

# AVA Project for SE Arizona



# What is an 'AVA' ?



**What is an 'AVA' ?**

American Viticultural Area



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American Viticultural Area

“A delimited grape growing area with distinguishable features, the boundary of which has been ... established”

# AVA Examples



# AVA Examples

## ▶ Napa (in California)



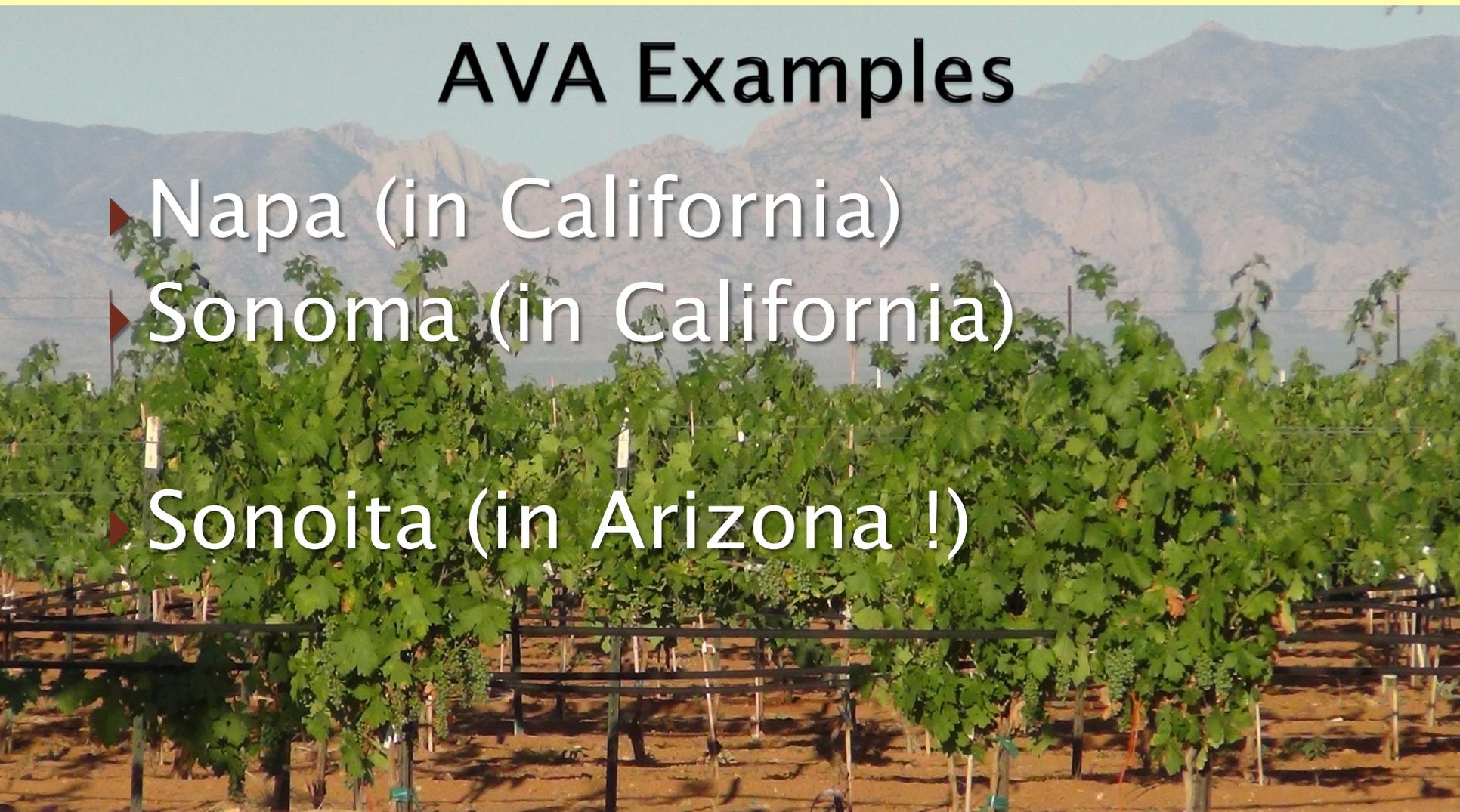
# AVA Examples

- ▶ Napa (in California)
- ▶ Sonoma (in California)



# AVA Examples

- ▶ Napa (in California)
- ▶ Sonoma (in California)
- ▶ Sonoita (in Arizona !)

