

Wine Grape Survey Key Findings

Key Findings	2022	2021
Total Responses	60	41
Grape Sales (Total Revenue or Value)	\$ 22,485,849	\$ 12,640,976
Wine Sales (Cases)	953,810	602,054
Total Acreage Owned & Rented (Acres)	3,334	2,333
Average Farm Size (Acres)	32	40
Revenue per Acre*	\$ 6,744	\$ 5,418
Price per Ton**	\$ 2,453	\$ 1,970
Percent Labeled as 'Michigan Wine'	92%	88%

* Total Revenue/Total Acreage

** Average Revenue/2.75 tons to the acre per the 30-year Chateau Chantal average



77.2 Acres of Wine Grapes Planted in 2023



MWC Committee Interest

Committees	# Interested
Research and Education	10
Other (please specify)	7
Sustainability - Vine Balance	6
Finance, Grants, & Foundation	6
Board Seat - we have a few openings	6
Membership - increase members	4
Marketing - drive the Cold is Hot	2

Response to Cool is HOT! The Good

- I love it.
- Keep it going.
- Yes. Keep up the good work!
- I saw a lot of it in my inbox and on social media, but I also already subscribe to these accounts. I was not in an area where I encountered any other form of campaign, so it's hard for me to truly understand the importance or impact of the different avenues.
- I think it has fallen a bit on deaf ears, but it is in its infancy as a campaign. Very promising!
- I would love more focus in the messaging, what really sets us apart from California, Washington, etc...

Response to Cool is HOT! The IDK

- Never heard of it.
- Not familiar... which I guess is feedback
- Not really, sounds cheesy.
- Have not seen anything on this promotion!
- I don't know this.
- I haven't heard of it.
- This has nothing to do for the winegrowers.
- This means nothing to us growers.
- Too early.
- Luke warm.

Response to Cool is HOT! The Ugly

- Yes, don't promote hybrids. We need to establish our reputation. We moved away from the wines produced in the 70s.
- YES! Don't promote hybrids! It is killing our industry in the long run and benefit very few people growing grapes where they should not! MI from the 1990 is a vinifera state!
- Yes, do not promote hybrids. We are not hybrids growers like Minnesota, Ohio for Illinois. We need to compete for our reputation with NY, WA, OR and CA. Don't promote cheap and sweet hybrid wines sold only in the testing rooms.
- Do not promote hybrids please. We work hard to be recognized for good quality Wines.
- While I appreciate the effort in launching a marketing campaign for the Michigan wine industry, I am not in support of the COOL is HOT marketing campaign. In my opinion, the Michigan wine industry marketing needs to be taken to a more professional, minimal, sophisticated, and visually stunning level - showcasing our unique & varied terrain throughout the state, farmer & winegrower portraits & their captivating stories.
- It's cheeky
- It is worthless
- Not a fan at all