

### Abstract:

Şarköy district, which is located at the North-West coastal area of Thrace region, has very suitable ecologic conditions for growing several grape varieties majority for making quality wine products. The popularity of this region has been gradually decreased in the early '90s because of the fact of migration due to low income where viniculture has been densely done, has extremely negatively affected vinicultural activities which needs intense work power. On the other hand, as a result of olive production being, excessively supported by the governments as an alternative production especially in the mentioned period has led to the vineyards being uprooted and left their place to young olive trees. However, in the last three or four years the progression has taken a converse turn. The changes of habits and preferences of the Turkish population, the media keeping in on the agenda through publications related to wine and healthy life, high demand of increased foreign passengers in recent years, high prices of competitive alcoholics beverages have caused to wine production being appealing once more. Grapevine growers in the region have been encouraged again for grape growing after these developments. They have been changing their old and low-productive vineyards into vineyards of qualified and demanding grape varieties and have also widened their fields of production. In addition to, non-agricultural companies have been taught of rented large areas to be aimed vineyard plantation. The aim of this research is to determine the grapevine growers' preferences or tendencies in the near future due to changing demand of both wine making enterprises and consumer behaviours. Data is the original data which was obtained by using questionnaires via face-to face interviewings with 82 grapevine producers in the region during 2003 production period which were calculated according to the statistical method proposed by (Cohran, W.C., 1963).