Loess Hills District AVA

UPDATE
March 7, 2015
Governor’s Proclamation

State of Iowa
Executive Department
IN THE NAME AND BY THE AUTHORITY OF THE STATE OF IOWA

PROCLAMATION

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

WHEREAS, there are currently over 100 licensed wineries in Iowa; and

WHEREAS, the Iowa wine industry’s impact on the economic vitality of the state of Iowa 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, Iowa’s wineries 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 a whole:

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 HERETOunto subscribed my name and caused the great seal of the state of Iowa to be affixed. Done at Des Moines this 5th day of March in the year of our Lord two thousand fifteen.

Terry E. Branstad
GOVERNOR OF IOWA
NE and IA: What is Different?

- Nebraska
  - 75% in state fruit

- 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
**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](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](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](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](http://www.ttb.gov/wine/ava.shtml). You can also see How to Prepare an American Viticultural Area Petition (AVA Manual).

<table>
<thead>
<tr>
<th>AVA Name</th>
<th>State(s)</th>
<th>County</th>
<th>Petitioner</th>
<th>Date Accepted as Perfected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lewis-Clark Valley (with modification of the Columbia Valley viticultural area)</td>
<td>WA</td>
<td>Nez Perce, Lewis, Cowlitz, and Latah (ID); Asotin, Garfield, Whitman (WA)</td>
<td>Alan Busacca</td>
<td>05/07/13</td>
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<tr>
<td>Champlain Valley of New York</td>
<td>NY</td>
<td>Clinton, Essex</td>
<td>Colin Read</td>
<td>03/13/13</td>
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<tr>
<td>Eagle Foothills (formerly Willow Creek Idaho)</td>
<td>ID</td>
<td>Gem, Ada, Butte</td>
<td>Martha Cunningham</td>
<td>03/20/13</td>
</tr>
<tr>
<td>Lamont</td>
<td>CA</td>
<td>Contra Costa</td>
<td>Patrick Shabram</td>
<td>02/20/13</td>
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<tr>
<td>Loess Hills District</td>
<td>IA/NE</td>
<td>Fremont, Page, Mills, Montgomery, Pottawattamie, Cass, Harrison, Shelby, Audubon, Monona, Crawford, Carroll, Woodbury, Ida, Sac, Plymouth, and Sioux (IA); Atchison and Holt (MO)</td>
<td>Shirley Frederiksen; Golden Hills Resource Conservation and Development, Inc.</td>
<td>11/25/13</td>
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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