Appendix (Online)

*A.1 Varieties by District in the Pre- and Post-Periods*



**Figure A1** Annual change in total acres in the years immediately leading up to the *Sideways* film release (2002 - 2004) and the years immediately after the release (2005 - 2007), by district and by variety

*A.2 Sensitivity Analysis*

**Table A1** Sensitivity analysis for specification (1) for annual share of tons crushed for Pinot Noir (significance of *Post\*Pinot* Coefficient)

|  |  |
| --- | --- |
|  | ***End of Range*** |
| ***Start of Range*** | ***Year*** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** |
| **1990** | 0.0578\*\*\*(0.00940) | 0.0572\*\*\*(0.00750) | 0.0580\*\*\*(0.00693) | 0.0607\*\*\*(0.00665) | 0.0629\*\*\*(0.00654) | 0.0665\*\*\*(0.00651) | 0.0689\*\*\*(0.00651) | 0.0715\*\*\*(0.00657) | 0.0735\*\*\*(0.00665) | 0.0750\*\*\*(0.00675) | 0.0759\*\*\*(0.00687) |
| **1991** | 0.0576\*\*\*(0.00938) | 0.0570\*\*\*(0.00748) | 0.0578\*\*\*(0.00691) | 0.0604\*\*\*(0.00665) | 0.0625\*\*\*(0.00653) | 0.0660\*\*\*(0.00651) | 0.0683\*\*\*(0.00650) | 0.0708\*\*\*(0.00657) | 0.0726\*\*\*(0.00664) | 0.0739\*\*\*(0.00674) | 0.0746\*\*\*(0.00685) |
| **1992** | 0.0573\*\*\*(0.00931) | 0.0570\*\*\*(0.00743) | 0.0577\*\*\*(0.00687) | 0.0602\*\*\*(0.00660) | 0.0622\*\*\*(0.00650) | 0.0655\*\*\*(0.00647) | 0.0677\*\*\*(0.00647) | 0.0700\*\*\*(0.00653) | 0.0716\*\*\*(0.00660) | 0.0727\*\*\*(0.00668) | 0.0733\*\*\*(0.00678) |
| **1993** | 0.0573\*\*\*(0.00920) | 0.0571\*\*\*(0.00735) | 0.0578\*\*\*(0.00680) | 0.0601\*\*\*(0.00654) | 0.0620\*\*\*(0.00643) | 0.0651\*\*\*(0.00641) | 0.0671\*\*\*(0.00640) | 0.0692\*\*\*(0.00646) | 0.0707\*\*\*(0.00653) | 0.0717\*\*\*(0.00660) | 0.0721\*\*\*(0.00669) |
| **1994** | 0.0574\*\*\*(0.00907) | 0.0576\*\*\*(0.00724) | 0.0582\*\*\*(0.00670) | 0.0603\*\*\*(0.00645) | 0.0620\*\*\*(0.00635) | 0.0649\*\*\*(0.00633) | 0.0667\*\*\*(0.00632) | 0.0686\*\*\*(0.00637) | 0.0699\*\*\*(0.00642) | 0.0707\*\*\*(0.00648) | 0.0710\*\*\*(0.00656) |
| **1995** | 0.0580\*\*\*(0.00891) | 0.0585\*\*\*(0.00713) | 0.0589\*\*\*(0.00660) | 0.0609\*\*\*(0.00635) | 0.0623\*\*\*(0.00626) | 0.0650\*\*\*(0.00623) | 0.0666\*\*\*(0.00621) | 0.0683\*\*\*(0.00625) | 0.0695\*\*\*(0.00629) | 0.0702\*\*\*(0.00634) | 0.0704\*\*\*(0.00640) |
| **1996** | 0.0591\*\*\*(0.00869) | 0.0600\*\*\*(0.00697) | 0.0603\*\*\*(0.00646) | 0.0620\*\*\*(0.00622) | 0.0631\*\*\*(0.00613) | 0.0656\*\*\*(0.00610) | 0.0670\*\*\*(0.00608) | 0.0685\*\*\*(0.00611) | 0.0695\*\*\*(0.00614) | 0.0701\*\*\*(0.00617) | 0.0702\*\*\*(0.00622) |
| **1997** | 0.0603\*\*\*(0.00854) | 0.0615\*\*\*(0.00686) | 0.0617\*\*\*(0.00636) | 0.0632\*\*\*(0.00613) | 0.0641\*\*\*(0.00604) | 0.0664\*\*\*(0.00600) | 0.0677\*\*\*(0.00598) | 0.0691\*\*\*(0.00600) | 0.0699\*\*\*(0.00602) | 0.0705\*\*\*(0.00605) | 0.0706\*\*\*(0.00608) |
