

**Risk Management Tool Survey
for the
Iowa Grape & Wine Industry
Results**

July 28, 2007

By Craig Tordsen

Value Added Agriculture Programs

Iowa State University Extension

Sponsored by USDA, Risk Management Agency



| 1. Survey Response Rate | | |
|--|-----|------|
| Number of Names on List | 573 | |
| Surveys Completed | 154 | |
| Percentage Completed | 27% | |
| 2. Do you own or operate a grape vineyard? | | |
| Yes | 130 | 84% |
| No | 24 | 16% |
| Total Responses | 154 | 100% |
| 3. If you answered No to the last question, do you plan to own or operate a vineyard in the future? | | |
| Yes | 19 | 79% |
| No | 5 | 21% |
| Total Responses | 24 | 100% |
| 4. Do you own or operate a winery? | | |
| Yes | 50 | 35% |
| No | 94 | 65% |
| Total Responses | 144 | 100% |
| 5. If you answered No to the last question, do you plan to open a winery in the future? | | |
| Yes | 41 | 44% |
| No | 53 | 56% |
| Total Responses | 94 | 100% |
| 6. If you are a grower only, do you have a contract/agreement with a winery or processor to purchase your grapes? | | |
| Yes | 31 | 32% |
| No | 67 | 68% |
| Total Responses | 98 | 100% |
| 7. As a grape grower, please identify the 3 most important issues/concerns that will impact the future growth of your business. | | |
| Weather-related issues (i.e., spring frost, hail, drought, wind, excessive rain at | 69 | 55% |
| Maintaining a trained vineyard labor force | 49 | 39% |
| Disease and insect problems | 47 | 38% |
| Controlling Multicolored Asian Lady Beetle (MALB) | 40 | 32% |
| Having sufficient markets | 40 | 32% |
| Cold hardiness problems | 25 | 20% |
| My age | 23 | 18% |
| Availability of suitable vineyard land | 16 | 13% |
| Proximity to a local winery | 7 | 6% |
| Lack of suitable cultivars | 6 | 5% |
| Access to commercial vineyard contract machine operators | 4 | 3% |
| Minimizing liability issues with worker injuries | 3 | 2% |
| Total Responses | 125 | |

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8. What topics related to grape production would you or your employees find helpful if provided in future workshops and training sessions or in educational tools? Please check all that apply.

| | | |
|--|-----|-----|
| Pest control | 84 | 68% |
| Pruning | 77 | 62% |
| Canopy management | 76 | 61% |
| Fertilization | 68 | 55% |
| Vine training programs | 63 | 51% |
| Yield and quality sampling methods | 61 | 49% |
| Harvesting | 47 | 38% |
| Cultivar selection | 43 | 35% |
| Marketing & Contracts | 43 | 35% |
| Trellising | 35 | 28% |
| Proper storage | 32 | 26% |
| Business Management | 27 | 22% |
| Vineyard design | 24 | 19% |
| Risk Management | 22 | 18% |
| Worker protection | 21 | 17% |
| Worker Training Programs | 21 | 17% |
| Machinery operation | 17 | 14% |
| Personnel Training | 16 | 13% |
| Planting | 12 | 10% |
| Other, please specify | 8 | 6% |
| Dealing with neighbors and 2,4-D Drift | 1 | |
| Applying Chemicals Safely | 2 | |
| Specific Cultivar Management | 1 | |
| Organic Production Methods and Certification | 1 | |
| Access to Chemical Spraying Business | 1 | |
| Bird Problems | 1 | |
| Grape Quality, Ripeness & Vine Balance | 1 | |
| Total Responses | 124 | |

9. What business management topics would you find helpful in future workshops and training sessions or in educational tools? Please check all that apply.

| | | |
|--|-----|-----|
| Marketing | 52 | 47% |
| Marketing & contracts | 50 | 45% |
| Operations management | 48 | 44% |
| Finding financing | 38 | 35% |
| Writing a business plan | 34 | 31% |
| Marketing your grapes online | 34 | 31% |
| Business management | 31 | 28% |
| Worker training programs | 25 | 23% |
| Feasibility studies | 24 | 22% |
| Risk management | 24 | 22% |
| Personnel training | 19 | 17% |
| Working with your distributor | 17 | 15% |
| Human resources | 15 | 14% |
| Other, please specify | 3 | 3% |
| Crop Insurance, Business Liability | 1 | |
| Marketing Organic Grapes | 1 | |
| Training of Seasonal and Part Time Workers | 1 | |
| Total Responses | 110 | |

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Economic impact of vineyards on the economy of the state is important information. Your information consolidated with that of others will be used to build better legislative support.

10. How many plants do you have in your vineyard?

| | Responses | % | # Vines | % |
|------------------------|-----------|-------------|----------------|-------------|
| 999 or Less | 26 | 50% | 10,983 | 11% |
| 1,000 to 1,999 | 14 | 27% | 19,350 | 19% |
| 2,000 to 3,999 | 8 | 15% | 19,450 | 19% |
| 4,000 and over | 4 | 8% | 52,500 | 51% |
| Total Responses | 52 | 100% | 102,283 | 100% |

11. Please estimate how many people work in your vineyard each year? (Please use a number)

| | Responses | # Workers |
|-----------|-----------|-----------|
| Full Time | 75 | 111 |
| Part Time | 100 | 410 |

12. Please estimate how many hours years of labor does it take to operate your vineyard each year?

| | Responses | % | Hours | % |
|------------------------|------------|-------------|---------------|-------------|
| Less than 500 hours | 62 | 57% | 14,819 | 16% |
| 500 to 999 hours | 23 | 21% | 13,970 | 15% |
| 1,000 to 2,000 hours | 17 | 16% | 35,000 | 39% |
| More than 2,000 hours | 7 | 6% | 26,900 | 30% |
| Total Responses | 109 | 100% | 90,689 | 100% |

13. What is the total salaries and benefits (Health Insurance, Retirement, Vacation, Sick Leave) that your vineyard pays?

| Salaries | Responses | % | Dollars | % |
|------------------------|-----------|-------------|------------------|-------------|
| Less than \$5,000 | 13 | 50% | \$28,112 | 6% |
| \$5,000 to \$9,999 | 3 | 12% | \$21,300 | 4% |
| More than \$10,000 | 10 | 38% | \$447,792 | 90% |
| Total Responses | 26 | 100% | \$497,204 | 100% |

| Benefits | Responses | % | Dollars | % |
|------------------------|-----------|-------------|-----------------|-------------|
| Less than \$5,000 | 6 | 100% | \$41,245 | 100% |
| Total Responses | 6 | 100% | \$41,245 | 100% |