

BHAG's Assessment

Economic and Business Development

- Increase sales of *all* Colorado Wine
- Increase sales of CO. wine to 20% of market share in 10 to 20 years (Out of 5 year scope)
- Increase \$ market share to 10%: measurements exists
- Attract 'other' money for investment
- Attract 70-75 million in 5 years
- Attract \$500 million investment over 20 yrs. for planting wineries (Out of 5 year scope)
- Increase avg. size of Co. wineries: 4,000 – 10,000 cs. Annually = 60%
- More than 10,000 acres of grapes, apples, pears, etc.
- 75 mil in new production and expansion (Duplicate)
- Double planted acreage (fruit) in 5 years (Duplicate)
- A unify wine groups: CAVE AND CWIDB – Is it desirable?
- Increase perception through quality product and market
- Evaluate
- Increase CWIB revenue by 4x in 5 years
- 30% increase in CWIB revenue in 10yrs
- Legislation to allow tax credit and custom crush

Quality

- Every Coloradan having a positive experience
- Increase perceived value
- Better balance of quality to perceived value
- Grow right fruit in right place
- Vineyard Partnerships
- Mapping
- Quality Initiative
- Hospitality

Committee Recommendations (5 year outlook)

Economic and Business Development

- Increase sales of *all* Colorado Wine - Increase \$ market share to 10%: measurements exists
- Attract 'other' money for investment
- Grow right fruit in right place (Mapping)

Quality

- Quality Initiative (In development for recommendation to the board.)
- Increase perceived value/Better balance of quality to perceived value

Marketing

- 10% Market share within 5 years (2 groups)
- 10% Market share Colorado made within 5 years (1 & 2 are the same)
- 20% Market share (Duplicate Economic development)
- Be everywhere Colorado Beer is!

Research

- Provide tools to enable growers/wineries to prosper in a high desert environment (3 groups)
- Effectively communicate the result and applications of research to every wine/ partner-producers

Marketing

- 10% Market share within 5 years: Measure current program and give advice.

Research

- Provide tools to enable growers/wineries to prosper in a high desert environment
- Effectively communicate the result and applications of research industry
- Grow right fruit in right place (Mapping)