

ADVERTISING AND PROMOTION

by Douglas Dunn¹

You may have the finest product and the most attractive prices, but if potential customers don't know about your business, your chances of success are limited. Advertising and promotion refer to activities undertaken to increase sales or enhance the image of a product or business. Advertising is used primarily to inform the potential customer of (1) the availability of products or services, (2) when they are in season, (3) where you are located and (4) anything special about your product. Promotional activities are important for maintaining customer traffic throughout the market season—used early in the season to draw customers to your business and during the season to maintain customer traffic levels during slow periods.

Unfortunately, the benefits of advertising and promotion for direct farm marketers have yet to be consistently demonstrated. Promotion of farm products appears to be effective in some cases, but not in others. The potential for successful advertising and promotion is increased when products are clearly differentiated, are of exceptionally high quality, are very seasonal in nature or are new offerings. Research conducted on direct farm marketing indicates that advertising, with emphasis on product freshness and quality, is more likely to move produce than price cutting.

How much should you spend? It is considered good business in retail marketing to spend 2 to 3 percent of gross sales for advertising. A 1985 survey of direct farm marketers in the mid-Atlantic states showed that producers spent an average of 3 percent of sales on advertising. You may find you cannot afford to do as much advertising as you would like. Therefore, it is important to set priorities. A scattered shotgun approach with limited funds usually ends up with poor results. It is important to plan your advertising program, otherwise you may fritter away your hard earned dollars. Know your targeted customers and direct your appeals to them. Be honest and factual.

On-farm and roadside markets with that "something special" usually build their merchandising program around a distinguishing trademark—a unique sign, display, atmosphere or building design. Advertising is easier to remember and more appealing when backed up by a unique, easily illustratable business name or slogan that clearly and concisely states the nature of the business and/or the principle products sold, e.g., WILBER'S WATERMELONS, APPLE ANNE'S—Fruit, Cider, Bakery Goods, RATZLAFF'S CHEMICAL FREE PRODUCE. Avoid creative names that may serve to confuse your potential customer. Many successful on-farm businesses carry the owner's name, creating a more intimate and sincere relationship with the consumer.

In the summer of 1993, a survey was undertaken of the fresh farm produce outlets in Cochise County, Arizona. Visitors were asked how they learned about the direct farm market they were patronizing. A similar survey was completed in Michigan. The results, summarized as follows, give some indication of the effectiveness of different promotional activities.

How did you learn about this fresh farm outlet?

	<u>Arizona</u>	<u>Michigan</u>
Word-of-mouth; from friends or family	45.4%	51%
Newspaper articles	14.6%	n.a.
Roadside signs	10.6%	21%
Media advertising	9.3%	10%
"Fresh Farm produce" brochure	3.4%	n.a.
Travel information centers	n.a.	3%
From other producers/businesses	4.2%	n.a.

Have you seen/heard the following advertisements?

	<u>Arizona</u>
Roadside signage	68%
Newspaper articles	49%
Newspaper advertising	48%
"Fresh Farm Produce" brochure	34%
Radio advertising	11%
T.V. coverage	9%

Let's now look at each of these promotional activities and how they might be used in your enterprise. To help you evaluate these advertising options, first ask yourself: Why am I considering doing this? What is it suppose to do? What are my goals? Then seek feedback from your customers, particularly new customers, as to how they heard about you, to determine which advertising media was most effective.

1. **Word-of-mouth**

What can you do to help your present customers spread the word? Provide visitors with your business card. Include fliers or coupons with each purchase and ask your customers to pass them on to family and friends. Develop and distribute "point of purchase" marketing materials and displays:

- A "Fresh Farm Produce" buyers' guide and map (discussed later).
- Information on "how to" pick, reduce spoilage, can, freeze, dry produce, etc.

- Recipes and cooking ideas.
- How to get to other farm outlets and community points of interest.

Build repeat customers through customer satisfaction. Inquire into the customer's needs. Seek suggestions for improvement. If visitors have a bad experience or don't find what they were looking for, they not only don't return, but will also tell others where not to stop.

