



## *Other Business Issues*

Several additional areas need to be researched in establishing a successful winery operation. Consult the resources listed on the Resource Guide web site for more information.

***Business Plan*** – Corporate structure, ownership issues, tax strategies

***Risk Management*** – Insurance and liability, crop insurance, food security, responsible serving of alcohol

***Legal Issues*** – Protection of trademarks, defending against complaints from the community regarding any number of aspects of winery operations

***Human Resources*** – Labor issues, professional development plans for owners and staff

***Tourism Partners*** – Opportunities to plan effective product development and promotional activities in conjunction with local CVBs, Chambers of Commerce, etc.

***Capitalization*** – Financing start-ups, expansions

***Financial Management*** – Budgeting tools, software, accountants and tax consultants, cost control

***Real Estate Issues*** – Buying and selling, zoning issues

***Agricultural Land Preservation Tools*** – PA 116, conservation easements, tax relief

***Estate Planning***

***Contracts*** – With growers, vineyard management services, custom bottlers, marketing agencies, etc.

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***Cooperatives*** – forming partnerships for mutual gain

***Government Officials*** – Maintaining professional relationships with elected officials, state agency staff and local unit of government representatives is important to ensure that the often unique and complex issues connected with the wine industry are clearly communicated to public policy makers.

***Networking*** – Take advantage of the many opportunities to discuss the challenges and rewards of the wine industry with other winery representatives, elected officials and agency staff. There are several meetings each year in Michigan attended by industry representatives that provide networking opportunities and education.



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