

LODI WINEGRAPE COMMISSION

Strategic Direction

Vision

To be the most dynamic region in California for winegrowing and winemaking, so that our community is fully sustained for generations to come.

Mission

To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

Core Values

Unity - We collaborate and challenge each other to be our best.

Heritage - We honor our history by building on the accomplishments and wisdom of generations before us.

Sustainable - We respect our land and invest in our community to ensure the longevity of both.

Innovation - We embrace progress by spearheading new technology, initiating research, and implementing modern ideas.

Leadership - We inspire our industry and cultivate and encourage future generations to exceed our legacy.

What we do

We sustain

We empower

We collaborate and challenge

We honor

We respect and invest

We embrace, initiate and implement

We inspire, cultivate and encourage



Strategic Priorities

Objectives

Initiatives

The Lodi Brand & Story

Establish brand clarity integrating the heart and soul of Lodi to increase awareness. Tell our story while collaborating with our partners.

- Accelerate broad market awareness
- Increase value and demand of Lodi winegrapes among grape buyers
- Increase demand of Lodi wines among wine buyers and invest in new markets
- Elevate the image and perception of Lodi grown wines and vineyards.
- Support wineries who invest in putting the Lodi AVA on the front label

- Engage in a branding process to reinvigorate the Lodi brand
- Develop the Lodi story and key messages
 - Integrate farmer, vineyards, and LODI RULES talking points into the story narrative
- Identify and train spokespersons
- Focus audience outreach for greatest impact
 - Increase sampling of Lodi grown wines among core influencers to showcase quality
- Create a five-year marketing plan
 1. Broad market awareness
 2. Destination marketing
- Integrate the brand across all marketing channels and into all initiatives
- Create vineyard agritourism opportunities

Business Success

Establish programs to increase demand, working with winegrowers and wineries to increase sales of Lodi winegrapes and wine.

- Winegrape Growers:
- Influence winegrape buyers with Lodi regional brandmessage
 - Grow LODI RULES and its impact
- Wineries:
- Expand wine sales and establish new sales channels
 - Use the LODI RULES in the brand narrative
 - Strengthen tourism marketing via collaboration to grow DTC sales

- Winegrape Growers:
- Develop a database and an approach to connect with top winegrape buyers and marketers
 - Evaluate industry tradeshow and determine ways to enhance involvement with meaningful outreach and networking
 - Create networking opportunities for winegrape growers and buyers/winemakers
- Wineries:
- Evaluate national and regional events and prioritize participation to position Lodi wines among buyers
 - Engage in key export opportunities aligned with CA Wine Institute programs

Education & Innovation

Support and create educational programs to grow stakeholders' profitability.

- Engage the next generation of leaders
- Winegrape Growers:
- Evaluate education programming and encourage constituent involvement
 - Prioritize premiumization, vineyard profitability, IPM, sustainability, quality, and mechanization
 - Connect research needs of winegrowers with leading experts to drive innovation
- Wineries:
- Improve customer experience for guests visiting Lodi Wine Country
 - Improve business professionalism and capabilities
 - Improve Lodi wine quality

- Develop a Lodi specific leadership program to engage the next generation of leaders to invest in their community and organization
- Winegrape Growers:
- Evaluate current education programs and create tools and opportunities with the greatest impact to winegrower constituents
 - Invest in outreach that supports profitability, sustainability, efficiency, premiumization, and pest management
 - Network with research community and key innovators
 - Communicate key learnings to growers and key influencers for maximum benefit
- Wineries:
- Invest in hospitality training
 - Develop educational programs that improve winery skills quality, and capabilities

Lodi Winegrape Commission

Communicate our value among winegrape producers and stakeholders. Showcase results and optimize the organizational capacity.

- Build pride among the constituents and celebrate the organization's successes through consistent communication
- The Board of Directors engages with constituent communication
- The Committees take an active role in constituent engagement
- Demonstrate a history of smart investment by the organization and its overall financials health
- Align Commission needs and resources

- Create new ways to bring stakeholders together (ie., annual meeting, round table discussion, involvement in programming, etc.) to engage in two-way communication
- Demonstrate transparency of the inner workings of the commission (ie., financial health, program initiatives, annual plan, etc.)
- Measure success and celebrate accomplishments with consistent and regular communication
- Create tools (ie., hats) to demonstrate member appreciation and sense of ownership.

Our Lodi Community

Enhance the guest experience by working with community partners. Strengthen the Lodi story emphasizing the industry's commitment, economic strength, and community support.

- Collaborate with community partners (Visit Lodi, Chamber, City, County) to align strategic initiatives
- Support development of tourism infrastructure – signage, restaurants, hotels
- Bring forth key messages and integrate them into the narrative to align the commitment and success of the winegrowing community with the Lodi community
- Update quantifiable data to measure the winegrowing community's economic impact

- Align marketing initiatives to reduce duplication of efforts and maximize brand awareness
- Integrate economic data into public relations platform and communicate with elected officials, community groups, media, etc
- Tell the philanthropic story of the winegrowing community
- Tell the story of the winegrowing community's leadership with emphasis on the land, the community and the people