circ	0	0
Used barrels are recycled, sold, or reused in some fashion	0	0	0
Used glass, cardboard, paper, and plastic is recycled	0	0	0

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 <u>environmentally preferred purchasing</u> practices?

	Yes	No	Tried but discontinued
Develop and implement a written policy for environmentally preferred purchasing (includes winery, cellar, retail, and landscape)	0	0	O
Winery personnel responsible for purchasing are trained in environmentally preferred purchasing	0	\circ	0
Purchase environmentally friendly packaging supplies. Examples: Recycled cardboard, reduced volume boxes, biodegradable packaging "peanuts"	0	0	O
Purchase cleaning products that are safe for the environment and humans.	\circ	\circ	O
Purchase low volume and weight bottles	\circ	0	0
Purchase barrels made from eco-certified oak	0	0	0
Purchase products and services from locally owned business	0	0	0

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	0	0	0
Develop a plan to transition the winery enterprise to the next generation either within or outside the owner family	O	0	O
Regularly conduct personnel safety and training meetings	0	0	0
Pay cost of employee training that enhances employees' workplace skills	\circ	\circ	0
Implement system to evaluate performance of winery personnel	0	\circ	0
Implement system to evaluate performance of winery managers	\circ	\circ	0
Provide employee benefits such as health insurance	0	0	0
Offer employees financial or other bonus incentives for meeting performance goals	0	0	0

Lodi Winery Survey
About You
43. Which category below includes your age?
C 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?
C Less than high school degree
C High school degree or equivalent (e.g., GED)
C Some college but no degree
C Associate degree
© Bachelor degree
C 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?

Lodi Winery Survey
Wrap up
47. Would you like to enter the raffle to win a dinner for four at Wine and Roses restaurant?
C Yes
© No
48. Would like to receive a report of the results?
© Yes
O No
49. Please use the space below if there is anything you would like to tell us.
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▼