Maintain a guest register or ask customers to fill out a pre-printed card. Then mail them a postcard or flier at the start of next year's season thanking them for their business, indicating when different produce will be available and inviting them back. Hopefully they will also bring others. Consider having customers register directly on to a postcard. Later, print your message on the reverse side. This can save you a lot of time.

2. **Media coverage**

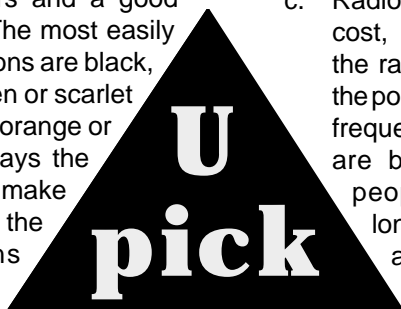
The fresh farm produce outlets in the Willcox, Arizona area have been particularly successful in generating and receiving news coverage in local and regional newspapers and television. Not only has this media coverage been very effective in promoting the outlets, it is free. The direct farm marketers in an area should consider banding together to generate media publicity. Name (contract with) a publicist to develop media opportunities and systematically generate positive publicity for the area's direct farm marketing outlets. This might be done through the local Chamber of Commerce. Organize a media tour of area outlets. Invite the media to special events.

3. Roadside signs

Road side signs are a particularly important information source once travelers are near your business or event. Road side signs can be hindrances if they are not done professionally and kept well maintained. If signs are unattractive, hard to read, home painted and unkept, your operation is likely to start with a bad impression.

The entrance to your business should be clearly marked with a pull-off area on each side of the road. Your initial road sign should, as a rule, be placed at least 2,500 feet from the entrance to your business to allow travelers a safe stopping distance. Then place several advance road signs out from your initial sign that state the distance to your business, e.g., JONES' PRODUCE, 2 MILES. Signage should start from the nearest Interstate or major highway and clearly direct visitors to your business location.

Roadside signs should contain six words or less, with a 1 or 2 word focal point to catch the traveler's interest. Use 7" to 12" letters and a good contrast of colors. The most easily read color combinations are black, dark blue, bottle green or scarlet red on white, yellow, orange or green. It is not always the size of the letters that make them readable, but the space or margins around them. Create a simple logo, such as the example provided, that provides easy recognition.



4. Media Advertising

There are a number of options for media advertising. Interviews with direct farm marketers indicate that the most commonly used mediums are:

- a. Classified ads in the food or for sale sections of the Want Ads of local and regional newspapers: The ad should indicate what is for sale, when and where. Most direct farm marketers do not advertise price.
- b. Display ads in the entertainment or food section or in special supplements of regional newspapers: Such ads should be attractively designed and easy to read, with a limited number of words and a good use of white space. Incorporate a trademark or symbol in every ad so that it is quickly recognized by your regular customers. The advertising department of the newspaper can help you plan a layout. Since such ads are more expensive, cooperative funding should be explored with other area direct farm marketers. A group ad will convey to potential customers the wide variety of outlets, produce and experiences available, and assure visitors that they are likely to get what they want if they make the trip.
- c. Radio ads: Due to their higher cost, spot announcements on the radio must be short and to the point, 15 to 30 seconds. More frequent short announcements are believed to reach more people than less frequent longer ones. Frequent spot announcements can help create name recognition.
- d. Place information articles and/or advertising in area shopping guides, tourist publications, company and special interest newsletters targeted to specific audiences, e.g., Garden Clubs, health food, retirement communities, ethnic food.
- e. Yellow pages listing.

5. **Community brochure/buyers' guide**

Many rural communities have developed an informational brochure or directory that lists all direct farm marketers in the area with a description of the products they offer. Also included is a map of the area with directions to each outlet and a harvest calendar indicating when different fruits and vegetables will be available. Such brochures are often developed with the aid of the county Cooperative Extension office and are funded through a subscription of those businesses listed. Printing and financial aid may also be available through a local utility or the state Department of Agriculture. Such directories will be effective, however, only if they are properly promoted and distributed to prospective customers. The printing cost of the brochure is small compared to the cost of promoting the directory, postage for mailing them and travel costs in placing the directory at travel information centers and brochure racks at strategic locations. This directory should also be distributed at the direct farm market outlets to assist with referrals and encourage return visitors and word-of-mouth promotion. This project might be coordinated by the local Chamber of Commerce.

