

**Risk Management Tools
for the
Grape Industry in Minnesota & Wisconsin
Survey Results
October 9, 2007
Iowa State University Extension
USDA, Risk Management Agency**



Survey Response Rate	MN	WI
Number of Names on List	555	206
Surveys Completed	263	72
Percentage Completed	47%	35%

1. Do you own or operate a grape vineyard?	MN	%	WI	%
Yes	176	67%	53	74%
No	87	33%	19	26%
Total	263	100%	72	100%

2. Do you plan to own or operate a vineyard in the future?	MN	%	WI	%
Yes	61	70%	13	68%
No	26	30%	6	32%
Total	87	100%	19	100%

3. How many years have you been growing grapes?	MN	%	WI	%
0 to 1 years	59	32%	16	28%
>1 to 3 years	43	23%	8	14%
>3 to 5 years	35	19%	7	12%
>5 to 9 years	25	13%	18	32%
>9 to 19 years	16	9%	6	11%
>19 years	8	4%	2	4%
Responses	186	100%	57	100%

4. If you wish to be included in the master database distributed to pesticide applicators, please provide the following information. This information can be found at your local Natural Resource Conservation Service office, University Extension office, in a county plat book, or on your property tax statement.				
	MN	%		
Responses	84		27	

5. May we release your contact and vineyard location information to commercial pesticide applicators?	MN	%	WI	%
Yes	84	47%	27	49%
No	93	53%	28	51%
Total	177	100%	55	100%

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6. Who is your intended fruit buyer or market? Please check all that apply.	MN	%	WI	%
process on site for personal use	60	32%	15	21%
process in my own commercial winery	32	17%	29	40%
ship grapes to a commercial winery in my own state	100	53%	27	38%
ship juice to a commercial winery in my own state	8	4%	2	3%
ship grapes to a commercial winery out of state	15	8%	18	25%
ship juice to a commercial winery out of state	4	2%	5	7%
sell grapes or juice at local farmers markets or grocery stores	27	14%	9	13%
sell onsite in a "pick your own" operation	40	21%	15	21%
Responses	187		72	

7. May we release your contact and cultivar information to grape processors and wineries?	MN	%	WI	%
Yes	133	73%	47	82%
No	49	27%	10	18%
Total	182	100%	57	100%

8. If you are a grower only, do you have a contract/agreement with a winery or processor to purchase your grapes?	MN	%	WI	%
Yes	40	24%	11	25%
No	124	76%	33	75%
Total	164	100%	44	100%

9. As a grape grower, please identify the 3 most important issues/concerns that will impact the future growth of your business.	MN	%	WI	%
Disease and insect problems	117	63%	37	64%
Weather-related issues (i.e., spring frost, hail, drought, wind, excessive rain at harvest)	94	51%	33	57%
Controlling Multicolored Asian Lady Beetle (MALB)	71	38%	22	38%
Having sufficient markets	57	31%	19	33%
Maintaining a trained vineyard labor force	48	26%	16	28%
Cold hardiness problems	45	24%	13	22%
My age	36	19%	14	24%
Availability of suitable vineyard land	29	27%	8	26%
Lack of suitable cultivars	18	10%	8	14%
Proximity to a local winery	12	6%	4	7%
Minimizing liability issues with worker injuries	7	4%	1	2%
Access to commercial vineyard contract machine operators	6	3%	0	0%
Responses	185		58	

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10. 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.

	MN	%	WI	%
Pest control	128	68%	42	72%
Pruning	126	67%	32	55%
Canopy management	113	60%	36	62%
Vine training programs	109	58%	33	57%
Fertilization	106	57%	31	53%
Yield and quality sampling methods	105	56%	26	45%
Marketing & Contracts	86	46%	18	31%
Trellising	81	43%	18	31%
Harvesting	76	41%	20	34%
Cultivar selection	60	32%	29	50%
Proper storage	57	30%	14	24%
Business Management	47	25%	13	22%
Vineyard design	46	25%	12	21%
Risk Management	36	19%	10	17%
Planting	31	17%	12	21%
Worker Training Programs	23	12%	5	9%
Personnel Training	21	11%	4	7%
Machinery operation	20	11%	7	12%
Worker protection	16	9%	5	9%
Other, please specify	10	5%	4	7%
	187		58	
Other, please specify	MN		WI	
A good spray program to control fungus and disease.	1			
Weed Control	2			
Maintaining and growing a healthy market	1			
Government interference	1			
Utilizing migrant workers	1			
Irrigation	1			
sustainability, alternative markets, agri-resource	1			
Spray Programs	1			
Knowing which varieties will be in demand in 5 years.	1			

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

	MN	%	WI	%
Marketing	92	56%	24	46%
Marketing your grapes online	80	49%	14	27%
Marketing & contracts	79	48%	18	35%
Operations management	64	39%	15	29%
Writing a business plan	45	27%	11	21%
Business management	44	27%	9	17%
Risk management	42	26%	9	17%
Feasibility studies	41	25%	9	17%
Finding financing	36	22%	12	23%
Working with your distributor	27	16%	7	13%
Worker training programs	18	11%	4	8%
Personnel training	13	8%	3	6%
Human resources	12	7%	6	12%
Other, please specify	3	2%	6	12%
Responses	164		52	

Other, please specify	MN	WI
Keeping records on computer	1	
Step by Step Help with State and Federal Winery Permitting	1	
definitions of "risk management" and "feasibility"	1	

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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.