| **1998** | 0.0612\*\*\*(0.00846) | 0.0627\*\*\*(0.00682) | 0.0628\*\*\*(0.00633) | 0.0642\*\*\*(0.00609) | 0.0650\*\*\*(0.00601) | 0.0673\*\*\*(0.00596) | 0.0684\*\*\*(0.00593) | 0.0698\*\*\*(0.00595) | 0.0706\*\*\*(0.00596) | 0.0711\*\*\*(0.00597) | 0.0714\*\*\*(0.00600) |
| **1999** | 0.0618\*\*\*(0.00845) | 0.0633\*\*\*(0.00685) | 0.0634\*\*\*(0.00636) | 0.0647\*\*\*(0.00612) | 0.0656\*\*\*(0.00603) | 0.0678\*\*\*(0.00598) | 0.0690\*\*\*(0.00594) | 0.0704\*\*\*(0.00595) | 0.0713\*\*\*(0.00595) | 0.0719\*\*\*(0.00596) | 0.0721\*\*\*(0.00598) |
| **2000** | 0.0604\*\*\*(0.00840) | 0.0617\*\*\*(0.00685) | 0.0618\*\*\*(0.00638) | 0.0634\*\*\*(0.00613) | 0.0643\*\*\*(0.00604) | 0.0669\*\*\*(0.00599) | 0.0682\*\*\*(0.00594) | 0.0699\*\*\*(0.00594) | 0.0710\*\*\*(0.00595) | 0.0717\*\*\*(0.00595) | 0.0721\*\*\*(0.00597) |
| **2001** | 0.0598\*\*\*(0.00841) | 0.0611\*\*\*(0.00693) | 0.0612\*\*\*(0.00647) | 0.0628\*\*\*(0.00622) | 0.0639\*\*\*(0.00612) | 0.0667\*\*\*(0.00605) | 0.0682\*\*\*(0.00599) | 0.0701\*\*\*(0.00599) | 0.0714\*\*\*(0.00599) | 0.0723\*\*\*(0.00598) | 0.0729\*\*\*(0.00600) |
| **2002** | 0.0589\*\*\*(0.00852) | 0.0601\*\*\*(0.00711) | 0.0602\*\*\*(0.00666) | 0.0620\*\*\*(0.00640) | 0.0632\*\*\*(0.00630) | 0.0662\*\*\*(0.00621) | 0.0680\*\*\*(0.00613) | 0.0702\*\*\*(0.00612) | 0.0717\*\*\*(0.00610) | 0.0728\*\*\*(0.00609) | 0.0736\*\*\*(0.00610) |
| **2003** | 0.0550\*\*\*(0.00861) | 0.0559\*\*\*(0.00730) | 0.0562\*\*\*(0.00688) | 0.0581\*\*\*(0.00662) | 0.0596\*\*\*(0.00651) | 0.0632\*\*\*(0.00642) | 0.0654\*\*\*(0.00632) | 0.0681\*\*\*(0.00629) | 0.0700\*\*\*(0.00627) | 0.0715\*\*\*(0.00624) | 0.0725\*\*\*(0.00625) |
| **2004** | 0.0548\*\*\*(0.00888) | 0.0557\*\*\*(0.00766) | 0.0560\*\*\*(0.00727) | 0.0580\*\*\*(0.00701) | 0.0596\*\*\*(0.00689) | 0.0636\*\*\*(0.00678) | 0.0660\*\*\*(0.00666) | 0.0690\*\*\*(0.00661) | 0.0713\*\*\*(0.00656) | 0.0730\*\*\*(0.00652) | 0.0743\*\*\*(0.00651) |
| **2005** | 0.0500\*\*\*(0.00909) | 0.0508\*\*\*(0.00802) | 0.0511\*\*\*(0.00768) | 0.0534\*\*\*(0.00744) | 0.0552\*\*\*(0.00734) | 0.0597\*\*\*(0.00724) | 0.0625\*\*\*(0.00710) | 0.0661\*\*\*(0.00704) | 0.0688\*\*\*(0.00699) | 0.0709\*\*\*(0.00693) | 0.0725\*\*\*(0.00691) |
| **2006** | 0.0439\*\*\*(0.00942) | 0.0446\*\*\*(0.00855) | 0.0450\*\*\*(0.00830) | 0.0474\*\*\*(0.00811) | 0.0495\*\*\*(0.00806) | 0.0544\*\*\*(0.00798) | 0.0577\*\*\*(0.00784) | 0.0617\*\*\*(0.00779) | 0.0649\*\*\*(0.00774) | 0.0674\*\*\*(0.00768) | 0.0693\*\*\*(0.00765) |
| **2007** | 0.0351\*\*\*(0.0104) | 0.0357\*\*\*(0.00980) | 0.0361\*\*\*(0.00974) | 0.0387\*\*\*(0.00966) | 0.0409\*\*\*(0.00972) | 0.0463\*\*\*(0.00972) | 0.0499\*\*\*(0.00962) | 0.0544\*\*\*(0.00962) | 0.0580\*\*\*(0.00959) | 0.0609\*\*\*(0.00954) | 0.0631\*\*\*(0.00953) |
|  |  Standard errors in parentheses \* p<.10, \*\* p<.05, \*\*\* p<.01 |  |  |  |  |  |
|  |  Indicates selected time window in analysis |  |  |  |  |  |

