



UNIVERSITY OF MINNESOTA | EXTENSION

Northern Grapes Project: Baseline and Economic Impact Study

JUNE 4TH, 2014

NORTHERN GRAPES PROJECT GOALS

- The vine
- In the vineyard
- At the winery
- Marketing and economics



MARKETING AND ECONOMICS

- Tasting room customer preferences, satisfaction, and sales (Gomez, Cornell)
- Tasting room visitors and tourists (Holecek and McCole, Michigan State)
- Winery collaboration (Holecek and McCole, Michigan State)
- Economic impact and baseline study (Tuck and Gartner, Minnesota)

BASELINE STUDY & EIA

- Developed 2 questionnaires
 - Vineyards
 - Wineries
- Email invites to all lists provided
- Northern Grapes webinars open link
- Based on lists, had an overall response rate of 21%.
- Sent in early spring (March-April)



ECONOMIC IMPACT APPROACH





UNIVERSITY OF MINNESOTA | EXTENSION

Driven to DiscoverSM

© 2014 Regents of the University of Minnesota. All rights reserved.

The University of Minnesota is an equal opportunity educator and employer. This PowerPoint is available in alternative formats upon request. Direct requests to 612-625-8233.

MAKING A DIFFERENCE IN MINNESOTA: ENVIRONMENT + FOOD & AGRICULTURE + COMMUNITIES + FAMILIES + YOUTH