Contracting, Technology and Quality: Insights from an Exploratory Contracting Survey among Canadian Grape Growers and Wine Producers

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A contracting survey was conducted in Spring of 2009 among grape growers and wine producers in the Okanagan Valley, British Columbia. The survey focused on both contracting specifications as well as the use of technology, and the extent to which these vary by type of producers/ grape grower. The results are compared to previous surveys conducted in Germany (Steiner, 2000) and other contracting studies from Australia and California.