**Table A2** Sensitivity analysis for specification (2) for annual share of tons crushed for Pinot Noir (significance of *Post* Coefficient)

|  |  |
| --- | --- |
| ***Start of Range*** | ***End of Range*** |
| ***Year*** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** |
| **1990** | 0.0240\*\*\*(0.00486) | 0.0205\*\*\*(0.00534) | 0.0279\*\*\*(0.00491) | 0.0318\*\*\*(0.00480) | 0.0334\*\*\*(0.00485) | 0.0347\*\*\*(0.00510) | 0.0344\*\*\*(0.00529) | 0.0347\*\*\*(0.00552) | 0.0349\*\*\*(0.00570) | 0.0349\*\*\*(0.00589) | 0.0346\*\*\*(0.00621) |
| **1991** | 0.0225\*\*\*(0.00480) | 0.0187\*\*\*(0.00530) | 0.0261\*\*\*(0.00494) | 0.0299\*\*\*(0.00486) | 0.0313\*\*\*(0.00494) | 0.0324\*\*\*(0.00522) | 0.0321\*\*\*(0.00543) | 0.0324\*\*\*(0.00567) | 0.0324\*\*\*(0.00585) | 0.0323\*\*\*(0.00605) | 0.0319\*\*\*(0.00638) |
| **1992** | 0.0214\*\*\*(0.00482) | 0.0175\*\*\*(0.00535) | 0.0247\*\*\*(0.00504) | 0.0284\*\*\*(0.00499) | 0.0298\*\*\*(0.00509) | 0.0308\*\*\*(0.00539) | 0.0305\*\*\*(0.00561) | 0.0306\*\*\*(0.00587) | 0.0306\*\*\*(0.00605) | 0.0304\*\*\*(0.00625) | 0.0299\*\*\*(0.00657) |
| **1993** | 0.0202\*\*\*(0.00483) | 0.0161\*\*\*(0.00538) | 0.0232\*\*\*(0.00514) | 0.0267\*\*\*(0.00512) | 0.0279\*\*\*(0.00525) | 0.0288\*\*\*(0.00557) | 0.0285\*\*\*(0.00581) | 0.0285\*\*\*(0.00608) | 0.0284\*\*\*(0.00626) | 0.0281\*\*\*(0.00645) | 0.0276\*\*\*(0.00676) |
| **1994** | 0.0187\*\*\*(0.00485) | 0.0143\*\*\*(0.00542) | 0.0212\*\*\*(0.00526) | 0.0246\*\*\*(0.00527) | 0.0256\*\*\*(0.00542) | 0.0263\*\*\*(0.00578) | 0.0261\*\*\*(0.00604) | 0.0261\*\*\*(0.00631) | 0.0259\*\*\*(0.00648) | 0.0256\*\*\*(0.00666) | 0.0250\*\*\*(0.00697) |
| **1995** | 0.0178\*\*\*(0.00490) | 0.0134\*\*(0.00550) | 0.0202\*\*\*(0.00541) | 0.0233\*\*\*(0.00546) | 0.0243\*\*\*(0.00564) | 0.0248\*\*\*(0.00603) | 0.0247\*\*\*(0.00630) | 0.0246\*\*\*(0.00657) | 0.0244\*\*\*(0.00673) | 0.0240\*\*\*(0.00689) | 0.0233\*\*\*(0.00717) |
| **1996** | 0.0173\*\*\*(0.00494) | 0.0127\*\*(0.00558) | 0.0193\*\*\*(0.00559) | 0.0223\*\*\*(0.00568) | 0.0232\*\*\*(0.00589) | 0.0235\*\*\*(0.00631) | 0.0235\*\*\*(0.00658) | 0.0234\*\*\*(0.00686) | 0.0232\*\*\*(0.00699) | 0.0227\*\*\*(0.00712) | 0.0221\*\*\*(0.00737) |
| **1997** | 0.0155\*\*\*(0.00496) | 0.0106\*(0.00564) | 0.0170\*\*\*(0.00577) | 0.0197\*\*\*(0.00591) | 0.0203\*\*\*(0.00616) | 0.0204\*\*\*(0.00660) | 0.0207\*\*\*(0.00689) | 0.0207\*\*\*(0.00714) | 0.0205\*\*\*(0.00724) | 0.0202\*\*\*(0.00732) | 0.0196\*\*\*(0.00754) |
