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From the President's Desk

Last month the Department of Agriculture (USDA) published a revised strategic plan for 2005-2010. It presents a roadmap for USDA priorities in setting departmental policies and budget goals. It is important to be aware of these goals as they can be helpful in crafting your message to the USDA when working for greater support of grower needs.

The new plan clearly states that enhancing the competitiveness of American agriculture is a main focus for the USDA. The plan also highlights research as the foundation for progress. These elements dovetail nicely with WineAmerica objectives.

Some key elements in the USDA plan include:

- Expand domestic marketing opportunities for agricultural products and strengthen risk management, the use of financial tools, and the provision of sound information to help farmers and ranchers in their decision-making process;
- Further develop alternative markets for agricultural products and activities;
- Provide financing needed to help expand job opportunities and improve housing, utilities

and infrastructure in rural America;

- Improve nutrition by providing food assistance, nutrition education and promotion; and
- Manage and protect America's public and private lands working cooperatively with other levels of government and the private sector.

The USDA plan has six strategic goals:

- Enhance International Competitiveness of American Agriculture
- Enhance the Competitiveness and Sustainability of Rural and Farm Economies
- Support Increased Economic Opportunities and Improved Quality of Life in Rural America
- Enhance Protection and Safety of the Nation's Agriculture and Food Supply
- Improve the Nation's Nutrition and Health
- Protect and Enhance the Nation's Natural Resource Base and Environment

It is interesting to note that the USDA is focusing on goals and programs that promote efficient and profitable operations to improve the long-term viability of the producer.

Some of the specific objec-

tives in the plan are presented below:

1. Expand research to assess the effectiveness of developing profitable alternative crops and on- or near-farm processing that add value to agricultural products and enhance the economic viability of rural communities and families (Goal 2);
2. Expand research, education and extension to help producers, processors, and distributors address changing consumer needs, tastes, and preferences (Goal 2);
3. Conserve, characterize and make available genetic resources for research and development; (Goal 2);
4. Integrate new science-based knowledge, technologies, decision-support systems and best-management practices to optimize efficient, economical and environmentally sustainable production systems that are size- and scale-appropriate (Goal 2);
5. Expand the knowledge base that informs policy-makers seeking solutions to increase the profitability, efficiency and competitiveness of American agriculture (Goal 2);

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From the President's Desk (Continued From Page 1)

6. Conduct and support research, education and extension to a) better understand and address consumer needs, tastes, and preferences, b) inform consumers, c) provide continuing professional development throughout the agricultural and food system (Goal 2);

7. Support market development, expansion and promotion activities through industry, Federal, State, regional and local partnerships; (Goal 2);

8. Focus on value-added activities in agriculture and other natural resource industries by encouraging the establishment and growth of locally owned and operated rural businesses (Goal 3);

9. Increase awareness throughout Government of the opportunities and limitations to economic growth in rural America (Goal 3);

10 Intensify research and education efforts to rapidly identify pests and diseases that enter the U.S. (Goal 4);

11. Increase scientific monitoring for a broader array of emerging agricultural pests and diseases (Goal 4);

12. Develop, validate and deploy new identification devices that can rapidly detect pathogens and toxins that threaten livestock, poultry, plants/crops and food (Goal 4);

13. Strengthen disease surveillance systems for plant and animal pests to minimize the spread beyond the original area of introduction and minimize economic and environmental risk (Goal 4);

14. Encourage business and industry investment in conservation on private lands supporting the development of innovative, market-

based approaches to improve water quality and ensure adequate water supplies (Goal 6);

15. Help producers to comply with Federal, State and local regulatory requirements through technical, financial and educational assistance (Goal 6);

16. Provide incentives to encourage landowners to adopt more environmentally beneficial measures (Goal 6);

The plan helps to tell us where the USDA would like to be going and what producers can expect for long-term support. Overall, the plan is very similar to WineAmerica goals and that bodes well for continued success in getting the USDA to support vineyard and winery programs.

Missouri Wine Showcased on Capitol Hill

The Missouri wine industry and WineAmerica recently hosted a wine tasting in Washington DC, for the state's Congressional delegation and other select members of Congress.

The event was held in one of the House office buildings and featured wines from nine Missouri wineries. Those in attendance representing the state's industry

were Jim Anderson, Executive Director of the Missouri Wine and Grape Board; Jon Held, Vice President and General Manager of Stone Hill Winery in Hermann, MO; and Bryan Siddle, General Manager of Crowne Valley Winery in Ste. Genevieve, MO. Jennifer Montgomery, Director of Grassroots and Political Affairs at WineAmerica, also assisted with the event.

