

UPDATE
March 7, 2015



Governor's Proclamation



PROCLAMATION

WHEREAS, the wine industry's increasing profile in lowe in the past 20 years has made the state recognizable as a producer of quality wine; and

WHEREAS, there are currently over 100 licensed native wineries in lowir, and

WHEREAS, the lowa wine industry's impact on the economic vitality of the state of lowa is increasing

annually; and

WHEREAS, there is a natural correlation between wine production, and wine appreciation and consumption, which indicates an escalating future economic development benefit for the state of Iowa; and

WHEREAS, lowa's vintures are continuing a centuries old agriculture tradition while utilizing the latest in environmentally friendly technologies; and

WHEREAS, this month is a time to celebrate their outstanding contributions to our state and to winemaking as

NOW, THEREFORE, I, Terry E. Branstad, Governor of the State of Iowa, do hereby proclaim the month of March, 2015 as

IOWA WINE INDUSTRY MONTH



IN TESTIMONY WHEREOF, I HAVE HERE-UNTO SUBSCRIBED MY NAME AND CAUSED THE GREAT SEAL OF THE STATE OF FOWN TO BE AFFIXED. DONE AT DES MOINES THIS 5-b DAY OF MARCH IN THE YEAR OF OUR LORD TWO THAY IS AND PRETTER.

TERRY E. BRANSTAD GOVERNOR OF IOWA

NE and IA: What is Different?

- Nebraska
 - 75% in state fruit

53-103 (31) DEFINITION OF A FARM WINERY

Farm Winery means any enterprise which produces and sells wines produced from grapes, other fruit, or other suitable agricultural products of which at least seventy-five percent of the finished product is grown in this state or which meets the requirements of Section 53-123.13.

- lowa
 - Fermented in Iowa
 - 7. For the purposes of this section, "manufacturer" includes only those persons who process in Iowa the fruit, vegetables, dandelions, clover, honey, or any combination of these ingredients, by fermentation into wines.
- Many more similarities than differences

Why an AVA for Western Iowa?

 Carrots and sticks – motivating lowa wineries to use locally grown fruit

Economics - \$1 to \$2 per bottle

 We want to create a well known and famous WINE REGION!

Appellation Statements

- Per Federal TTB Regulations:
 - Loess Hills District on the label will mean that 85% or more of the grapes used to produce that wine were grown in the Loess Hills District AVA.
 - lowa on the label means 75% or more of the grapes used to produce that wine were grown in lowa.









Loess Hills District AVA Wine Trail

- An AVA Wine Trail is a key component
- The foundation of the Loess Hills District Wine Trail is by definition the wines we produce from AVA grown grapes.
- Carrot vs Stick









We Are Getting Close!

Home. Wine. List of Pending American Viticultural Areas Petitions



List of Pending American Viticultural Areas Petitions

The following is a listing of petitions to establish American Viticultural Areas (AVAs) that TTB has accepted as perfected in accordance with Part 9 of TTB regulations. "Accepted as perfected" means that the petition meets the requirements of Part 9, but it is not a guarantee that TTB will proceed with rulemaking.

A petitioned-for AVA will be removed from this list once a Notice of Proposed Rulemaking (NPRM) publishes in the Federal Register, and a rulemaking docket containing a copy of the petition and the NPRM will be available for public viewing and comment on Regulations.gov, at http://www.regulations.gov. For a listing of AVA-related rulemaking documents that are currently open for public comment, visit our wine rulemaking page at http://www.ttb.gov/wine/wine-rulemaking.shtml.

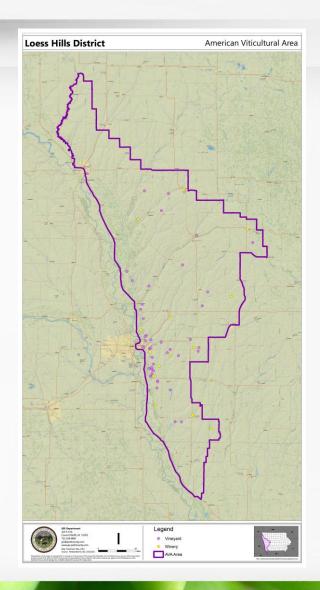
Copies of petitions and related exhibits for any of the petitioned-for AVAs in the list below are available upon submission of a Freedom of Information Act (FOIA) request. For information on submitting a FOIA request, visit our FOIA web page at http://www.ttb.gov/foia/make_request-foia.shtml.

For information on submitting a petition to establish a new AVA, visit our AVA web page at http://www.ttb.gov/wine/ava.shtml. You can also see How to Prepare an American Viticultural Area Petition (AVA Manual)

AVA Name	State(s)	County	Petitioner	Date Accepted as Perfected
Lewis-Clark Valley (with modification of the Columbia Valley viticultural area)	WA/ID	Nez Perce, Lewis, Clearwater, and Latah (ID); Asotin, Garfield, Whitman (WA)	Alan Busacca	05/07/13
Champlain Valley of New York	NY	Clinton, Essex	Colin Read	06/18/13
Eagle Foothills (formerly Willow Creek Idaho)	ID	Gem, Ada	Martha Cunningham	08/20/13
Lamorinda	CA	Contra Costa	Patrick Shabram	06/20/13
Loess Hills District	IA/MO		Shirley Frederiksen/ Golden Hills Resource Conservation and Development, Inc.	11/26/13

We Are Getting Close!

- A multi-year effort
- Expect approval in the coming months
- A monumental step toward creating a wine Region!!
- Expansion???



The Loess Hills District AVA