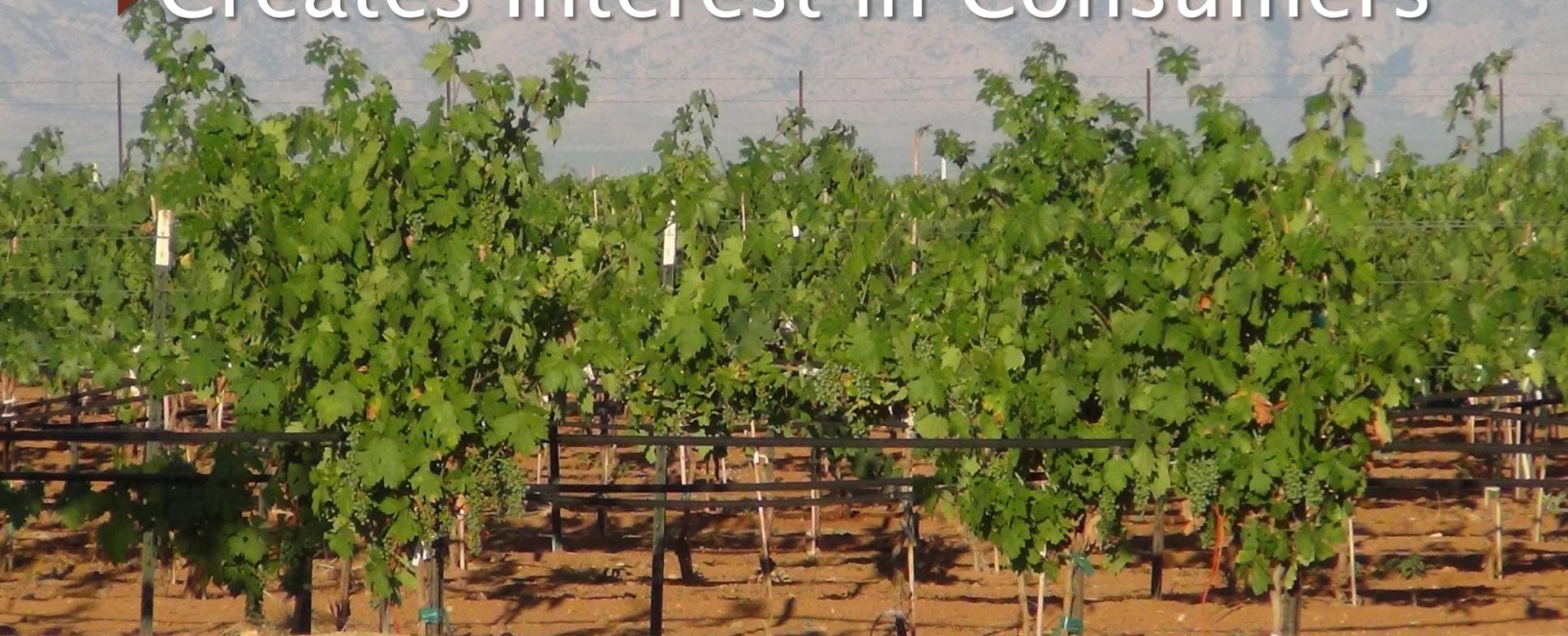


# Why Create an AVA ?



# Why Create an AVA ?

- ▶ Creates Interest in Consumers



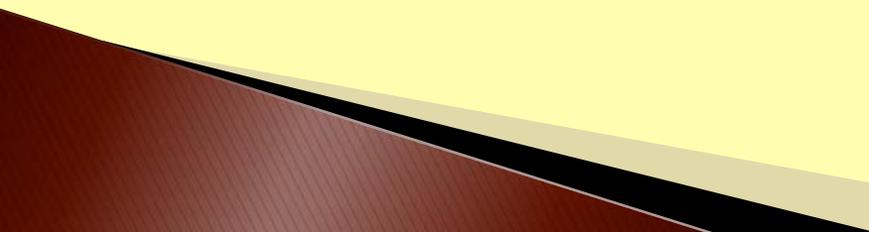
# Why Create an AVA ?

- ▶ Creates Interest in Consumers
- ▶ Builds Our Market



# Why Create an AVA ?

- ▶ Creates Interest in Consumers
- ▶ Builds Our Market
- ▶ Increases Industry Values

