

NYWGF RFP for Comprehensive Statewide Vineyard Survey Services
Bidders Conference Call 9/27/23 at 1pm
Questions and Answers

What benefits does NYWGF have for its members? do you provide any services specifically to members?

See <https://newyorkwines.org/industry/membership/winery-membership/>
<https://newyorkwines.org/industry/membership/grower-membership/>

Do you provide any research and advisory services for members?

See <https://newyorkwines.org/industry/research/>

Are you only looking for acreage and varietal information by counties or are you also looking to obtain harvested tonnage values?

As a baseline, we want to know acreage and varietal information by counties and AVAs. We put price per ton by varietal in the RFP because it seems to be standard practice/information collected by other grape-growing states. It is possible to get pricing information from 3rd parties like New York State, but we do not want to discourage participation in the survey because growers might be uncomfortable sharing price information.

What software/database management tool is currently utilized for your internal grower's database?

Our grower contacts are currently in an Excel document, but we would like to invest in a new CRM or Association Management System. Bidders can assume the cost for a new CRM/ASM will be paid for by NYWGF and not part of the budget for this RFP.

Is there a known database standard (type, structure, etc.)?

We would like to have a new system in place by Year 2 of this project.

Who owns the data and what is the vision for how to store and curate the data into the future?

NYWGF needs to rebuild its grower contact database as part of this project. NYWGF recognizes that survey success will depend on working with third-party partners who

have proprietary contact databases that they cannot share. NYWGF wants to own any new contact info generated by the project and all vineyard data collected.

What's the ideal completion rate NYWGF is looking for?

NYWGF would like to achieve more than 50% in Year One. We would like to get closer to USDA NASS' recommended survey target of 70-80% in Year Two. NYWGF recognizes that 100% survey participation is not realistic or possible.

You mention incentives like tickets to the BEV NY conference in March 2024. Are you open to additional incentives and prizes for participation?

NYWGF is open to additional incentives. Bidders do not need to include the cost of BEV NY tickets in their proposed budgets, NYWGF has separately budgeted for that cost.

Is the budget inclusive of paid advertising?

The \$100,000 total budget proposed in the RFP is inclusive of paid advertising, if you would like to propose more then please include it in your proposed budget.

What conferences/meetings besides BEV NY are on your radar to attend so that we can build that into our budget?

The contractor should plan to attend tailgate and coffee pot meetings held in the spring and summer by CCE, and the Lake Erie winter conference. Any travel and staff time to attend these meetings should be included in your budget.

See:

<https://lergp.cce.cornell.edu/event.php?id=563>

<https://lergp.cce.cornell.edu/event.php?id=565>

<https://lergp.cce.cornell.edu/event.php?id=571>

<https://ccesuffolk.org/agriculture/grape-program>

https://nywgf-my.sharepoint.com/:b:/g/personal/samfiller_nywgf_org/EQKY3dIMYG1Pubh-KLVmj18BvxeaSLjkMlu1hoWKC5KqVQ?e=gM04Fr

The 2024 Survey will be based on the 2023 crop year, correct?

Yes 2023 for Year 1, and 2024 for Year 2