The reception provided an excellent opportunity for Missouri's Congressional delegation and staff to learn more about the growth of the state's industry by having a variety of wines to sample and talking to Missouri industry representatives in person. The evening was so successful that members of Congress have invited the Missouri wine industry to make it an annual event on the Hill.



Immigration Hearings Scheduled For Next Two Months

During the next two months, both the House of Representatives and the Senate will hold hearings focused on the complexities of immigration reform. While these hearings are tentative and subject to change, WineAmerica has posted a link under the Federal Issues section of the website, (www.wineamerica.org) titled "Tentative Immigration Hearings Schedule." If you have any interest in this issue, would like to track or even participate in the hearings, we encourage you to do so. It is very important that lawmakers hear from wineries about the need for a stable and legal workforce.

Some important background regarding this issue is as follows:

- The Comprehensive Immigration Reform Act of 2006 (S.2611), passed by the Senate on May 25th, has been sent to the House of Representatives.
- The key elements of the Senate comprehensive bill are focused on border security and enforcement, a general-industry temporary guest worker program, a path for the 11 million undocumented workers already in the U.S. to earn residency, and a specific carve out for agriculture in the form of AgJOBS. It is widely supported by agriculture since it meets the requirements of a stable and legal workforce while satisfying the needs of border enforcement.
- In December, the House passed "The Border Protection, Anti-Terrorism and Illegal Immigration Control Act of 2005" (H.R. 4437). This bill threatens to leave US agriculture without a workforce and has no components supporting the needs of US agriculture. Instead, it levies fines as high as \$25,000 per illegal worker, even if the employer is unaware of the illegal status.
- Original expectations were that the Senate bill would be sent to conference to bridge the differences with the House immigration bill (HR.4437). However, rather than try to span the large disagreement between the House enforcement only bill and the Senate comprehensive proposal, House leadership decided that the best approach is to investigate the impacts of a comprehensive approach during a series of hearings. The Senate followed by calling for their own hearings into the matter.
- Some informal discussions are occurring that offer an opportunity to bridge the differing approaches to reform and to find a way forward in U.S. immigration policy, whether that begins with enforcement before implementing a guest worker program or doing both at the same time. In any scenario, the

Senate and House are actively engaged in talks to work together on this issue.

Having agriculture included in the comprehensive immigration reform bill is a much needed and heralded first step towards finding a solution to the current immigration problem. However, if momentum is not maintained towards a balanced solution with a guest worker program, it may leave U.S. agriculture without a stable workforce. With estimates placing 70% of the current workforce as having questionable legal status, this would have a very negative effect on American agriculture.

Given the constantly changing dynamic of immigration reform, WineAmerica will continue its close work with ACIR (the Agricultural Coalition for Immigration Reform) and others to ensure that the needs of America's wineries are met and a balanced solution for the immigration problem is found. WineAmerica members are encouraged to contact their Representatives and Senators to express their need for a stable workforce.

Quick Tip:

Can't find what you're looking for on the WineAmerica website? Use the new search engine tool on the home page (under the main menu).



Look for this button to search the website

Three New Grape Varietals Named/Released by Cornell University



Corot Noir Grapes

On July 9-11 at the ASEV Eastern Section Conference in Geneva, officials from Cornell University named and released three new wine grapes – Noiret, Corot Noir, and Valvin Muscat. The grapes were developed and tested by Bruce Reisch and Thomas Henick-Kling, both professors and the NY Agricultural Experimentation Station in Geneva, NY.

The new varietals are broadly adapted to wine growing regions in the East and are the latest in a line of grapes released by the Experiment Station (previous releases include Cayuga White, Chardonel, and Traminette).

Noiret is a mid-season red wine grape that is the hybrid result from a cross between NY65.0467.08 and Steuben. Wines produced from Noiret are free from typical hybrid aromas and have notes of green & black pepper, raspberry and mint. Noiret should be grown on sites less susceptible to extreme winter temperatures and downy mildew.

Corot Noir is a mid to late-season red wine grape resulting in a cross between Seyve Villard and Steuben. The grapes can be used for varietal wine production or blending and the wine has berry and cherry fruit aromas.