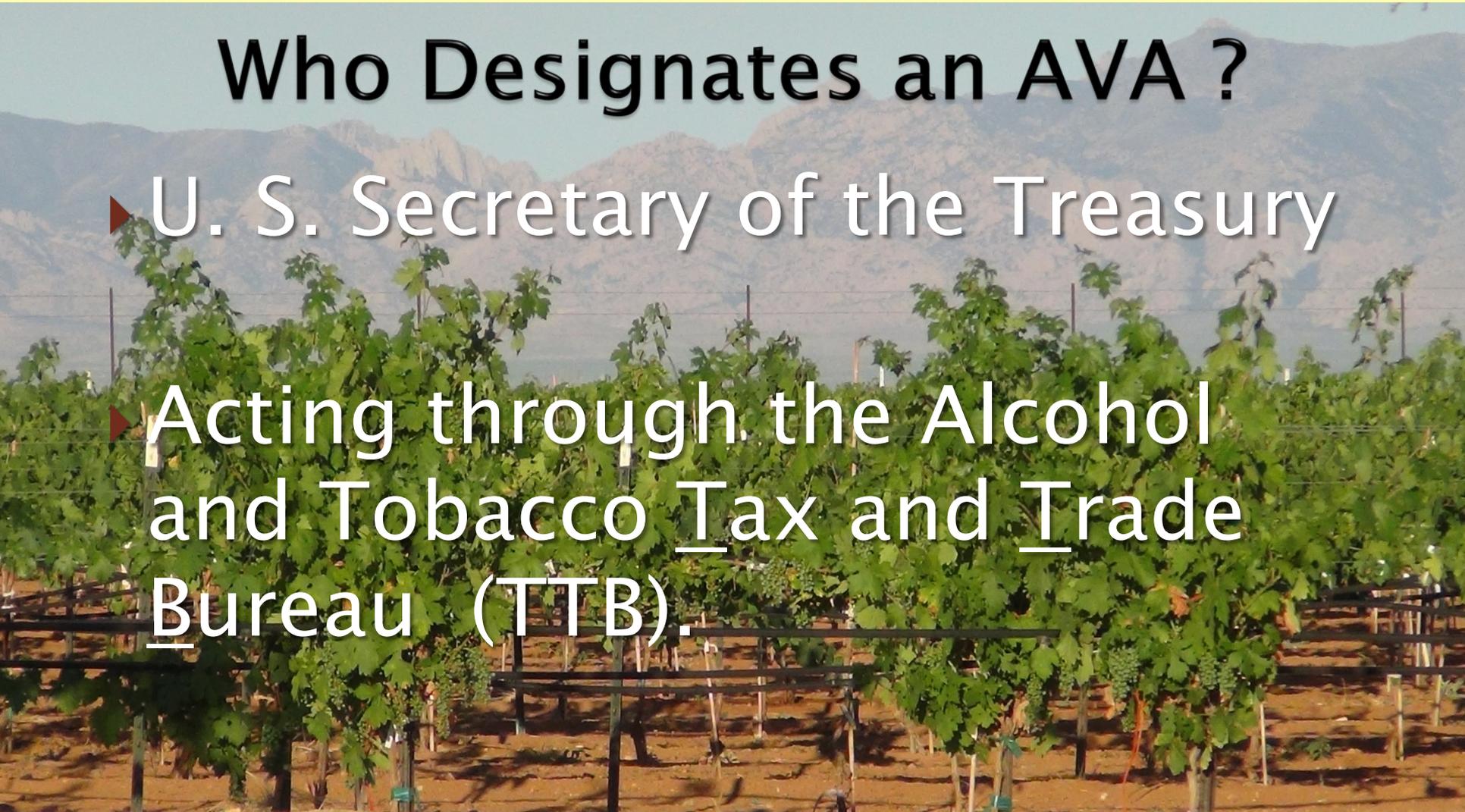


# Who Designates an AVA ?



# Who Designates an AVA ?

- ▶ U. S. Secretary of the Treasury
- ▶ Acting through the Alcohol and Tobacco Tax and Trade Bureau (TTB).



# How is a Designation Earned ?



# How is a Designation Earned ?

## ▶ Research



# How is a Designation Earned ?

- ▶ Research
- ▶ Petition



# How is a Designation Earned ?

- ▶ Research
- ▶ Petition
- ▶ 'Perfection'



# How is a Designation Earned ?

- ▶ Research
- ▶ Petition
- ▶ 'Perfection'
- ▶ Rulemaking



# How is a Designation Earned ?

- ▶ Research
- ▶ Petition
- ▶ 'Perfection'
- ▶ Rulemaking
- ▶ Success !

