



The Vision as the Winery II

»» Building a Trust Relationship Between Local Farmers and Sharing Skills.



Maintaining grape quality is the most important factor for the winery. Frictions between the winery and grape farmers used to be the main issue. Today, those frictions are solved because the amount of grapes for wine is in undersupply. The winery will not limit the purchasing of grapes.

In order to create a high quality wine, everyone who is involved in this wine industry must have a long term vision and the winery is required have equable contractual relationships. Also, the farmers must shift to producing more valuable grapes rather than simply pursuing short term company profit.

Another potential issue to consider is the difficulty of finding successor for the farmers. Supporting steady profits for the farmers prevents the loss of staff. The company also manages and merges the less successful farms, preventing the decline of local agriculture.