| **1998** | 0.0140\*\*\*(0.00497) | 0.00877(0.00571) | 0.0149\*\*(0.00598) | 0.0173\*\*\*(0.00618) | 0.0177\*\*\*(0.00646) | 0.0176\*\*(0.00693) | 0.0184\*\*(0.00721) | 0.0184\*\*(0.00743) | 0.0184\*\*(0.00747) | 0.0182\*\*(0.00750) | 0.0178\*\*(0.00767) |
| **1999** | 0.0149\*\*\*(0.00488) | 0.00989\*(0.00570) | 0.0159\*\*(0.00619) | 0.0181\*\*\*(0.00646) | 0.0183\*\*\*(0.00677) | 0.0181\*\*(0.00727) | 0.0192\*\*(0.00752) | 0.0192\*\*(0.00769) | 0.0191\*\*(0.00765) | 0.0188\*\*(0.00760) | 0.0182\*\*(0.00771) |
| **2000** | 0.0147\*\*\*(0.00503) | 0.00962(0.00595) | 0.0154\*\*(0.00665) | 0.0170\*\*(0.00698) | 0.0170\*\*(0.00730) | 0.0166\*\*(0.00777) | 0.0185\*\*(0.00796) | 0.0185\*\*(0.00803) | 0.0185\*\*(0.00788) | 0.0182\*\*(0.00774) | 0.0177\*\*(0.00777) |
| **2001** | 0.0146\*\*\*(0.00528) | 0.00952(0.00636) | 0.0148\*\*(0.00731) | 0.0158\*\*(0.00770) | 0.0155\*(0.00800) | 0.0148\*(0.00841) | 0.0178\*\*(0.00847) | 0.0180\*\*(0.00840) | 0.0181\*\*(0.00810) | 0.0179\*\*(0.00784) | 0.0173\*\*(0.00781) |
| **2002** | 0.0110\*(0.00574) | 0.00495(0.00704) | 0.00919(0.00830) | 0.00919(0.00870) | 0.00895(0.00888) | 0.00885(0.00914) | 0.0140(0.00901) | 0.0151\*(0.00873) | 0.0159\*(0.00826) | 0.0163\*\*(0.00789) | 0.0162\*\*(0.00779) |
| **2003** | 0.0102(0.00633) | 0.00393(0.00799) | 0.00690(0.00969) | 0.00560(0.00999) | 0.00571(0.00987) | 0.00630(0.00980) | 0.0136(0.00938) | 0.0150\*(0.00887) | 0.0159\*(0.00824) | 0.0163\*\*(0.00778) | 0.0162\*\*(0.00763) |
| **2004** | 0.00917(0.00748) | 0.00253(0.00977) | 0.00308(0.0120) | 0.000129(0.0118) | 0.00179(0.0110) | 0.00388(0.0104) | 0.0134(0.00963) | 0.0150\*(0.00888) | 0.0160\*(0.00813) | 0.0164\*\*(0.00761) | 0.0162\*\*(0.00745) |
| **2005** | 0.00616(0.00926) | -0.00161(0.0126) | -0.00602(0.0152) | -0.00893(0.0135) | -0.00268(0.0115) | 0.00189(0.0103) | 0.0133(0.00933) | 0.0150\*(0.00849) | 0.0160\*\*(0.00773) | 0.0163\*\*(0.00724) | 0.0162\*\*(0.00712) |
| **2006** | 0.0322\*\*(0.0124) | 0.0355\*(0.0191) | 0.00228(0.0206) | -0.00736(0.0148) | -0.000817(0.0114) | 0.00278(0.00990) | 0.0133(0.00885) | 0.0142\*(0.00806) | 0.0146\*(0.00736) | 0.0145\*\*(0.00696) | 0.0141\*\*(0.00693) |
| **2007** | 0.0108(0.00686) | 0.0254\*\*(0.0118) | -0.0310(0.0221) | -0.0142(0.0132) | -0.000211(0.0101) | 0.00561(0.00898) | 0.0164\*(0.00832) | 0.0177\*\*(0.00779) | 0.0183\*\*(0.00729) | 0.0184\*\*(0.00707) | 0.0182\*\*(0.00725) |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  Standard errors in parentheses \* p<.10, \*\* p<.05, \*\*\* p<.01 |  |  |  |  |  |  |
|  |  Indicates selected time window in analysis |  |  |  |  |  |  |
|  |  Indicates estimate is not significant |  |  |  |  |  |  |