Valvin Muscat is a mid-season white wine grape with distinctive Muscat flavors and aromas and can be used for varietal wine or blending. The grape is the result of a cross between Muscat du Moulin and Muscat Ottonel. This new grape is recommended for the production of high-quality Muscat wines and should be grown on suitable rootstocks. Care should be exercised to control disease and the fruit should be picked when the Muscat flavor is at its peak.

Vines of the three new grapes can be purchased at licensed commercial nurseries.

Tip of the Month:

You can now search the Virtual Trade Show by category to find the suppliers that fit your needs.

Regulatory News: TTB Establishes Eola—Amity Hills AVA

On Monday, July 17th, the Alcohol and Tobacco Tax and Trade Bureau (TTB) established the Eola-Amity Hills Viticultural Area (appellation). The viticultural area is contained within the existing Willamette Valley viticultural area and is comprised of 37,900 acres within Polk and Yamhill Counties in western Oregon. The effective date of the appellation is August 16, 2006.

The establishment of the Eola-Amity Hills appellation was quite unique. The original name of the viticultural area was to be Eola Hills. The issue with the establishment of the viticultural area under the original, proposed name was the existence of a

winery named Eola Hills Wine Cellars. The establishment of the Eola Hills viticultural area would have prohibited Eola Hills Wine Cellars from using its Eola Hills brand name on some of its wines. Eola Hills sources part of its grapes from areas outside of the proposed Eola Hills viticultural area. Not all of their wines would meet the required 85 percent that would be needed to classify the wine as being from the Eola Hills appellation. Eola Hills Wine Cellars maintained that they worked for years to build brand recognition and the establishment of this new viticultural area would devastate its business.

After three years of deliberation, TTB decided to rename the proposed Eola Hills viti-

cultural area as Eola-Amity Hills. TTB ruled that Eola Hills Wine Cellars submitted enough evidence to show that its business would be adversely affected by the establishment of the Eola Hills appellation. Eola-Amity Hills was established as the name for the new viticultural area, thereby distinguishing it from Eola Hills Wine Cellars and allowing the Eola Hills brand to appear on wines which to not qualify for the appellation. TTB will only recognize Eola-Amity Hills as having viticultural significance. This was the first time a proposed viticultural area's name was changed due to an existing winery's brand had the same name.

Welcome to the Newest WineAmerica Supplier Members

Welcome to our newest Supplier Members. Please make sure to visit their booths in the WineAmerica Virtual Trade Show. Please contact WineAmerica if you need your user name and password to access any of the Members Only portions of the website.

Presque Isle Winemaking Supplies & Equipment

North East, PA
www.piwine.com

Secant, Inc.

West Bloomfield, MI
www.secantconsulting.com

Secant, Inc. is an independent consulting corporation specializing in helping companies in the Consumer Packaged Goods and Alcohol Beverage industry. We help our clients in the areas of data acquisition through to business intelligence. We provide software solutions and consulting assistance to

our clients in these areas.

Vino LeFebvre

Fort Wayne, IN
<http://vinolefebvre.com>

Spider Graphics

Ithaca, NY
www.spidergraphics.com

Spider Graphics provides database-driven web software to high-tech, tourism, education, and e-commerce-intensive businesses. Our contributions range from strategic and technical consulting through complete website planning, design, implementation, training, hosting, and maintenance.

Beer & Wine Services, Inc.

Calistoga, CA
<http://www.beer-and-wine-services.com/>

We provide full services to the alcoholic beverage industry related to the licensing of alcoholic beverages

and compliance with federal (TTB) and state (ABC) regulations.

Northwest Core Collection

Portland, OR
www.nwcorecollection.com

Northwest Core Collection is a National Wine Sales & Marketing company focusing on the unique needs of Northwest wineries. We have assembled the first phase of our distinctive collection of superb wines from Oregon and Washington which we will represent through our national distribution network.

Wine Packaging by Naylor

Stewartstown, PA
www.naylorwine.com

Packaging designed and manufactured by a winemaker, for a winemaker. Corrugated shipping and retail boxes, custom printing.

For a complete list of all WineAmerica Supplier Members and the services they provide, visit the WineAmerica website and login to the Virtual Trade Show!