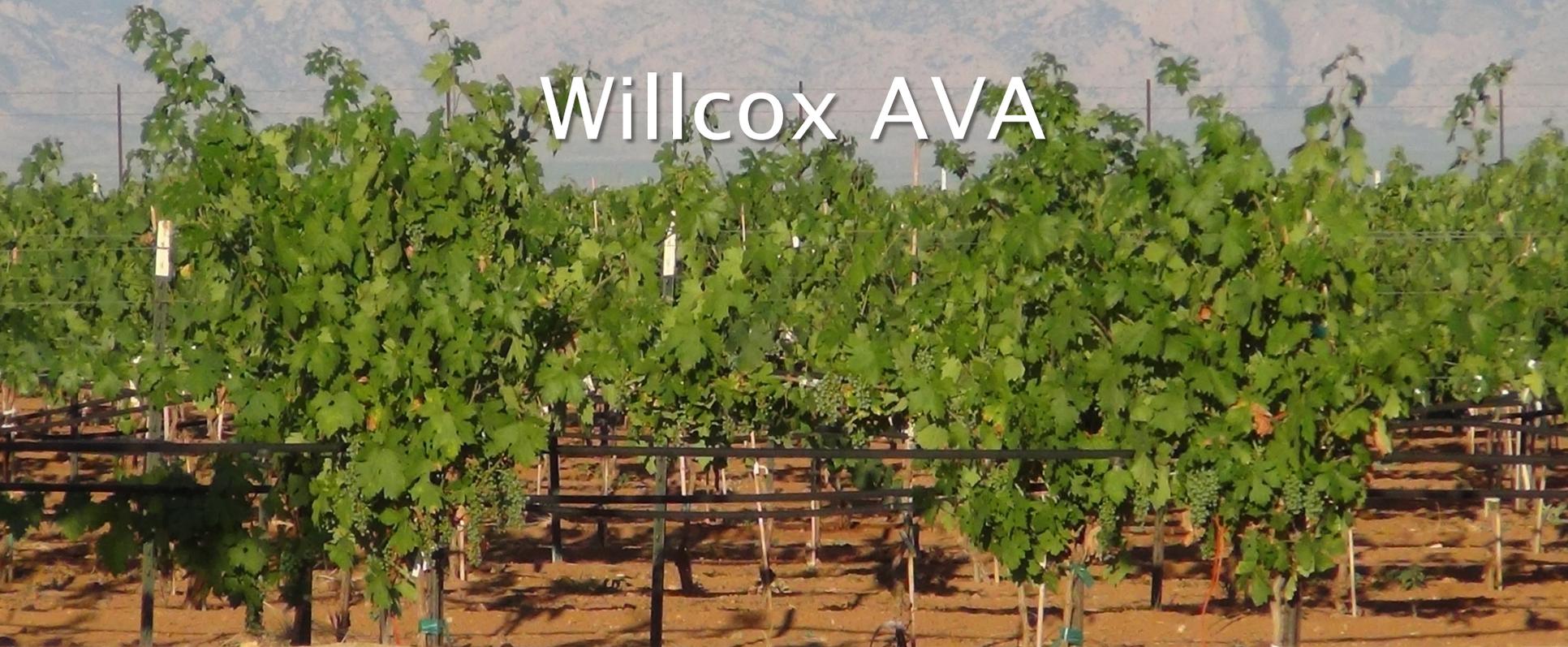


# Our Effort



# Our Effort

Willcox AVA



# Our Effort

Willcox AVA

Chiricahua Foothills AVA



# Our Effort

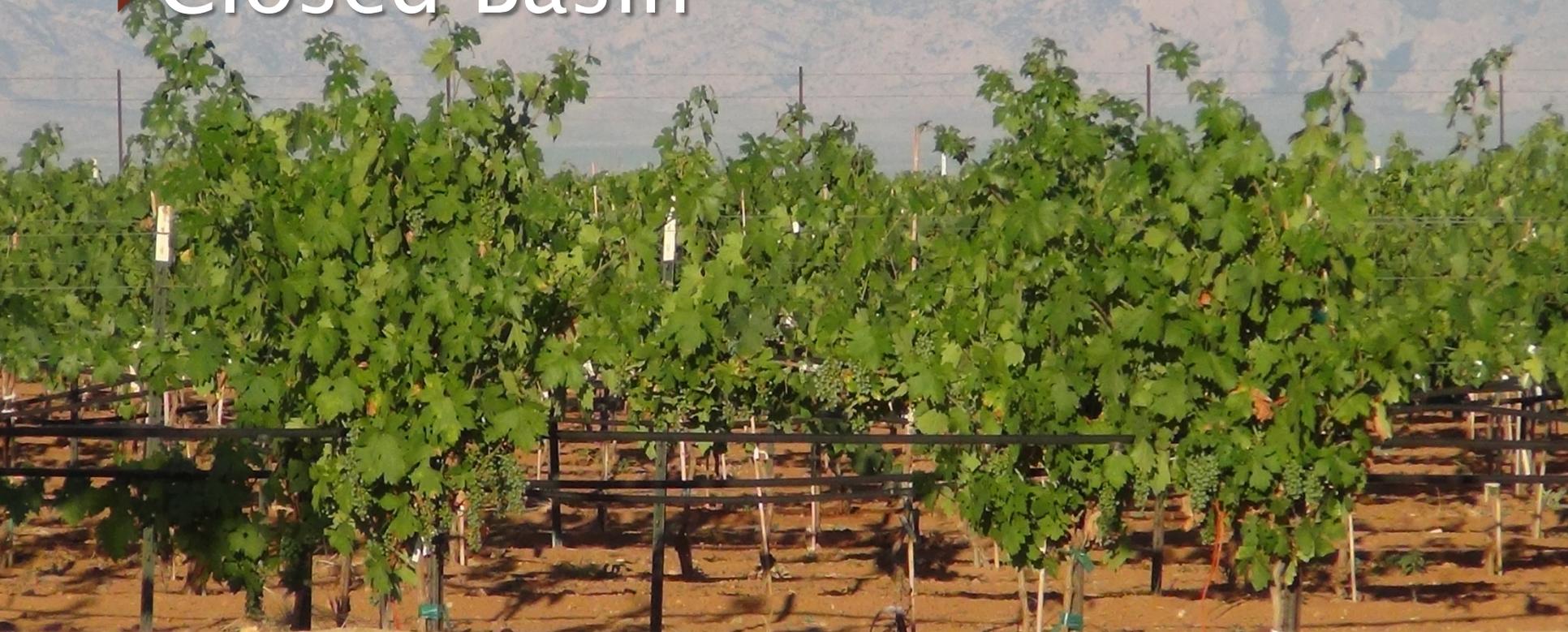


# Unique Features – Willcox



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## ▶ Closed Basin