## ***A.3 Cabernet Sauvignon as the Pseudo-Control***

The results for Cabernet Sauvignon, which we included as a pseudo-control, suggest no response in the coastal districts, but a reduction in acreage in the valley. On this basis, it is unclear whether this serves as a clean control. We cannot distinguish whether this is due to the pronounced changes in Pinot and Merlot over several years after 2005 indirectly affecting Cabernet Sauvignon acreage or to other factors unrelated to the release of *Sideways.* We do, however, find a strong reduction in non-bearing acres for Cabernet Sauvignon in the post-period, which provides further evidence that this may serve as an imperfect control or is driven by other factors that are beyond our DiD empirical approach.

|  |
| --- |
| **Table A3** Results for all supply response variables for the period 1999-2012 with 2005+ as 'Post' for total acres and non-bearing acres and 2008+ as ‘Post’ for tons crushed and share of tons crushed |
|  | Total acresDiD | Total acres3DiD | Non-bearing acres DiD | Non-bearing acres 3DiD | Tons crushed DiD | Tons crushed 3DiD | Share of tons crushed DiD | Share of tons crushed 3DiD |
|  | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
| Year | 0.0125\*\* |  0.0125\*\* | 0.00365 | 0.00365 | 0.0466\*\*\* | 0.0466\*\*\* | 0.00283\*\*\* | 0.00283\*\*\* |
|  | (0.00547) |  (0.00522) | (0.0654) | (0.0655) | (0.00826) | (0.00816) | (0.000749) | (0.000728) |
|  |  |  |  |  |  |  |  |  |
| Post | -0.0342 |  0.0627 | -2.365\*\*\* | -2.441\*\*\* | -0.306\*\*\* | -0.209\*\*\* | -0.0251\*\*\* | -0.0129\* |
|  | (0.0445) |  (0.0486) | (0.532) | (0.610) | (0.0695) | (0.0800) | (0.00630) | (0.00714) |
|  | [-0.035] |  [0.063] | [-0.918] | [-0.928] | [-0.265] | [-0.191] | [-0.025] | [-0.013] |
|  |  |  |  |  |  |  |  |  |
| Pinot |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Post\*Pinot |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  | - |  |  |  |  |
| Valley |  | -0.311\*\*\* |  | -2.714\*\*\* |  | -1.113\*\*\* |  | -0.0949\*\*\* |
|  |  | (0.0603) |  | (0.757) |  | (0.0969) |  | (0.00864) |
|  |  |  |  |  |  |  |  |  |
| Post\*Valley |  | -0.180\*\*\* |  | 0.141 |  | -0.179\*\* |  | -0.0226\*\*\* |
|  |  | (0.0436) |  | (0.548) |  | (0.0763) |  | (0.00681) |
|  |  | [-0.165] |  | [-0.009] |  | [-0.166] |  | [-0.022] |
|  |  |  |  |  |  |  |  |  |
| Pinot\*Valley |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Post\*Pinot\*Valley |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Observations |  182 |  182 |  182 |  182 |  182 |  182 |  182 |  182 |
| *R*2 |  0.984 |  0.986 |  0.570 |  0.570 |  0.972 |  0.973 |  0.941 |  0.945 |
| Standard errors in parentheses. Semi-elasticities in brackets. District fixed effects are included, but not reported.\* *p* < .10, \*\* *p* < .05, \*\*\* *p* < .01 |

