

We're all in this together  
*grower –winery relationships*

Donniella Winchell  
Ohio Wines

[dwinchell@OhioWines.org](mailto:dwinchell@OhioWines.org)



# It starts with a strategic plan

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- Why local fruit?
- What does grower need?
- What does winery need?
- Where is the nexus?
- Reaching a consensus that works for all.



# Wine is born in the vineyard

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- Local Fruit is essential to all – for at least some of the line
  - Appellation
  - Quality control
  - ‘When in Rome’
  - Politico support



# What does a grower need?

- **Good ‘research’ prior to land acquisition and planting**
- **Reasonable return on investment**
- **Long term commitment**
- **Exceptional viticultural techniques**
- **Understanding of the variables of the market place**
- **Recognition that often the ‘farmer’ is not the most highly paid part of the chain**
- **Limited ‘traditional’ palate for varieties outside the vinifera sphere**



# What does the winery need?

- Exceptional fruit
- Understanding of the need to build on/opportunity to exploit the 'local' factor
- Long term commitment
- Understanding of the power of agriculture
- Willingness to help guide the farmer
- Understanding of 'when in Rome'
- Reasonable pricing structure



# What is the nexus?

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- Profitability through marketing
- ‘Serious’ media acceptance
- Local pride
- Mutual support:  
‘Teamwork, Teamwork’



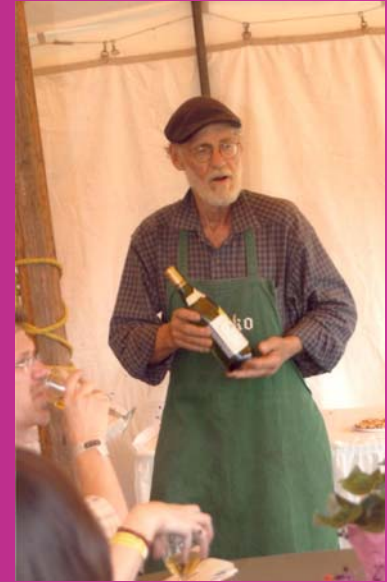
# Marketing and other ideas to make it work

- Farmers' markets - agricultural roots/urban access
- 'Grape' tastings
- Wine and food pairings
  - **Regional foods**
  - **'Slow food' movement**
  - **Buy local**
  - **Creameries**



# More ideas

- Vineyard designations on labels
- Bring growers along to events
- Use 'curmudgeon' factor
- Media likes cooperative spirits
- Media likes 'trends'
- View sheds are important
  - Especially important for 'urban' wineries





# Still more ideas



- Grower leadership on legislative initiatives
- Value added agriculture grants
- Help from Farm Bureau, Farmers' Union
- Converting other crop growers
- Adopt a grape
- 'Proprietary' labels – 83-11% reality
- Help from university researchers
- 'Green' movement



# Reality check



- Bottom line: 'It's all about the money'
- Limited availability of fruit
- Unpredictable weather
- Fickle consumer
- Skeptical media
- Personality clashes
- Growers' conversion to wineries



# But finally.....

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- The diameter of the pie determines the size of each slice.....
- More is to be gained by working together than by going it alone.