12. How many people work in your vineyard? (Total Paid and Unpaid)	MN	%	WI	%
Full Time Staff				
>0 to 1	44	51%	16	42%
2	31	36%	18	47%
3	4	5%	3	8%
4	4	5%	1	3%
5 or More	3	3%	0	0%
Responses	86	100%	38	100%
Total Full Time Staff	152		65	

Seasonal Staff				
>0 to 5	99	76%	27	69%
>5 to 10	25	19%	9	23%
>10 to 20	1	1%	1	3%
>20 to 30	4	3%	1	3%
>30	1	1%	1	3%
Responses	130	100%	39	100%
Total Seasonal Staff	555		374	

13. Please estimate the total hours of labor needed to operate your vineyard each year.	MN	WI
145 Responses	118,873	
44 Responses		54,921

14. What is the total salaries and benefits (Health Insurance, Retirement, Vacation, Sick Leave) that your vineyard pays?	MN	WI
Salaries: 18 Responses	\$336,347	
Benefits: 3 Responses	\$30,500	

15. Do you own or operate a winery?	MN	%	WI	%
Yes	34	16%	46	72%
No	177	84%	18	28%
Total	211	100%	64	100%

16. Do you plan to open a winery in the future?	MN	%	WI	%
Yes	110	62%	21	58%
No	68	38%	15	42%
Total	178	100%	36	100%

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Please provide your contact information.	MN	%	WI	%
Response	263		72	

Cultivars	MN # of		WI # of	
	Vines	%	Vines	%
Frontenac	34,260	20%	13,537	12%
La Crescent	32,350	19%	18,161	16%
Frontenac Gris	26,216	15%	2,346	2%
Marquette	21,988	13%	8,799	8%
Marechal Foch	10,269	6%	28,694	25%
St. Croix	9,162	5%	4,166	4%
Prairie Star	8,352	5%	4,555	4%
Sabrevois	5,505	3%	3,273	3%
Brianna	3,394	2%	900	1%
St. Pepin	2,785	2%	6,226	6%
Kay Gray	2,754	2%	0	0%
Edelweiss	2,749	2%	3,692	3%
Valiant	2,292	1%	0	0%
Blue Bell	1,765	1%	371	0%
Swenson	1,474	1%	65	0%
King of the North	1,440	1%	0	0%
Louise Swenson	1,129	1%	24	0%
Misc.	5,542	3%	17,847	16%
Total	173,426	100%	112,656	100%
Response	152		61	

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Minnesota Growers Ranked by Number of Vines in their Vineyard	# of	
	Growers	%
5000 to 8,200 Vines	6	4%
3,000 to 4,999 Vines	9	6%
1,000 to 2,999 Vines	35	23%
100 to 999 Vines	75	49%
0 to 99 vines	27	18%
Total Vineyards Reporting	152	100%

Minnesota Metro Growers Ranked by Number of Vines in their Vineyard	# of	
	Growers	%
5000 to 8,200 Vines	3	6%
3,000 to 4,999 Vines	6	12%
1,000 to 2,999 Vines	12	23%
100 to 999 Vines	21	40%
0 to 99 vines	10	19%
Total Vineyards Reporting	52	100%

Minnesota Northwest Growers Ranked by Number of Vines in their Vineyard	# of	
	Growers	%
5000 to 8,200 Vines	0	0%
3,000 to 4,999 Vines	1	4%
1,000 to 2,999 Vines	8	33%
100 to 999 Vines	12	50%
0 to 99 vines	3	13%
Total Vineyards Reporting	24	100%

Minnesota Northeast Growers Ranked by Number of Vines in their Vineyard	# of	
	Growers	%
5000 to 8,200 Vines	0	0%
3,000 to 4,999 Vines	0	0%
1,000 to 2,999 Vines	0	0%
100 to 999 Vines	0	0%
0 to 99 vines	1	100%
Total Vineyards Reporting	1	100%

Minnesota Southwest Growers Ranked by Number of Vines in their Vineyard	# of	
	Growers	%
5000 to 8,200 Vines	2	4%
3,000 to 4,999 Vines	2	4%
1,000 to 2,999 Vines	13	25%
100 to 999 Vines	27	52%
0 to 99 vines	8	15%
Total Vineyards Reporting	52	100%

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Minnesota Southeast Growers Ranked by Number of Vines in their Vineyard	# of Growers	%
5000 to 8,200 Vines	1	4%
3,000 to 4,999 Vines	0	0%
1,000 to 2,999 Vines	7	30%
100 to 999 Vines	10	43%
0 to 99 vines	5	22%
Total Vineyards Reporting	<u>23</u>	<u>100%</u>