



Rancho Santa Fe AVA Vision

Presentation Agenda

1. Explain The Purpose of an American Viticultural Area (AVA) And Why RSF Should Become One
2. Introduce The RSF Vintners & Growers Association (RSF VGA) & Its Mission
3. Request A Modest Funding Grant From The RSF Association To Support The Work of The RSF VGA.



What Is An American Viticulture Area (AVA)?

- ▶ An AVA is a Land Region Defined by the U.S. Government's Alcohol, Tobacco, Tax and Trade Bureau (TTB).
- ▶ Applicants Petition TTB for an AVA
- ▶ Applicants Must Prove The Area's Historical Significance, Geographic Distinction and Uniqueness As It Pertains To Soil, Climate and Elevation.



Why Develop An AVA in Rancho Santa Fe?

- ▶ To Perpetuate Rancho Santa Fe's Agricultural History
- ▶ A Considerable Vintners & Growers Community (27+) Already Exists
- ▶ RSF Has A Unique Climate, Soil and Terrain (aka "Terroir")
- ▶ RSF's Terroir Enjoys A Slight Eucalyptus Influence Imparting Distinctive And Desirable Fruit Flavor
- ★ ▶ Significantly Reduced Water Consumption (From Crop Transition)
- ★ ▶ Improved Fire Safety (From Vineyard Installations)
- ▶ Enhanced Landscaping
- ▶ Heightened Community Prestige & Land Values



The Rancho Santa Fe Vintners & Growers Association

- ▶ A California 501-C3, Non-Profit Public Benefit Corporation Formulated In June 2022 Using Private Donations – www.rsfvga.org
- ▶ Created To Inform and Educate Our Local Community On The Benefits of Making Rancho Santa Fe A World Class Wine Growing Region
- ▶ Produce Community Outreach Programs, Education Courses and Volunteering Opportunities To Promote And Grow RSF Viticulture.
- ▶ Finance The Production of The RSF AVA Petition Submitted To The TTB



The AVA Petition Process

- ▶ AVA petitions are extremely detailed and expensive – Up to \$85,000
- ▶ AVA Petitions call on testimony from historians, soil experts, engineers and meteorologists, as well as attorneys.
- ▶ These petitions can take years to draw up and be processed
- ▶ Not every AVA is approved.



Where Are We Now?

- ▶ RSF AVA Petition Draft Is Complete – Finishing Final Portions Of Scientific Data
- ▶ RSF VGA Has Raised Sufficient Funds To Finance The AVA Petition.
- ▶ Final Draft To Be Submitted Before December 31, 2022



Next Steps

- ▶ Board Approves Generous Grant (\$10,000) from RSF Association To The RSF VGA
- ▶ Designate The RSF Association As A FOUNDER member of the RSF VGA
- ▶ RSF Association's Grant Will Enhance the RSF AVA Petition To Reflect Community Wide Support
- ▶ Submit Application To TTB – December 2022
- ▶ Approved RSF AVA – 2023 to 2025

