Biodynamic viticulture is emerging in the United States as a new niche area of wine production. Biodynamic farming, which evolved from organic farming, emphasizes creating a self-sufficient, sustainable and healthy ecosystem. Like organically grown grapes, biodynamic farming has a certification process conducted by the Demeter USA Association. While a substantial body of research exists on conventional wine production and consumer demand, biodynamic viticulture and wine production, perhaps due to its small scale and niche nature of production, has not yet received much attention.

The objectives of this study are twofold, to understand the rationale of those converting to biodynamic production and to assess the understanding of biodynamic production in the marketplace and to survey the millennial generation consumers in California regarding their perceptions, preferences of marketing and advertising methods of eco-label wines. Findings from these surveys suggest a generally uninformed millennial generation that could potentially be targeted as new customers to the growing industry and biodynamic viticulturists producing biodynamic grapes and wine because of their desire for a connection to nature, the need to improve the quality of wine grapes and the soil used for growing.