

Economics and Marketing for Cold Hardy Grapes

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Project Activities

- Economic Impact; Grape Growing and Wineries
- Baseline Monitoring; Grape Growing and Wineries
- Policy, Winery Sales
- Branding of New Grapes and Wineries
- Tasting Room and Consumer Behavior
- Vinters Quality Alliance (VQA)
- Connections to Tourism

Reasons for Project Activities

- Cold hardy grapes and their wines have little consumer awareness
- Emerging and Growing Industry
- Policy is often haphazard
- Tourism is a big part of winery operations
- Relatively high price of wines requires brand equity development
- Baseline Monitoring for Project Assessment

