

Consumers' perceptions of Biodynamic Wines

Magali Delmas

UCLA Institute of the Environment

The biodynamic wine industry is a nascent market; few consumers are knowledgeable about this agricultural approach. To assess the current perceptions of customers related to wine made from biodynamically grown grapes, over 300 individuals were surveyed on their current understanding of biodynamic wine and their wine purchasing behavior. The results show that consumers have little understanding of biodynamic wines.

More than 80% of the respondents had never heard the term biodynamic wine. Of those who had heard of biodynamic wine, only 45% had tasted it.

Before being presented with any information about biodynamic farming practices, individuals were asked what word came to mind about “wine from biodynamically grown grapes.” Among the respondents who had never heard of wine from biodynamically grown grapes, the single most common response was related to genetic engineering or genetic modification of the grapes. Many individuals also associated biodynamic grapes with science and futuristic terms, as well as large and fast growing grapes. Respondents were prompted to rate their initial perception of biodynamic agriculture. The average perception of biodynamic agriculture was neutral. However, after being exposed to a definition of biodynamic wines, their perception of the quality of the wine increased significantly to exceed the perception of the quality of organic wine.