

2011 Lodi Winegrape Grower Survey



Photographs by Dale Goff Photography



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Research Project Sponsors:

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

Dr. Mark Lubell

DESP

One Shields Avenue

University of California Davis

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2011 LODI WINEGRAPE GROWER SURVEY

Respondent Confirmation

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

Are you the individual addressed in the cover letter (please mark one)?

Yes **No**

If you were given this survey by the person addressed in the cover letter, please briefly explain your relationship. For example, you might be the vineyard manager for a landowner.

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.
University of California, Davis
vitresearch@ucdavis.edu
(530) 752-5880

Instructions

This is the third installment of the Lodi Winegrape Grower Survey. The first and second surveys, administered in 1998 and 2003, collected important information used by the Lodi Winegrape Commission (LWC) to improve outreach strategies and services to Lodi winegrape growers. 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 Lodi viticulture and California agriculture.

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.

	<i>Current and Past Use of Practices</i> (Please ✓ the best answer.)			<i>Year First Used</i> Enter year; e.g., 1970
	Regularly Use	Tried & Discontinued	Never Used	
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 _____
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 minimize 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 _____

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 waterways	<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. For each goal listed below, would you say it is never, sometimes, often, or always a major priority in your viticulture management decisions? Please mark the best answer.

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

Management Goal	Never	Sometimes	Often	Always
Profitability of 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"/>

SECTION B: Viticulture Outreach and Education Programs

The Lodi Winegrape Commission (LWC) and other organizations offer different types of outreach activities and programs. Please indicate whether or not you have participated in the following outreach activities and programs in the past five years. Mark “Never heard of the activity” if appropriate.

Have you participated in this activity in the last five years? (Please ✓ the best answer.)

	Yes	No	Never heard of the activity
Attended field meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended breakfast meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read LWC newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talked with LWC staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completed Lodi Rules Certification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completed Lodi Winegrowers Workbook self-assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended Lodi Winegrowers Workbook workshops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessed LWC internet resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended Grape Day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completed the state-wide workbook (Code of Sustainable Winegrowing) self-assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In your opinion, how successful has the Lodi Sustainable Winegrowing Program 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 region	<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 Lodi's Sustainable Winegrowing Program? (Please ✓ the best answer.)

Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	Don't Know
<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 Lodi Rules for Sustainable Winegrowing certification program? (Please ✓ the best answer.)

Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	Don't Know
<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 state-wide Sustainable Winegrowing Program sponsored by the California Sustainable Winegrowing Alliance? (Please ✓ the best answer.)

Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	Don't Know
<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 state-wide Certified California Sustainable Winegrowing certification program sponsored the California Sustainable Winegrowing Alliance? (Please ✓ the best answer.)

Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	Don't Know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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.

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, 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	Never used	Not Useful	Somewhat	Very Useful
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 Programs	<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"/>
Published Materials				
Trade journals	<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"/>
Lodi Winegrowers 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"/>
(Please list)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION D:

Communication about Viticulture Management

We would like to know about the people you communicate with regarding viticulture management, including other growers and other types of individuals with expertise in viticulture management. In the boxes below, please list up to four other growers, and four other types of individuals, with whom you communicated and shared knowledge about viticulture management in the past year. We would also like to know your opinion about how much they support regional sustainability efforts.

These questions are important for understanding how growers communicate and learn from each other about viticulture management. *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 four growers with whom you communicate about viticulture management. List in order of frequency of communication, with most frequent first.	For each grower you communicate with, would you say they strongly oppose, somewhat oppose, are neutral towards, somewhat support, or strongly support regional sustainability programs like Lodi Rules? Mark the appropriate answer or DK if you don't know.					
	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	Don't Know
Grower 1 Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grower 2 Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grower 3 Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grower 4 Name _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please list the names of up to four other types of individuals with whom you communicate about viticulture management. Please write down their type of job (for example: PCA, Extension Specialist, Viticulture Consultant, or any others). List in order of frequency of communication, with most frequent first.	For each individual you communicate with, would you say they strongly oppose, somewhat oppose, are neutral towards, somewhat support, or strongly support regional sustainability programs like Lodi Rules? Mark the appropriate answer or DK if you don't know.					
	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	Don't Know
Other Individual 1 _____ Name _____ Type of Job _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Individual 2 _____ Name _____ Type of Job _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Individual 3 _____ Name _____ Type of Job _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Individual 4 _____ Name _____ Type of Job _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION E:

Grower and Winegrape Enterprise Information

What is your age? Please check one.

- Younger than 25
 25-35
 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, PhD, 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 grand parents)
 Five generations (Great, great grandparents)
 More than five generations

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

- Full-time
 Part-Time

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, number of varieties, and diversity of your operation in 2010. *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.*

Ownership	Enter a number
Number of acres of winegrapes managed in 2010 in Lodi	_____ Acres
Number of acres of winegrapes managed in 2010 in total (all regions)	_____ Acres
Number of acres owned of total in all regions	_____ Acres
Number of acres leased of total in all regions	_____ Acres
Number of acres managed as hired consultant/contractor of total in all regions	_____ Acres
Certifications	
Of the total acres you manage, how many are certified organic?	_____ Acres
In what year did you begin organic certification?	_____ Year
Of the total acres you manage, how many are third-party certified sustainable?	_____ Acres
In what year did you begin third-party sustainable 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 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.
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	
100,000-499,999 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 Not Applicable

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

- Yes No

Please estimate your vineyard operation's annual gross income from winegrape growing before expenses and taxes. 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
 \$1,00,000 - \$4,999,999
 Greater than \$5,000,000



Thank you for your Help!

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

If you would like to receive a summary report of this survey, please contact:

Dr. Mark Lubell

DESP

One Shields Avenue, University of California, Davis, CA 95616

(530) 752-5880 mnlubell@ucdavis.edu

CODE

