



KENTUCKY
WINE



Kentucky Grape and Wine Council News
December 2007

Remember: A Kentucky made wine paired with a Kentucky made cheese makes for a Proud Kentucky produced Gift!

The Kentucky Grape and Wine Council (KGWC) met on Wednesday, December 12 at 1pm. The meeting was held in Frankfort, Kentucky at the Kentucky Department of Agriculture, Fair Oaks Facility. Minutes from this meeting will be available on January 16th after Council approval. For a copy contact Stacia Alford.

The following is a review of discussion from the December KGWC meeting and any additional news regarding the grape and wine industry in Kentucky.

STATEWIDE MARKETING PLAN:

Additions have been made to the www.kentuckywine.com webpage. These additions include a news and events tab, past and present, wine locator, corkboard, links, a contact link, as well as a page listing all the wineries, broken down regionally. Wineries please check out your info on this page and send any new verbiage or changes you would like to have made to Stacia. This website is a work in progress and will aid in the successful growth of the Kentucky Grape and Wine Industry.

A brochure listing all the wineries in Kentucky with operating hours is being printed. A mileage chart is included on this brochure which specifies the mileage between each of the wineries. This brochure will be made available to Kentucky wineries, travel centers, etc.

The KGWC has made some contacts in the production of a Kentucky Wine television show. This production will highlight the Kentucky wine industry and its unique history. The script will be developed this winter and production this summer.

ADVERTISING COST-SHARE AND WHOLESALER DISTRIBUTION UPDATE:

Payments have been made to those who opted into the Advertising Cost-Share and Wholesaler Distribution programs and turned in a completed application for the year 2007. Thank you to the winery owners, operators, and wholesalers for your patience during the set up stage of the reimbursement programs. If you opted into these programs and have not turned in your completed application for the P2-07 (July- December 2007) program period please do so. Funds for P2-07 must be expended by December 31, 2007. Please get completed applications and proof of purchases in so reimbursements can be made to you.

Information was sent to the Small Farm Wineries of Kentucky via email and mail asking to verify participation in the January-June 2008 (P1-08) Marketing Cost Share and Wholesaler Reimbursement programs. 31 wineries verified participation in the P1-08 marketing cost share program. **\$2,500** is available for reimbursement per winery for this period. New program guidelines will be available in January. Below you will find a breakdown of how this number was established.

Beginning Amount	Rollover amount from P1/07	Total Amount	P1-08 opt in Total	Total amount per Winery
\$50,000	\$27,517	\$77,517	31	\$2,500

23 wineries opted into the P1-08 Wholesaler Reimbursement. Your wholesaler is eligible for **\$3,044** reimbursement per winery, 254 cases! Funds for P2-07 must be expended by December 31, 2007.

Beginning Amount	Rollover amount from P1/07	Total Amount	P1-08 opt in Total	Total amount per Winery
\$37,500	\$32,520	\$70,020	23	\$3,044



COMMITTEE REPORTS

Legislative: Bird netting is available through county funds from the Agriculture Development Board in the Agricultural Diversification program. A letter is being sent to County Councils explaining the value of bird netting to grape producers. This topic is in the legislative report since we advised the Licensing and Occupations Committee of the need in November and several legislators were interested to make sure these funds are available.

Research: Results of numerous research projects funded by the Grape and Wine Council will be presented during the Grape and Wine Short Course and at the Vintners Dinner in January.

Wholesaler: Kentucky Small Farm wineries, remind your wholesaler that they are exempt from the 11% wholesalers tax. Wholesalers are exempt from this tax if the wine has been produced by a Kentucky small farm winery under Senate Bill 82. The link to KRS Chapter 243.884 explaining this is <http://www.lrc.state.ky.us/KRS/243-00/884.PDF>.

UK REPORT

The Kentucky Grape and Wine Short Course will be January 7 and 8 at the Embassy Suites in Lexington, Kentucky in conjunction with the Kentucky Fruit and Vegetable Conference and Trade Show. There will be a public wine tasting on January 7th sponsored by the Kentucky Vineyard Society. The 2008 Vintners' Dinner will be on January 8 at 7:30 pm at the Embassy Suites Hotel Cold Stream Ballroom. This inaugural dinner will feature six courses featuring foods matched to 10 Kentucky wines. Tickets are available for the Vintners Dinner and at the Liquor Barn located at the Hamburg location in Lexington, Kentucky.

ANNOUNCEMENTS:

- The Agritourism division is working on updating the Kentucky Agritourism website to include a page on each Agritourism venue in the state. If you have submitted information to Stephen Yates, KY Agritourism Director, please take a few moments to review the information posted on your company's Agritourism site. To view your information please go to the website listed below and click on the Agritourism webpage link under your company's name. <http://www.kentuckyfarmsarefun.org/SearchResults/index.aspx>. If you haven't yet submitted your information please contact Stephen Yates at 502-564-4983 or StephenP.Yates@ky.gov for an information form. The Kentucky Agritourism site will be launched to the public at the 2008 Kentucky Agritourism Conference in February.
- Please contact Stacia Alford with any upcoming events you may be having at your winery or vineyard. The events tab on the www.kentuckywine.com webpage will be activated shortly.
- There will be 5 commercial wine competitions in the upcoming year. These competitions will take place in the Nicholasville, Bardstown, Northern Kentucky, and Central Kentucky wine festivals. The granddaddy of them all will be at the Kentucky State Fair.

UPCOMING EVENTS:

- The Kentucky Grape and Wine Short Course in conjunction with Kentucky Fruit and Vegetable Conference and Trade Show will be January 7 and 8, 2008 at the Embassy Suites in Lexington.

NEXT COUNCIL MEETING:

The next Grape and Wine Council Meeting will January 16, 2008 at 1:00pm. The meeting place information will follow. All are invited to attend.



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