



## The New York Wine & Grape Foundation

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**Subject Line:** We're helping spread the word!

**Preview Text:** The 2024 NYWGF Vineyard Survey is Now Open

**Email content:**



These are exciting times!

The New York Wine & Grape Foundation has begun mailing out the 2024 Vineyard Survey to growers throughout New York State. There is also a digital option to [complete the survey online](#), too.

*In fact, growers are welcome to submit their responses now!*

*Complete the survey [here](#).*

PLUS: New York Wine & Grape Foundation is also hitting the road! Look for the NYWGF team promoting the 2024 Vineyard Survey at the following events:

- Eastern NY Fruit & Vegetable Conference in Albany, February 21-22
- B.E.V. NY in Canandaigua, March 5-6
- Eastern Winery Expo in Syracuse, March 12-14
- LERGP Grape Growers Conference in Fredonia, March 14

And, they'll be stopping in at CCE events, vineyards, and more.

**This is the first time since 2011 that we've been able to collect truly comprehensive data on the grapes grown in our region.** The New York Wine & Grape Foundation wants to serve our growers better. As our industry's primary research, promotion, and economic development entity, we need data to do that.

The grape production data they're collecting will give them the benchmark figures needed to compare New York winegrowing regions, within our own state and with key domestic and international winegrowing regions. Growers will then have the crop data they need to make smart, strategic decisions on the future of their vineyards.

At the end of this year's survey, the Foundation will create and share an annual vineyard survey report that will drive better decision-making about scientific and economic investments into our industry for years to come.

**Again, we need your help to make this survey a success!**

1. If you're a grape grower, please complete [this survey](#).
2. Or, whether you're a grape grower or industry supporter, please continue to help us spread the word.

Spreading the word is as easy as forwarding this email to others throughout our industry.

*Last but not least, and as an added bonus, growers who complete the Vineyard Survey are also eligible to receive a free NY Wines Beanie! One beanie per grower.*

 **Thank you for your participation and your ongoing support.**

**Complete the Vineyard Survey  
and receive a NY Wines Beanie!**



If you have any questions about the survey or the overall project, please feel free to reach out to Jennifer Cooper with the New York Wine & Grape Foundation at (315) 924-3700. She's happy to help out in any way she can.