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## ▶ Closed Basin



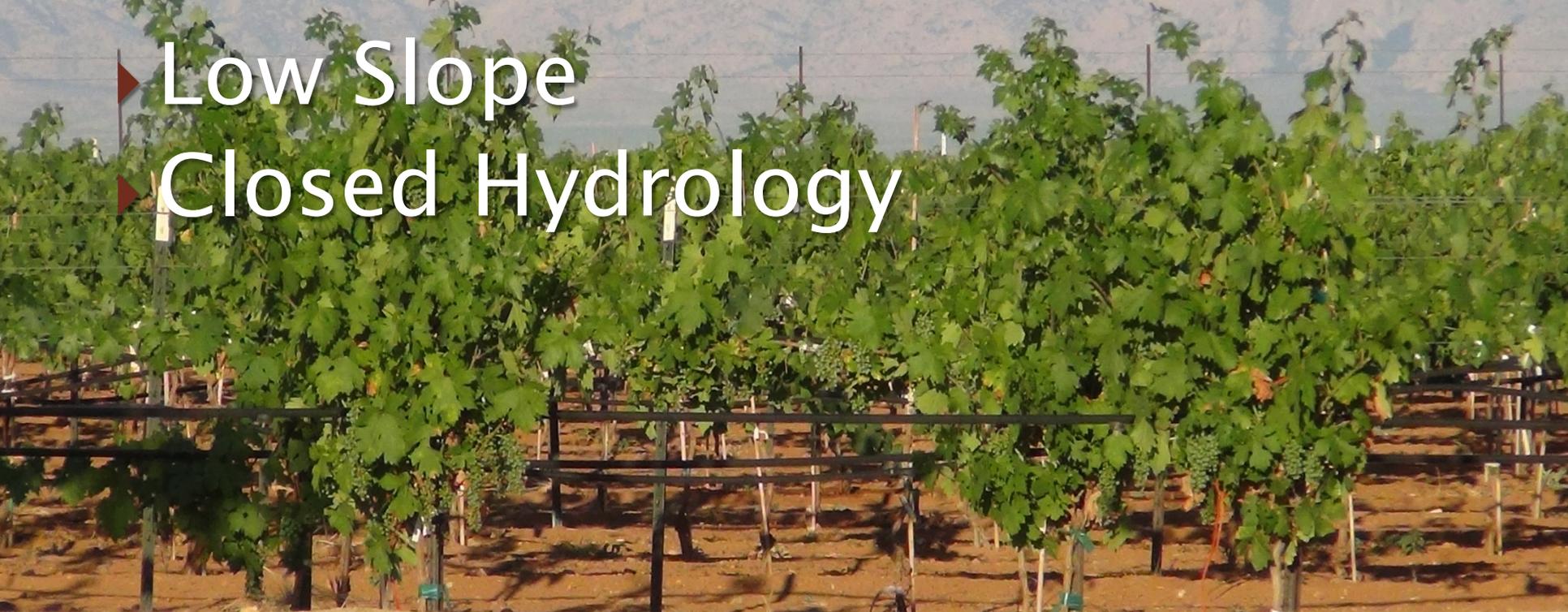
# Unique Features – Willcox

- ▶ Closed Basin
- ▶ Low Slope



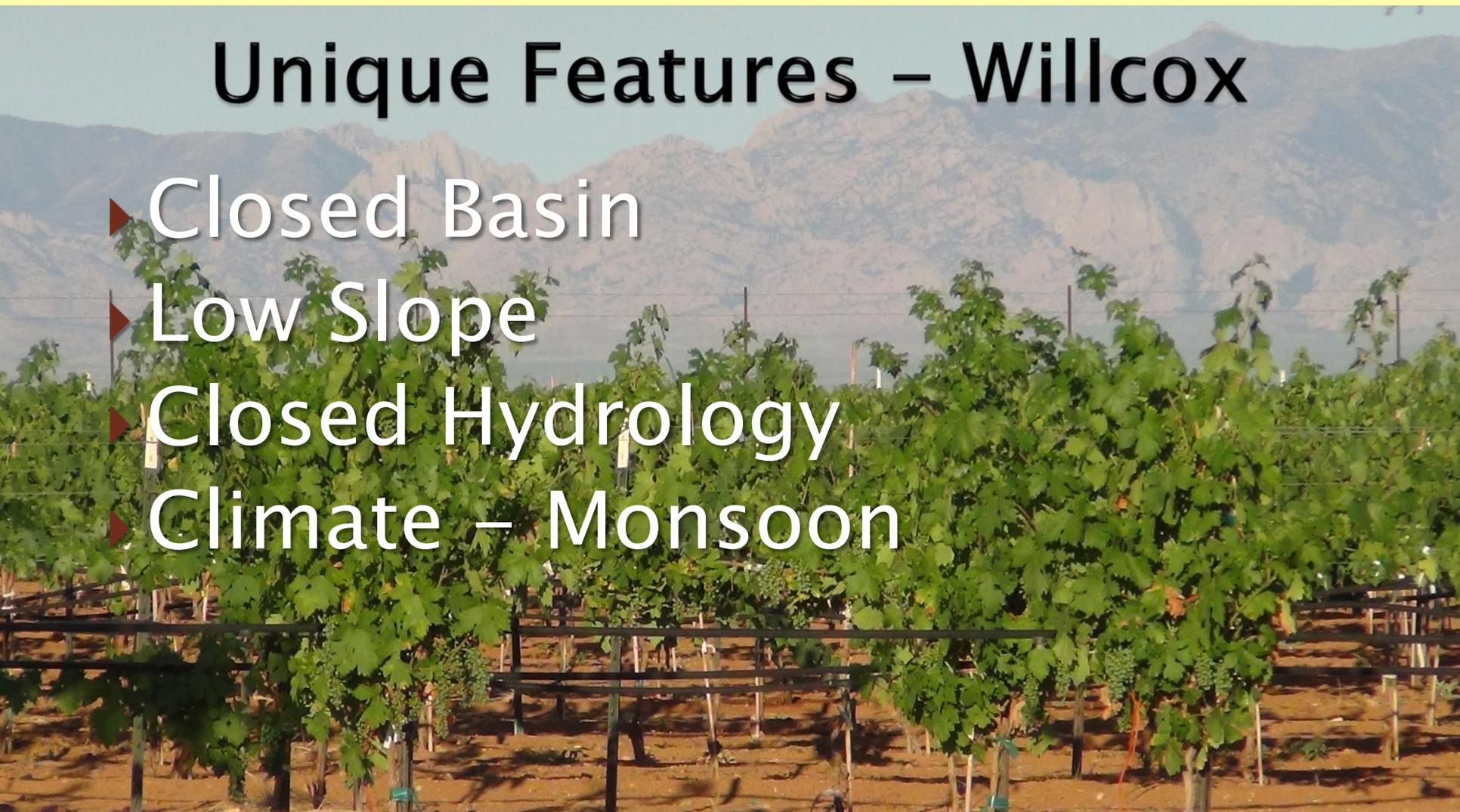
# Unique Features – Willcox

- ▶ Closed Basin
- ▶ Low Slope