The Willcox community has implemented a telephone service which out-of-town customers can call for a regularly updated recording indicating produce availability. The service is sponsored through subscriptions from the advertised businesses.

6. **Referrals**

Make sure that the employees of recreation and tourist facilities, motels, gasoline stations, restaurants, campgrounds, the Chamber of Commerce and other visitor oriented businesses are aware of your business. These people can help channel more

customers to you. Make referrals. Exchange customers. Help visitors find the products they are looking for. The Cochise County survey found that many visitors were not aware of the wide diversity of products available at other locations. Some returned home without purchasing sought-after items. When asked what other products or activities they would like to see offered, a significant number of visitors indicated a park/picnic area, swimming, horseback riding, a good place to eat—not knowing that those facilities were available in the Willcox community. A community brochure and map to local restaurants, museums, motels, retail shops, swimming and other recreational facilities should be available at the farm outlets.

7. **Special festivals**

Agricultural festivals can be effective in attracting visitors to your community. They can generate additional sales if on-site activities are provided which bring potential customers in contact with your products. Such on-site activities might include things like hay rides, pick your own pumpkin (or watermelon), menudo cook-off, celebrity tomato pitch, watermelon seed spitting contest and farm tours. Unfortunately, the research indicates that limited spending on fresh farm products occurred at agricultural festivals mainly because such products (even those that the festival was named after) were not widely available. The festival activities often interfered with visitors getting to local businesses and on-farm outlets.

8. **Special tours**

Field trips and special tours have proven effective in bringing people to the area and your business that might not have made it on their own. Such groups include garden clubs, residents of retirement communities, ethnic clubs, foreign visitors and com-

panypicnics. School tours have been effective in stimulating return visits by the children with their parents in tow.

9. **Coupons, special discounts, drawings**

Experience indicates that general discounting can be counter productive in the direct marketing of farm produce. A discounted price suggests lower quality. The use of coupons can, however, help you track the effectiveness of different advertising media. In general it is recommended that discounts be expressed in whole dollars and cents rather than as a percent, and focus on increasing business during the slow seasons of the years. Giving your valued customers on unexpected benefit, e.g., free samples of new or slow moving produce may have a more positive impact than a discount.

10. **Labels**

Labels on bags, boxes, jars and containers reinforce your name to the consumer. Labels provide an opportunity for word-of-mouth advertising as guests to your customers' home observe your products. Generally, people will buy food items as gifts only when there is an attractive label indicating its origin and special qualities. Also labels can be effective in promoting the quality of your product, e.g., vine ripened, pesticide free, organic, high fiber, farm fresh, vitamin rich. Your name, logo and/or slogan

can also be printed on T-shirts, aprons, hats and bags, for sale, to help your customers promote your business.

References

"Successful Roadside Marketing", Cooperative Extension Service, Michigan State University.

"A Guide to Successful Direct Marketing", Texas Agricultural Extension Service, Texas A&M University, College Station, Texas.

"Agricultural Tourism in Cochise County, Arizona", by Leones, Dunn, Worden and Call, Arizona Cooperative Extension (1994).

"Direct Marketing of Agricultural Products to Tourists", by Propst, Newmeyer and Combrink, Cooperative Extension Service, Michigan State University.

David Latimer, Bisbee, sign painter.

"Farmers Market Development Manual", Iowa Department of Agriculture and Land Stewardship (1987).

¹Prepared by Douglas Dunn, County Director and Extension Agent, Community and Economic Development, Arizona Cooperative Extension (Willcox).

FROM:

Direct Farm Marketing and Tourism Handbook.

Disclaimer

Neither the issuing individual, originating unit, Arizona Cooperative Extension, nor the Arizona Board of Regents warrant or guarantee the use or results of this publication issued by Arizona Cooperative Extension and its cooperating Departments and Offices.

Any products, services, or organizations that are mentioned, shown, or indirectly implied in this publication do not imply endorsement by The University of Arizona.

Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, James Christenson, Director, Cooperative Extension, College of Agriculture, The University of Arizona.

The University of Arizona College of Agriculture is an Equal Opportunity employer authorized to provide research, educational information and other services only to individuals and institutions that function without regard to sex, race, religion, color, national origin, age, Vietnam Era Veteran's status, or disability.

DIRECT MAILINGS AS AN ADVERTISING STRATEGY

by Julie Leones¹

Sending information by mail to previous and potential future customers can be a very effective advertising strategy for direct farm marketing and agricultural tourism operations. It is especially effective if you create your own database with the names and addresses of previous visitors or if you know the zip codes of your previous and potential customers.

Advantages of direct mail advertising are that it is more personal and targeted than advertisements in newspapers or on radio stations. It is also easier to track whether or not the ad has been effective, especially if you require customers to bring in the mailing to take advantage of a special offer. The main disadvantage is that it can be costly. Mr. Baird who teaches a course on direct mail at GateWay Community College estimates that it typically costs \$.50 to \$1.00 per piece. One way to keep cost down is to use a postcard format, but this also limits the information that you can provide. Another disadvantage is that it requires more work than placing an ad in the newspaper.

Creating an effective direct mail advertisement requires a few key ingredients.

- First, keep your message simple.
- Second, make an offer to your customer (e.g., 10% discount on

purchases), but make sure you indicate when the offer expires. Ask the customer to bring in the direct mailing to get the discount. Including a free sample in the mailing can also entice customers. If you are sending a postcard, make sure that the offer is highly visible on the card. If you are sending a letter, make mention of the offer on the envelope. You don't need to give away the farm in your offer. You might, however, offer a discount on specific types of products which are particularly abundant that year or for products that seem to be selling slowly.

- Third, in a direct mailing letter people are most likely to read the headline, bullets and p.s. Make sure the same message is being conveyed in all three.
- Fourth, it is generally better to do a series of smaller mailings targeted at specific customers than to do one big mailing.
- Fifth, make sure that the design is attractive. If you don't have a good eye for design, find someone who does. Often print shops will have employees with some design skills.
- Sixth, follow up your mailing with phone calls to local customers.
- Seventh, make sure you are working from a good mailing list of likely customers. Developing your own list can be very effective or you can purchase lists either from other businesses which have a similar customer base or from firms that specialize in creating mailing lists based on

such characteristics as zip code. The U.S. Postal Business Center keeps a list of firms that sell mailing lists.

To reduce the costs of direct mailing you can employ several strategies. One of the most effective is to do cooperative advertisements with other farm marketers or related businesses. Sending out a mailing with advertisements for three or four businesses or more can dramatically cut your costs. However, the disadvantage is that it also cuts your visibility. Also, a potential customer may not want to wade through three or four advertisements and not bother to look at any of them. One way to keep from overwhelming the recipient of a cooperative direct mailing may be to keep all advertising and coupons on a single page or use one coupon which can be used at any of the advertising firms. The firms involved may make the same offer, or indicate that the coupon is good for different offers at different location.

Another way to reduce costs and increase effectiveness of your direct mailings is to start working on your own mailing list. People who have bought from you before are among the most important people to target. From customer surveys we know that word of mouth is one of the most effective forms of advertising. If you can

entice your current customers to provide names of their friends, this is another way to build your mailing list. Better yet, when a current customer makes a purchase, you can offer a discount coupon to them and one to give to a friend. To get your mailing list started, you can put up a sign near the cash box that says "Would you like to be on our mailing list?" then provide forms or a registration book nearby. Let customers know how they can benefit from being on your mailing list, for example by finding out when certain products are available during the year. You can encourage customers to leave their names and addresses or their business cards for weekly, monthly, or seasonal drawings. Be sure to copy names addresses and phone numbers from checks. However, remember that customers do appreciate a chance to indicate whether or not they want to be on your mailing list.

For more information about direct mailings, contact the U.S. Postal Business Center, 4949 E. Van Buren, Phoenix, AZ 85026, phone 602-225-5454. You may want to ask if they have any publications available such as "A Short Course in Direct Mail for Small Business."

