



Loess Hills District AVA

UPDATE
March 7, 2015

Governor's Proclamation



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.

- Iowa
 - 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 Iowa 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.
 - ***Iowa*** on the label means 75% or more of the grapes used to produce that wine were grown in Iowa.



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!

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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	06/20/13
Lamorinda	CA	Contra Costa	Patrick Shabram	06/20/13
Loess Hills District	IA/MO	Fremont, Page, Mills, Montgomery, Pottawattamie, Cass, Harrison, Shelby, Audubon, Monona, Crawford, Carroll, Woodbury, Ida, Sac, Plymouth, and Sioux (IA); Atchison and Holt (MO)	Shirley Frederiksen/ Golden Hills Resource Conservation and Development, Inc.	11/28/13

We Are Getting Close!

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



