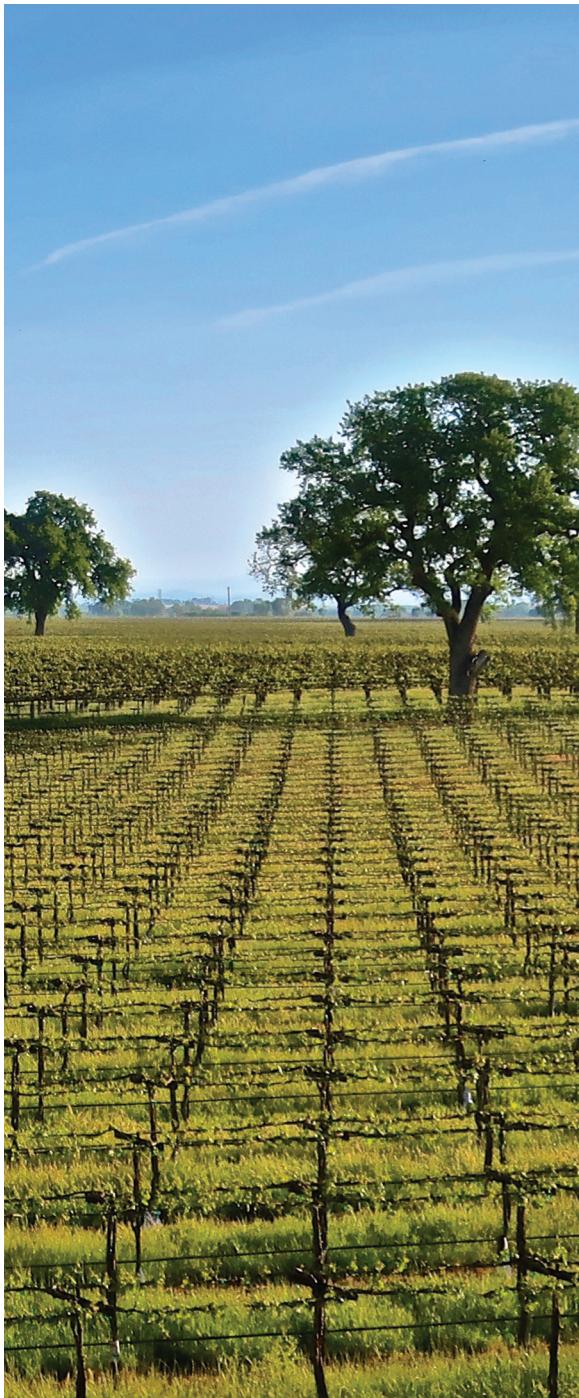


LODI WINEGRAPE COMMISSION

# 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 brand message
- 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 tradeshows 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