This article is largely based on two L.A. Mitchell articles in "Arizona Business Gazette". November 3, 1994, SB 1 & 4 and November 10, 1994, SB 1 & 4.

*Julie Leones¹
Extension Economist
Department of Ag & Resource Economics
Cooperative Extension
The University of Arizona
Tucson, AZ 85721*

FROM:

Direct Farm Marketing and Tourism Handbook.

Disclaimer

Neither the issuing individual, originating unit, Arizona Cooperative Extension, nor the Arizona Board of Regents warrant or guarantee the use or results of this publication issued by Arizona Cooperative Extension and its cooperating Departments and Offices.

Any products, services, or organizations that are mentioned, shown, or indirectly implied in this publication do not imply endorsement by The University of Arizona.

Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, James Christenson, Director, Cooperative Extension, College of Agriculture, The University of Arizona.

The University of Arizona College of Agriculture is an Equal Opportunity employer authorized to provide research, educational information and other services only to individuals and institutions that function without regard to sex, race, religion, color, national origin, age, Vietnam Era Veteran's status, or disability.

HOW TASTING ROOMS CAN HELP SELL WINE

by **Raymond J. Folwell and
Mark A. Grassel**

Wine tasting rooms can pay off, whether strictly in the form of on-site retail sales or by generating consumer product awareness that prompts future sales in restaurants, grocery stores and other retail outlets. The recent growth in wineries has prompted producers to consider how to best market and sell wines. Tasting rooms provide promotional arenas where wines are introduced, tasted and sold.

The Washington wine industry has experienced growth in all aspects of operations during the last two decades. The acreage of wine grapes grown increased from 431 in 1968 to 10,169 in 1987; the crush of wine grapes increased from only a few hundred tons in the late 1960s to 46,500 tons in 1988, and the number of wineries increased from less than 10 in the mid-1970s to more than 78 in 1989.

The relative annual growth rates of Washington wine sales are also notable. From July 1988 through June 1989, Washington wine sales within the state were up 20.9 percent, compared to the same time period the previous year. In contrast, the amount of commercially produced wine entering distribution channels in the U.S. was down 4.9 percent during 1988.

The growth in the Washington wine industry has resulted in several unanswered questions concerning the marketing and merchandising of wines. Of great interest is the role of tasting rooms as retail out-

lets. Tasting rooms are becoming a more common feature of Washington wineries.

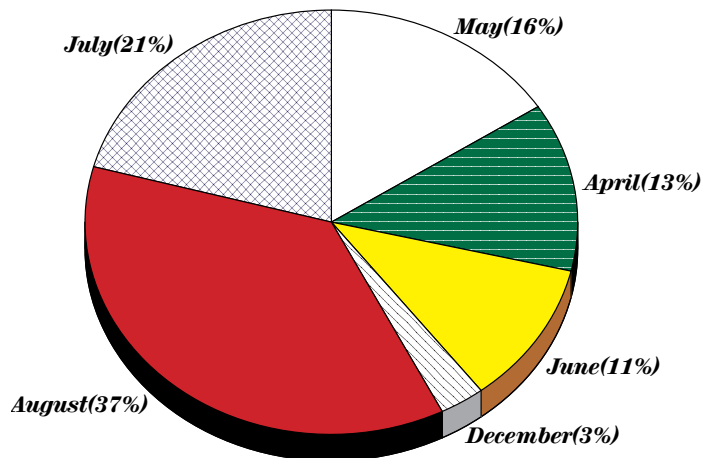
Extensive investment in furnishings and operational costs can accompany tasting room operations; however, these expenses can be offset by the sales of wine, food and wine accessories. Tasting rooms can also result in the customers' continued patronage of such wines in restaurants, grocery stores, and other retail outlets. The purpose of this research, and the basis of this report, is to establish

Photos: **Jim Raney**



A well-organized and attractive display sales room not only enhances the image of the winery, but it can serve as a good place to sell specialty foods and wine accessories. This sales room is located at The Hogue Cellars near Prosser, Washington.