## ***A.4 USDA: Definition of Districts***

1. Mendocino County

2. Lake County

3. Sonoma and Marin Counties

4. Napa County

5. Solano County

6. Alameda, Contra Costa, Santa Clara, San Francisco, San Mateo, and Santa Cruz Counties

7. Monterey and San Benito Counties

8. San Luis Obispo, Santa Barbara, and Ventura Counties

9. Yolo County north of Interstate 80 to the junction of Interstate 80 and U.S. 50 and north of U.S. 50; Sacramento County north of U.S. 50; Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Shasta, Lassen, Tehama, Plumas, Glenn, Butte, Colusa, Suoer, Yuba, and Sierra Counties

10. Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne, and Mariposa Counties

11. San Joaquin County north of State Highway 4; and Sacramento County south of U.S. 50 and east of Interstate 5

12. San Joaquin County south of State Highway 4; Stanislaus and Merced Counties

13. Madera, Fresno, Alpine, Mono, Inyo Counties; and Kings and Tulare Counties north of Nevada Avenue (Avenue 192)

14. Kings and Tulare Counties south of Nevada Avenue (Avenue 192); and Kern County

15. Los Angeles and San Bernardino Counties

16. Orange, Riverside, San Diego, and Imperial Counties

17. Yolo County south of Interstate 80 from the Solano County line to the junction of Interstate 80 and U.S. 50 and south of U.S. 50 and Sacramento County south of U.S. 50 and west of Interstate 5

*A.5 Regression Tables with 2005 as the ‘Post’ Year*

|  |
| --- |
| **Table A4** Annual tons crushed for the period 1999-2012 with 2005+ as 'Post' |
|  | DiD | 3DiD |
|  | Pooled Pinot Merlot | Pinot  | Merlot | Cabernet Sauvignon | Pooled Pinot Merlot | Pinot  | Merlot | Cabernet Sauvignon |
| Year | 0.126\*\*\* | 0.264\*\*\* | -0.0119 | 0.0119 | 0.126\*\*\* | 0.264\*\*\* | -0.0119 | 0.0119 |
|  | (0.0309) | (0.0412) | (0.00960) | (0.00946) | (0.0261) | (0.0385) | (0.00957) | (0.00904) |
|  |  |  |  |  |  |  |  |  |
| Post | -0.882\*\*\* | -0.323 | 0.0835 | 0.0425 | -0.945\*\*\* | -1.202\*\*\* | 0.0203 | 0.210\*\* |
|  | (0.282) | (0.336) | (0.0782) | (0.0771) | (0.291) | (0.358) | (0.0890) | (0.0841) |
|  |  |  |  |  |  |  |  |  |
| Pinot | -2.692\*\*\* |  |  |  | -0.992\*\*\* |  |  |  |
|  | (0.194) |  |  |  | (0.242) |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Post\*Pinot | 1.524\*\*\* |  |  |  | 0.708\*\* |  |  |  |
|  | (0.257) |  |  |  | (0.320) |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Valley |  |  |  |  | 0.664\* | -2.000\*\*\* | 0.172 | -1.000\*\*\* |
|  |  |  |  |  | (0.344) | (0.444) | (0.110) | (0.104) |
|  |  |  |  |  |  |  |  |  |
| Post\*Valley |  |  |  |  | 0.117 | 1.633\*\*\* | 0.117 | -0.311\*\*\* |
|  |  |  |  |  | (0.308) | (0.321) | (0.0800) | (0.0755) |
|  |  |  |  |  |  |  |  |  |
| Pinot\*Valley |  |  |  |  | -3.157\*\*\* |  |  |  |
|  |  |  |  |  | (0.330) |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Post\*Pinot\*Valley |  |  |  |  | 1.515\*\*\* |  |  |  |
|  |  |  |  |  | (0.436) |  |  |  |
| Observations | 364 | 182 | 182 | 182 | 364 | 182 | 182 | 182 |
| *R*2 | 0.697 | 0.796 | 0.962 | 0.969 | 0.785 | 0.823 | 0.962 | 0.972 |
| Standard errors in parentheses. District fixed effects are included, but not reported.\* *p* < .10, \*\* *p* < .05, \*\*\* *p* < .01 |

