
APPENDIX A

Interview Questionnaire

Thank you for taking the time to participate in this interview! Before we get started I would like to inform you of a few things related to your participation in this research. This interview is voluntary and confidential. You are free to skip any questions or end the interview at any time. Your responses will be audio-recorded and later electronically transcribed, but only myself, Dr. Haggerty, and Dr. Welcomer will have access to these files. No identifying information will be included in any publications coming from this research.

There are no risks or benefits to you from participating in this research. Upon completion of the interview you will be awarded \$25.00 regardless of if you skip questions or end the interview early.

Considering the tight schedules that we all face, I will be following the interview script quite closely in order to keep us at about an hour long.

Do you have any questions or concerns before we begin?

Demographics

1. What year did your winery formally open?
2. How many different varieties of wine do you sell?
3. What percentage of your wines are grape wines? What percentage are non-grape wines?
4. Do you sell any other products in addition to wine or engage in any other activities to generate revenue for your business?
5. Can you estimate the volume of your annual wine production (barrels, gallons, cases)?
6. How do you distribute your wine products?
 - a. Probe: self-distribute, retail, ME wholesale distributor
7. Can you quantify what percentage of your income comes from wine sales and what percentage comes from other products or activities?
 - a. Is your business profitable? Are you satisfied with your level of income? Is this your primary source of income?
8. Are you producing your own inputs for your wine products?
 - a. If yes, what percentage?
 - i. If not 100 percent, where does the rest come from?
 - b. If no, where do your source your inputs?
 - i. If multiple, can you divide the sources into a percent?
9. How many paid employees do you have? Do you any non-paid assistance?

Interview

1. Please briefly tell us what drew you into wine-making in the state of Maine.
2. What is your idea or understanding of sustainability as a winery owner?
 - a. Probe: triple bottom line
3. Based on your understanding of sustainability, can you think of any specific practices within your business that you think may contribute to sustainability?
 - a. PROBES:
 - i. Economic: financial planning, competitive advantage, scale, technology,
 - ii. Environmental: organic/biodynamic, limited chemical use, irrigation strategies, water/energy monitoring, recycling
 - iii. Social: buying local inputs, selling at local stores, participating in local events, encouraging more tourism, employing local people, making donations

4. Are there any challenges your business faces when approaching sustainability?
 - a. PROBES:
 - i. Environmental: pesticides, herbicides, water use, energy use, chemicals, packaging materials, waste materials
 - ii. Social: consistent customer base, community support, local input sourcing
 - iii. Economic: high costs, low profits
5. With respect to your inputs (fruit), do you know about the sustainability practices of your suppliers?
 - a. If no, do you want to know?
 - b. If yes, are they consistent with your own sustainability practices?
6. What has motivated you to choose to incorporate or not incorporate sustainability practices? (researchers will evaluate with respect to internal and external motivations)
 - a. Probe: personal values, customer validation, social pressure, governmental pressure, costs, resources, quality concerns
7. How does your business interact with the rest of the Winery Guild members? Is there a specific role that you'd like the Guild to be playing that you don't think it is?
 - a. Probe: Sharing resources, group events, competition, helping to incorporate/promote sustainability practices