Months with the Most Visitors to Winery Tasting Rooms (%)



38 Reporting Wineries

bench marks by which to evaluate existing operations and to provide a foundation for future economic feasibility studies concerning investments in tasting rooms.

Research Method

A questionnaire was mailed to each of the 62 wineries in operation, at that time, in Washington. Topics addressed included: (1) structural descriptions and costs; (2) hours of operation; (3) employment levels; (4) product lines; (5) pricing; (6) promotions; (7) special services; (8) visitor profiles; (9) customer traffic patterns; (10) sales volume.

Thirty-five Washington wineries (a total of 40 tasting rooms) returned the mail questionnaire. Four of the responding wineries had more than one tasting room. However, not all wineries returning the questionnaires provided responses to all the questions.

The 35 wineries that returned the questionnaire are representative of Washington wineries. They're located both east and west of the Cascade Mountains. Some have tasting rooms in Seattle facilities, as well as at the winery. The winer-

ies range in storage capacity from only 2,000 gallons of wine to four million gallons.

Investment Costs and Sizes

These results are based on Washington wine tasting rooms constructed between 1976 and 1987. Fifty-five percent of the tasting rooms were constructed between 1982 and 1985.

Tasting rooms range in size from 60 to 2,100 square feet. The average size is 612 square feet; 500 square feet is the most common. Construction costs average \$25,240. The most common construction costs reported are \$500 and \$10,000. Furnishing the tasting rooms costs anywhere from nothing at all, to \$75,000. The average expenditure for furnishings is \$9,334. Most producers report spending either \$5,000 or \$10,000. In Washington, furnishing costs make up about 40 percent of the total costs of constructing a tasting room.

Most tasting rooms have no seating capacity. Of those that do, seating capacity ranges from three seats to 49; the average is nine.

Employees and Operating Hours

The average number of full-time tasting room employees is one; the average number of part-time workers is three. Most wineries report employing one full-time and one part-time worker. However, the overall range of numbers of employees is wide, one to six full-time and one to 15 part-time. The hours worked per week for full-time employees averages 37 hours, while for part-time, the average is 16 hours. However, the most common work schedules are 40 and 10 hours per week for the full-time and part-time employees, respectively.

The operating hours for the Washington winery tasting rooms vary by season of the year. During the summer, May through

September, the reporting wineries operate their tasting rooms an average of seven hours per day on a daily basis, and five hours per day on a non-daily basis. Non-daily operations host visitors by appointment, 13 wineries run such operations during the summer season. In contrast, during the winter, October through April, the average is six hours per day for both daily and non-daily hours. Only nine of the 62 winery tasting rooms operate by appointment during the winter. The most frequent response given when asked open hours per day is seven during the summer, five the rest of the year.

Pricing and Sales

The range in the volume of wine sales through the winery tasting rooms each month in Washington is 30 to 2,777 gallons. Average sales per month total 367 gallons. However, the most frequent responses are 300 and 600 gallons per month.

Tasting room sales of wine as a percent of total wine sales range from one percent to 85 percent. Average sales through tasting rooms is 10 percent. Results indicate that the higher the percent of wine sales through tasting rooms, the smaller the actual volume of wine sold per month through the tasting rooms. Only five of the 32 wineries reporting such information indicate that over 40 percent of their wines are sold through tasting rooms.

Eighty-five percent of the 62 wineries surveyed sell wine-related accessories in their tasting rooms. The most commonly stocked items are glasses, pottery, clothing (hats, T-shirts, etc.), carafes, etc. Such items generate revenues ranging from one percent to 50 percent of total tasting room sales. However, most producers report sales from these items make up only one to five percent of their total.

There are significant differences in the average prices charged for wine sold through the tasting rooms. Per 750-ml.

bottle, low prices range from \$1.99 to \$7.50. High priced wines range from \$7.50 to \$165.00 per bottle. The most frequently mentioned low price was \$5, while \$13 was the most common high price. The average low price is \$4.97. The average high is \$19.09.

Only one of the reporting wineries does not give a case discount for wine sales through their tasting room. Case discounts range from 10 percent to 25 percent. Mixed case discounts run between 10 and 20 percent; 10 percent is the most common discount for either a straight or mixed case. Additionally, some wineries give discounts for multi-case and special releases, along with other specials for banquets and promotions.

