



## LISW Sustainable Wine Professional - Course Exit Survey

Please take a moment to complete our survey! Your feedback is important to us.

\* 1. How did you hear about the LISW Sustainable Wine Professional course?

- |                                    |  |
|------------------------------------|--|
| <input type="radio"/> Employer     | <input type="radio"/> Cornell AgriTech           |
| <input type="radio"/> Social Media | <input type="radio"/> NY Wine & Grape Foundation |
| <input type="radio"/> LISW website | <input type="radio"/> Northeast SARE             |

Other (please specify)

\* 2. How much did this course teach you about sustainable winegrowing?

- |   |                                   |
|---|-----------------------------------|
| <input type="radio"/> A great deal      | <input type="radio"/> A little    |
| <input type="radio"/> A lot             | <input type="radio"/> None at all |
| <input type="radio"/> A moderate amount |                                   |

\* 3. How valuable do you find sustainable winegrowing for the environment?

- |  |   |
|--|---|
| <input type="radio"/> Extremely valuable | <input type="radio"/> Not so valuable     |
| <input type="radio"/> Very valuable      | <input type="radio"/> Not at all valuable |
| <input type="radio"/> Somewhat valuable  |   |

\* 4. How valuable do you find sustainable winegrowing to the community?

- |  |   |
|--|---|
| <input type="radio"/> Extremely valuable | <input type="radio"/> Not so valuable     |
| <input type="radio"/> Very valuable      | <input type="radio"/> Not at all valuable |
| <input type="radio"/> Somewhat valuable  |   |

\* 5. How valuable do you find sustainable winegrowing for the quality of wine?

- |  |   |
|--|---|
| <input type="radio"/> Extremely valuable | <input type="radio"/> Not so valuable     |
| <input type="radio"/> Very valuable      | <input type="radio"/> Not at all valuable |
| <input type="radio"/> Somewhat valuable  |   |

\* 6. Do you work with wine professionally?

Yes

No



Consumer / Non-Professional

7. Do you have any additional feedback about the Sustainable Wine Professional course?

\* 8. Are you interested in future opportunities to learn about sustainable wines?

Yes

No



## Wine Professional

\* 9. What aspect of the wine industry do you work in?

- |  |  |
|--|--|
| <input type="radio"/> Vineyard Management    | <input type="radio"/> Retail           |
| <input type="radio"/> Winemaking             | <input type="radio"/> Restaurant       |
| <input type="radio"/> Tasting Room           | <input type="radio"/> Marketing        |
| <input type="radio"/> Wine Club              | <input type="radio"/> Public Relations |
| <input type="radio"/> Winery Wholesale       | <input type="radio"/> Media            |
| <input type="radio"/> Distribution           |  |
| <input type="radio"/> Other (please specify) |  |

\* 10. Have you previously received training in sustainable winegrowing?

- Yes  
 No

\* 11. **Before** taking this course, how often did you discuss sustainable winegrowing in customer interactions?

- |                                 |  |
|---------------------------------|--|
| <input type="radio"/> Always    | <input type="radio"/> Rarely                           |
| <input type="radio"/> Usually   | <input type="radio"/> Never                            |
| <input type="radio"/> Sometimes | <input type="radio"/> I do not interact with customers |

\* 12. **After** taking this course, how often do you discuss sustainable winegrowing in customer interactions?

- |                                 |  |
|---------------------------------|--|
| <input type="radio"/> Always    | <input type="radio"/> Rarely                           |
| <input type="radio"/> Usually   | <input type="radio"/> Never                            |
| <input type="radio"/> Sometimes | <input type="radio"/> I do not interact with customers |

\* 13. How likely are you to discuss sustainable winegrowing in customer interactions going forward?

Very likely

Unlikely

Likely

Very unlikely

Neither likely nor unlikely

I do not interact with customers

\* 14. Do you work for an LISW 'Certified Sustainable' vineyard?

No

Yes (please specify)



LISW 'Certified Sustainable' Vineyard

\* 15. Approximately how many **off-premise** wholesale placements have you made as a result of highlighting your sustainable certification?

- 0
- 1-5
- 5-10
- 10+
- Unsure

\* 16. Approximately how many **on-premise** wholesale placements have you made as a result of highlighting your sustainable certification?

- 0
- 1-5
- 5-10
- 10+
- Unsure

\* 17. Approximately how many wine club members have you gained as a result of highlighting your sustainable certification?

- 0
- 1-5
- 5-10
- 10+
- Unsure

\* 18. Approximately how many cases of wine have you sold at retail from your tasting room as a result of highlighting your sustainable certification?

- 0
- 1-5
- 5-10
- 10+
- Unsure

\* 19. Approximately how many tastings have you sold in your tasting room as a result of your sustainable certification?

0

10+

1-5

Unsure

5-10

\* 20. To what extent do you feel that your sustainable certification increases customer loyalty to your brand?

A great deal

A little

A lot

None at all

A moderate amount

\* 21. To what extent do you believe your sustainable certification increases the value of your wine in the eyes of the consumer?

A great deal

A little

A lot

None at all

A moderate amount

22. Would you be willing to share a brief testimonial about the Sustainable Wine Professional course for our grant report to Northeast SARE? If so, please enter your testimonial in the comment box below.