- ▶ Closed Hydrology



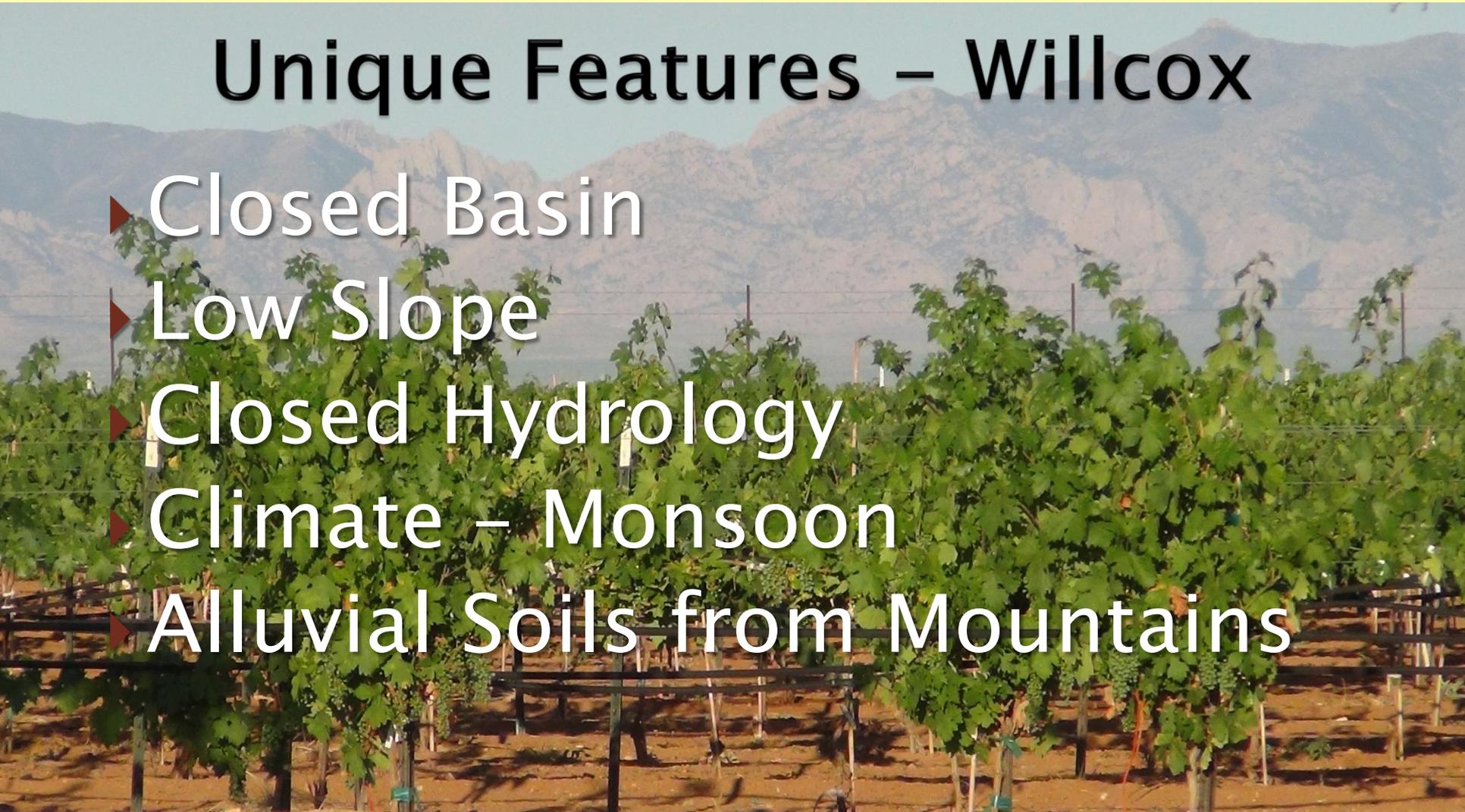
# Unique Features – Willcox

- ▶ Closed Basin
- ▶ Low Slope
- ▶ Closed Hydrology
- ▶ Climate – Monsoon



# Unique Features – Willcox

- ▶ Closed Basin
- ▶ Low Slope
- ▶ Closed Hydrology
- ▶ Climate – Monsoon
- ▶ Alluvial Soils from Mountains