Tasting room prices average 33 percent higher than wholesale prices. The most common response was 30 percent higher. Typically, the margin between tasting room and retail prices is three percent; however, most reported that their retail and tasting room prices were identical.

Product Mix

The product mix of wines sold through tasting rooms varies. The number of wines sold range from three to 38. Ten is the average. The range in number of wines offered for tasting ranges from three to 11. The average number of wines offered is five, half the average number of wines typically stocked. In general, as the number of wines stocked for sale in the tasting room increases, so does the number of wines offered for tasting.

Some wineries change the tasting selection daily; others don't change it at all. About 25 percent of the wineries indicate



Dora and Michael Hogue, of Hogue Farms and The Hogue Cellars, have done an excellent job of utilizing a wine tasting room to promote sales. Mike started The Hogue Cellars in 1982 and is co-chairman of the Washington Wine Commission.

that they never change their selection; 14 percent say they change it daily. Overall, nearly half of the wineries reporting change the selection at least once a month.

Number of Visitors

The number of visitors per month at Washington wineries varies, depending on the season of the year. During the summer (May-September), owners report that anywhere from 12 to 5,500 people visit their tasting room each month, 368 is the average. During the winter season (October-April), the average number of monthly visitors declines to 135, ranging from zero to 2,100. Most report an average of one visitor per day, on a six-day weekly operation basis during the winter.

The months with highest visitor traffic in order of importance are: August, July, May, April, June and December. August is the most popular month for visitors. Over half of the responding wineries have less than 5,000 visitors per year. Still, 43 percent reported 5,000 or more. Here it is important to note that 35 percent of the wineries reported less than 2,500 visitors annually—less than 10 a day. This suggests that management decisions should take into consideration the profitability of such an operation.

The percentage of visitors purchasing wine in the tasting room varies from 25 to 100 percent. The average is 78 percent, which is a high level of penetration in this segment of the wine market. Most of those who purchase wine typically buy two bottles. Some wineries offer food services, but only 10 percent of the visitors take advantage of this service.

Visitor Demographics

Winery management and employees determine visitors' profiles—age, income, residence—on the basis of the visitor registries and observation. Half of the reports indicate that visitors are typically state residents. Out-of-state visitors are typical at less than three percent of the facilities. Of those responding, 14.7 percent say that their typical visitor is a local. A third of the wineries in Washington get a mix—locals, instate residents and out-of-state visitors.

The average age of the tasting room patron is 40. Visitors range in age from 28 to 53. Their average income is \$39,000, with a range from \$25,000 to \$60,000. Overall, the typical visitor can be stereotyped as some one who is middle-aged with an above-average income.

Ray Folwell is a professor of agricultural economics at Washington State University in Pullman. He received his bachelors and masters degrees in agricultural economics from Illinois State University and received a doctorate from the University of Missouri. Folwell has been researching the wine industry since joining WSU in 1968. He is author of the 1978 report "The US. Wine Market" that examined the demographics of wine consumers. Folwell also consults the wine industry on economic matters.

The other author of the report, **Mark Grassel**, is a former research associate and graduate student in agricultural economics at WSU.

FROM:

Direct Farm Marketing and Tourism Handbook. Article and photos were excerpted with permission from the Spring 1990 issue of the **Rural Enterprise** magazine. The magazine temporarily suspended publication with the Summer 1992 issue.

Disclaimer

Neither the issuing individual, originating unit, Arizona Cooperative Extension, nor the Arizona Board of Regents warrant or guarantee the use or results of this publication issued by Arizona Cooperative Extension and its cooperating Departments and Offices.

Any products, services, or organizations that are mentioned, shown, or indirectly implied in this publication do not imply endorsement by The University of Arizona.

Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, James Christenson, Director, Cooperative Extension, College of Agriculture, The University of Arizona.

The University of Arizona College of Agriculture is an Equal Opportunity employer authorized to provide research, educational information and other services only to individuals and institutions that function without regard to sex, race, religion, color, national origin, age, Vietnam Era Veteran's status, or disability.