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| **Table A5** Annual share of tons crushed for the period 1999-2012 with 2005+ as 'Post' |
|  | DiD | 3DiD |
|  | Pooled Pinot Merlot | Pinot  | Merlot | Cabernet Sauvignon | Pooled Pinot Merlot | Pinot  | Merlot | Cabernet Sauvignon |
| Year | 0.00127\* | 0.00545\*\*\* | -0.00291\*\*\* | 0.000794 | 0.00127\* | 0.00545\*\*\* | -0.00291\*\*\* | 0.000794 |
|  | (0.000749) | (0.000698) | (0.000788) | (0.000849) | (0.000742) | (0.000699) | (0.000764) | (0.000791) |
|  |  |  |  |  |  |  |  |  |
| Post | -0.0297\*\*\* | -0.00760 | -0.000489 | -0.00420 | -0.0416\*\*\* | -0.00517 | -0.0123\* | 0.0141\* |
|  | (0.00685) | (0.00569) | (0.00642) | (0.00692) | (0.00827) | (0.00650) | (0.00711) | (0.00736) |
|  |  |  |  |  |  |  |  |  |
| Pinot | -0.0826\*\*\* |  |  |  | -0.0854\*\*\* |  |  |  |
|  | (0.00472) |  |  |  | (0.00688) |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Post\*Pinot | 0.0514\*\*\* |  |  |  | 0.0657\*\*\* |  |  |  |
|  | (0.00624) |  |  |  | (0.00910) |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Valley |  |  |  |  | -0.0451\*\*\* | -0.0512\*\*\* | -0.0337\*\*\* | -0.0835\*\*\* |
|  |  |  |  |  | (0.00977) | (0.00807) | (0.00882) | (0.00913) |
|  |  |  |  |  |  |  |  |  |
| Post\*Valley |  |  |  |  | 0.0220\*\* | -0.00451 | 0.0220\*\*\* | -0.0340\*\*\* |
|  |  |  |  |  | (0.00877) | (0.00584) | (0.00638) | (0.00661) |
|  |  |  |  |  |  |  |  |  |
| Pinot\*Valley |  |  |  |  | 0.00517 |  |  |  |
|  |  |  |  |  | (0.00938) |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Post\*Pinot\*Valley |  |  |  |  | -0.0265\*\* |  |  |  |
|  |  |  |  |  | (0.0124) |  |  |  |
| Observations | 364 | 182 | 182 | 182 | 364 | 182 | 182 | 182 |
| *R*2 | 0.728 | 0.865 | 0.791 | 0.936 | 0.735 | 0.865 | 0.805 | 0.945 |
| Standard errors in parentheses. District fixed effects are included, but not reported.\* *p* < .10, \*\* *p* < .05, \*\*\* *p* < .01 |

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| **Table A6** Annual total acres for the period 1999-2012 with 2005+ as 'Post' |
|  | North vs. Central Coast - 3DiD |
|  | Pinot  | Merlot | Cabernet Sauvignon |
| Year | 0.133\*\*\* | -0.0160\*\*\* | 0.0125\*\* |
|  | (0.0181) | (0.00533) | (0.00520) |
|  |  |  |  |
| Post | 0.702\*\*\* | -0.0499 | -0.117\*\* |
|  | (0.163) | (0.0481) | (0.0468) |
|  |  |  |  |
| NCoast | 2.128\*\*\* | -0.341\*\*\* | 0.340\*\*\* |
|  | (0.219) | (0.0644) | (0.0627) |
|  |  |  |  |
| CCoast | 2.678\*\*\* | 0.517\*\*\* | 1.615\*\*\* |
|  | (0.219) | (0.0644) | (0.0627) |
|  |  |  |  |
| Post\*NCoast | -1.448\*\*\* | 0.0940\* | 0.130\*\* |
|  | (0.188) | (0.0553) | (0.0539) |
|  |  |  |  |
| Post\*CCoast | -1.018\*\*\* | 0.312\*\*\* | 0.230\*\*\* |
|  | (0.188) | (0.0553) | (0.0539) |
| Observations | 182 | 182 | 182 |
| *R*2 | 0.964 | 0.984 | 0.986 |
| Standard errors in parentheses. District fixed effects are included, but not reported.\* *p* < .10, \*\* *p* < .05, \*\*\* *p* < .01 |