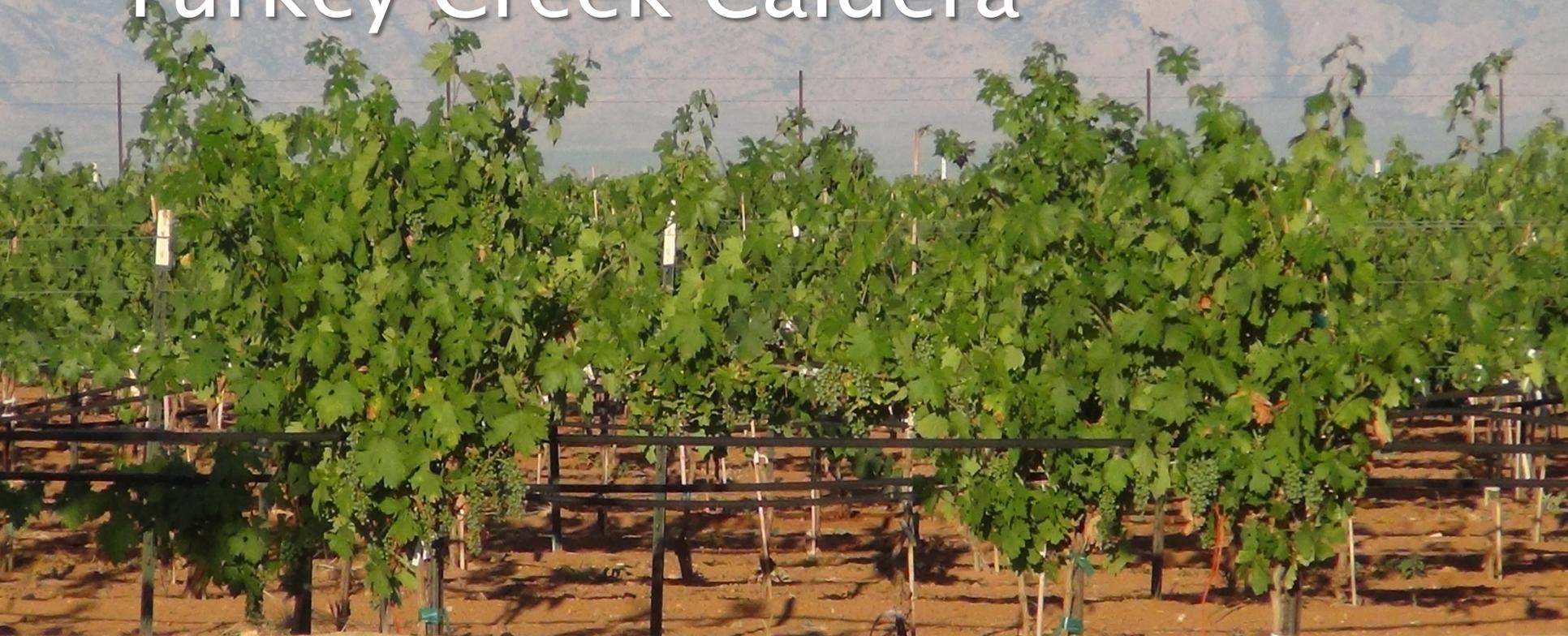


# Unique Features – Chiricahua



# Unique Features – Chiricahua

## Turkey Creek Caldera



# Unique Features – Chiricahua

Turkey Creek Caldera  
Modest Slope

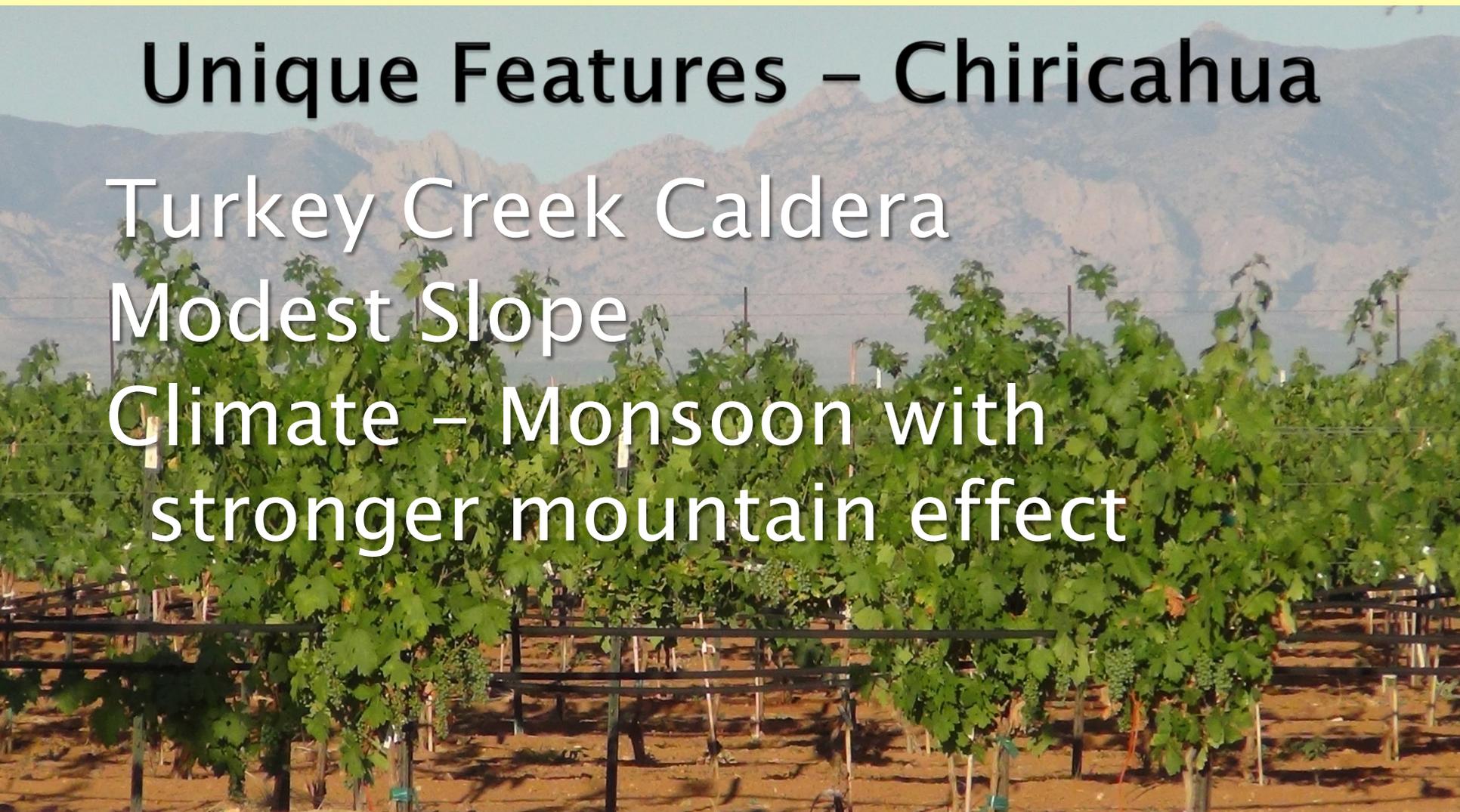


# Unique Features – Chiricahua

Turkey Creek Caldera

Modest Slope

Climate – Monsoon with  
stronger mountain effect



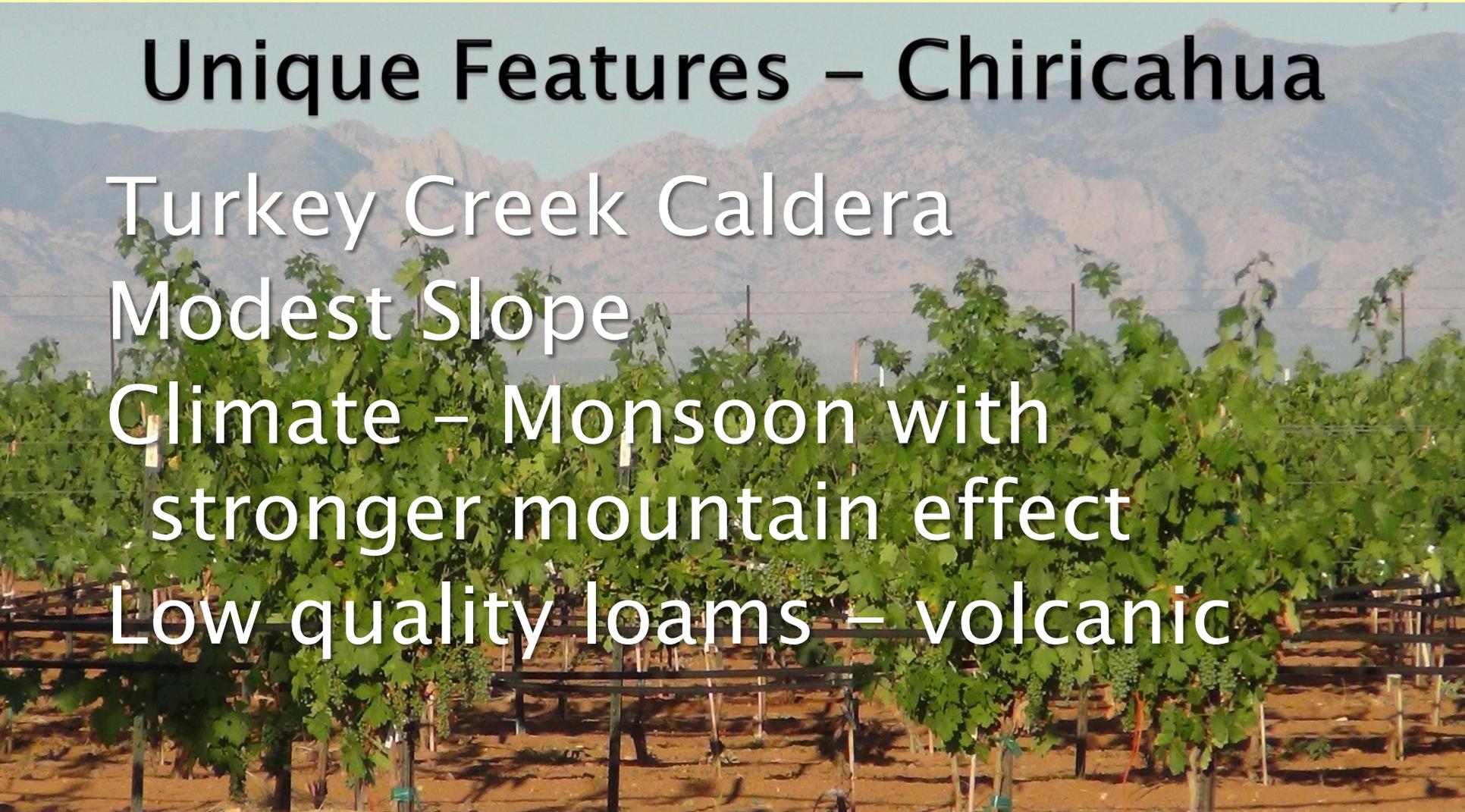
# Unique Features – Chiricahua

Turkey Creek Caldera

Modest Slope

Climate – Monsoon with  
stronger mountain effect

Low quality loams – volcanic



# Willcox Petition Status



# Willcox Petition Status

Perfected !



# Chiricahua Foothills Status



# Chiricahua Foothills Status

Petition Returned



# Chiricahua Foothills Status

Petition Returned

Needs grape growing  
differences detailed

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