From the COLA to the Shelf: Tips For Getting Your Labels Out the Door

From time to time you may find yourself under a bottling deadline. When this occurs there is a way for you to get your COLAs approved in about four business days. To do this you need to file an expedite request. This requires a letter requesting the TTB to speed up your label approval. When filing an expedite request please use the following template:

(Date)

To:
 TTB Advertising Labeling & formulation Division
 Alcohol & Tobacco Tax and Trade Bureau
 1310 G St. NW Fourth Floor, Suite 400
 Washington, DC 20220

Regarding: Expedite Request

To Whom It May Concern:

We respectfully request expedited handling of the enclosed label serial number(s) (Your serial # here). In order to meet our bottling schedule we must have approval not later than (requested date, allow at least 4 business days). (Write in your justification here, such as "we are up against a bottling deadline and have encountered problems with coordinating the printing date, etc. etc. etc.)

Thank you for your assistance, and appreciate your consideration in this matter.

Sincerely,

(Your signature here)

(Your printed name here)

An original signature is required for the TTB to process your expedite request. You cannot fax the letter. To submit an expedite request simply include the letter with your COLAs when you send them into Wine America. Please do not send in an expedite request unless you absolutely need to. We encourage you to give yourself plenty of time for label approval. The approval process normally takes three to four weeks.

Note: Right now there is a backlog at the TTB, most labels take a minimum of four weeks to process.

**WINEAMERICA
MONTHLY
NEWSLETTER
-JULY 2006-**

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WineAmerica—The National Association of American Wineries

This month WineAmerica introduces its new newsletter format. As you may have noticed, this is not the regular newsletter you've grown accustomed to. We've decided to try this format out—we think it allows for more creativity and a more polished look.

Let us know what you think about the new newsletter format. Or, if there are other issues you're interested in, please let us know that as well. We enjoy hearing from you to ensure that we're meeting our members' needs. Comments? Please email info@wineamerica.org.

Welcome to the Newest WineAmerica Members!

17 Ranch Winery , Ltd
Lewellen, NE

428 Wines, LLC
Walla Walla, WA

Acorn Hill Winery
Madison, VA

Anderson Valley Vineyards
Los Ranchos de Albuquerque,
NM

Applegate Red Winery
Grants Pass, OR

Arrowhead Wine Cellars Inc
North East, PA

Benmarl Winery
Marlboro, NY

Black Ankle Farms
Mt. Airey, MD

Black Wolf Vineyards, LLC
Dobson, NC

Bonacquisti Wine Company
Denver, CO

Boxwood Winery
Middleburg, VA

C.R. Sandidge Wines
Chelan, WA

Castello di Borghese, LLC
Cutchogue, NY

Castle Vineyards and Winery
Sonoma, CA

Catharine Valley Winery
Burdett, NY

Chaddsford Winery
Chadds Ford, PA

Clovis Point-East End Vineyards
Jamesport, NY

Cullari Vineyards and Winery
Hershey, PA

D'Vine Wine
Kirkwood, MO

Edmonds Winery LLC
Edmonds, WA

Farinacci Winery, Ltd.
Austinburg, OH

Galena Cellars Winery
Galena, IL

Hosmer Inc
Ovid, NY

Jersey Acres Farms Inc.
Pine Grove, PA

LynOaken Farms
Lyndonville, NY

Magpie Farms
Bainbridge, NY

Matheson Wine Company
Rio Rancho, NM

Maugle Sierra Vineyard, LLC
Ledyard, CT

McKinlay Vineyards
Newberg, OR

McRitchie Wine Company
Elkin, NC

Otago Imports
Mt. Horeb, WI

Ozan Cellars
Calera, AL

Pete's Creek
Sioux Falls, SD

Rancho Rossa Vineyards
Sonoita, AZ

Raven's Glenn Winery
West Lafayette, OH

Robinette Cellars, LLC
Grand Rapids, MI

Rooster Hill Vineyards
Penn Yan, NY

Rose River Farm
Georgetown, SC

Rose Valley Winery, Inc
Rose City, MI

Rotta Winery
Templeton, CA

Shelburne Vineyard
Shelburne, VT

Springhill Cellars Winery, LLC
Albany, OR

Stoney Ridge Winery
Bryan, OH

Sugar Creek Winery and Vineyards
Defiance, MO

Tahoe Ridge Winery
Genoa, NV

Victoria Valley Vineyards, LLC
Easley, SC

Vynecrest LLC
Breinigsville, PA

Willow Ridge Vineyards & Winery
Shelbyville, IL

Winter's Hill Vineyard
Lafayette, OR