

Pennsylvania Wine Industry Needs Assessment Survey – Summer 2011

Goals

The loss of the extension enologist in Pennsylvania has resulted in a lack of enology extension services and a clear understanding of wine industry needs. In May 2011, I was hired by Penn State to serve the winemaking needs of the Pennsylvania wine industry. As one of my primary goals upon hire, I prepared a *Needs Assessment Survey* in an effort to hear your voices. In addition to the use of this survey, several individual discussions were/are being held between several Pennsylvania winemakers and me. By the end of the 2011 calendar year, I am hoping to identify several priorities of the Pennsylvania wine industry and address these needs through workshops, short courses, seminars, key note speakers, extension publications, and a future extension enology website.

My primary goals of this survey are to identify the current enological/winemaking problems that are faced on an annual basis, determine the most preferred methods of education and communication amongst industry professionals, and establish several topics of interest to the industry. Please keep in mind that this is a way for me to:

- Get to know *you* and your needs/wants
- Learn about *your* winery facilities
- Establish what winemaking training and/or topics *you* need
- Determine the most effective way to deliver information to *you*

It should be noted that although the summation of these results will be calculated, individual responses will remain confidential. This means that although I will be able to identify you with the survey and whether or not you participated, your responses will remain completely confidential amongst the industry. At the close of this survey, I will prepare a small report to share with the Pennsylvania wine industry. Again, no one person or winery will be identified in that report. It is strictly a summary of the results.

Your participation is voluntary, but responses will be used to tailor my program in the future years and meet the needs of this industry. These questions are essential to determine the stated goals, and the survey should only take between **10 to 15 minutes** of your time. If you choose not to participate, thank you for taking the time to read through this brief note. If you choose to participate, thank you in advance for your time.

If you have any other questions, please contact me:
Denise Gardner, Extension Enologist
217 Food Science Building, University Park, PA 16803
Ph: 814-867-0431

Some Instructions

The first question is in an interesting format. **Please make sure you check 2 boxes per row.** In the image below, I added a red line to separate the 2 different sides of answers for each row. **THERE IS NO RED LINE ON THE SURVEY – THIS IS FOR DEMONSTRATION ONLY.** Please refer to the image below if you need help answering this question.

PA Wine Industry Needs Assessment Exit this survey

90%

*** This question requires an answer. Please choose your level of understanding and then "yes" or "no" to an educational event.**

1. Below I have listed a series of enological topics important to a commercial winery. On the left (first 3 boxes), please indicate your LEVEL OF CONFIDENCE in relation to the amount of knowledge you have on the topic. On the right (last 2 boxes), please check whether or not you would attend a workshop/seminar, short course, or other educational event in the next 2 years concerning each topic of interest.

	Minimal Understanding of Topic	Moderate Understanding of Topic	Considerable Understanding of Topic	Yes to a Workshop	No to a Workshop
Basic Winemaking Principles & Practices	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Harvest Operations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Primary Fermentation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MLF / Secondary Fermentation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sub-Optimal Fruit Production	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sweet Wine Production	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Hybrid Grape Production	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Red Wine Enhancement	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Juice & Wine Analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Filtration Methods	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Barrel / Oak Programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Wine Microbiology	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

One answer on each side of the red line, please!

The last day to take this survey is Thursday, July 28, 2011.

Link to Survey:

<http://www.surveymonkey.com/s/68SRRTN>