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| **Table A7** Annual nonbearing acres for the period 1999-2012 with 2005+ as 'Post' |
|  | North vs. Central Coast - 3DiD |
|  | Pinot  | Merlot | Cabernet Sauvignon |
| Year | 0.0120 | -0.400\*\*\* | 0.00365 |
|  | (0.0552) | (0.0461) | (0.0657) |
|  |  |  |  |
| Post | 0.627 | 0.556 | -2.300\*\*\* |
|  | (0.497) | (0.416) | (0.592) |
|  |  |  |  |
| NCoast | 2.092\*\*\* | -0.0336 | 2.571\*\*\* |
|  | (0.666) | (0.557) | (0.792) |
|  |  |  |  |
| CCoast | 2.098\*\*\* | 1.729\*\*\* | 4.165\*\*\* |
|  | (0.666) | (0.557) | (0.792) |
|  |  |  |  |
| Post\*NCoast | -2.179\*\*\* | -0.394 | 0.111 |
|  | (0.572) | (0.478) | (0.681) |
|  |  |  |  |
| Post\*CCoast | -0.854 | 0.362 | -0.392 |
|  | (0.572) | (0.478) | (0.681) |
| Observations | 182 | 182 | 182 |
| *R*2 | 0.730 | 0.736 | 0.571 |
| Standard errors in parentheses. District fixed effects are included, but not reported.\* *p* < .10, \*\* *p* < .05, \*\*\* *p* < .01 |

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| **Table A8** Annual tons crushed for the period 1999-2012 with 2008+ as 'Post' |
|  | North vs. Central Coast - 3DiD |
|  | Pinot  | Merlot | Cabernet Sauvignon |
| Year | 0.182\*\*\* | 0.0314\*\*\* | 0.0466\*\*\* |
|  | (0.0332) | (0.00810) | (0.00818) |
|  |  |  |  |
| Post | 1.507\*\*\* | -0.284\*\*\* | -0.388\*\*\* |
|  | (0.314) | (0.0766) | (0.0773) |
|  |  |  |  |
| NCoast | 1.968\*\*\* | -0.138 | 1.106\*\*\* |
|  | (0.402) | (0.0982) | (0.0992) |
|  |  |  |  |
| CCoast | 2.373\*\*\* | 0.897\*\*\* | 2.806\*\*\* |
|  | (0.402) | (0.0982) | (0.0992) |
|  |  |  |  |
| Post\*NCoast | -2.522\*\*\* | -0.281\*\*\* | 0.200\*\* |
|  | (0.385) | (0.0940) | (0.0949) |
|  |  |  |  |
| Post\*CCoast | -1.895\*\*\* | -0.00133 | 0.158\* |
|  | (0.385) | (0.0940) | (0.0949) |
| Observations | 182 | 182 | 182 |
| *R*2 | 0.846 | 0.968 | 0.973 |
| Standard errors in parentheses. District fixed effects are included, but not reported.\* *p* < .10, \*\* *p* < .05, \*\*\* *p* < .01 |

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| **Table A9** Annual share of tons crushed for the period 1999-2012 with 2008+ as 'Post' |
|  | North vs. Central Coast - 3DiD |
|  | Pinot  | Merlot | Cabernet Sauvignon |
| Year | 0.00328\*\*\* | -0.000640 | 0.00283\*\*\* |
|  | (0.000630) | (0.000675) | (0.000708) |
|  |  |  |  |
| Post | 0.0156\*\*\* | -0.0163\*\* | -0.0355\*\*\* |
|  | (0.00596) | (0.00639) | (0.00669) |
|  |  |  |  |
| NCoast | 0.0583\*\*\* | 0.0305\*\*\* | 0.0893\*\*\* |
|  | (0.00764) | (0.00819) | (0.00859) |
|  |  |  |  |
| CCoast | 0.0189\*\* | 0.0275\*\*\* | 0.203\*\*\* |
|  | (0.00764) | (0.00819) | (0.00859) |
|  |  |  |  |
| Post\*NCoast | -0.0125\* | -0.0262\*\*\* | 0.0383\*\*\* |
|  | (0.00731) | (0.00784) | (0.00822) |
|  |  |  |  |
| Post\*CCoast | 0.00477 | -0.00495 | 0.00685 |
|  | (0.00731) | (0.00784) | (0.00822) |
| Observations | 182 | 182 | 182 |
| *R*2 | 0.872 | 0.822 | 0.948 |
| Standard errors in parentheses. District fixed effects are included, but not reported.\* *p* < .10, \*\* *p* < .05, \*\*\* *p* < .01 |