



Rancho Santa Fe AVA Vision

What Is An American Viticulture Area (AVA)?

- ▶ An AVA is a Region Defined by the U.S. Government's Alcohol and 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.



California's AVAs



► RSF Is Currently In The "South Coast" AVA Extending From Malibu To Mexico



► 142 AVAs Currently In California

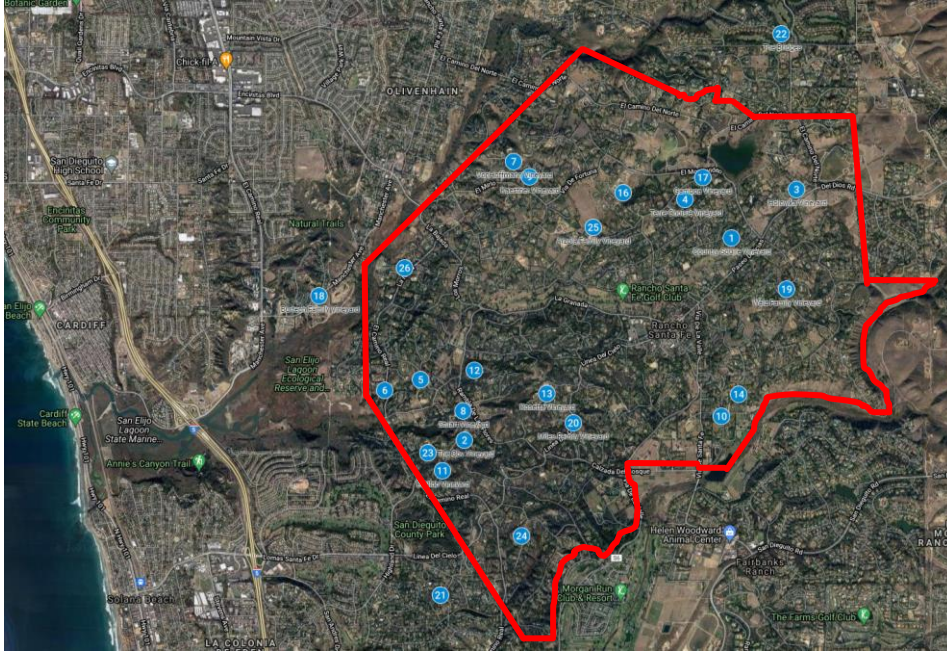
Malibu Coast AVA (Inspirational Example)



- ▶ Prestigious Community
- ▶ AVA Granted in July 2014
- ▶ 1st Vineyard Planted in 1985
- ▶ 52 Growers & 198 Acres of Vines (Currently)



Active Vineyards In Rancho Santa Fe



- ▶ 25+ RSF Active Vineyards
- ▶ 15,000+ vines (67% Planted in the Past 4 Years alone)
- ▶ Current Yields of over 30 Tons
- ▶ Annual Production Capability Exceeding 20,000 Bottles
- ▶ Diverse Mix of Grape Varietals
- ▶ RSF Can Easily Match & Exceed Malibu

Planted Varietals:

- ❖ Cabernet Sauvignon
- ❖ Merlot
- ❖ Cabernet Franc
- ❖ Sangiovese
- ❖ Syrah
- ❖ Grenache
- ❖ Touriga Nacional
- ❖ Mourvèdre
- ❖ Tempranillo
- ❖ Chardonnay
- ❖ Viognier
- ❖ Albariño



Why Communities Develop An AVA?

- ▶ Helps Identify the Characteristics of A Unique Growing Area
- ▶ Unique Characteristics Impart Identifiable Tastes in the Fruit
- ▶ Enables Attribution of Quality, Reputation, Crop Characteristics In the Region
- ▶ Increased Consumer Awareness
- ▶ Higher Wine & Grape Prices
- ▶ Can Contribute To Land Value Appreciation



Why Develop An AVA in Rancho Santa Fe?

- ▶ A Considerable & Well Capitalized "Private" Vintners & Growers Community Already Exists
- ▶ The Vintners & Growers Community Believes 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



Vineyards Save Water

CROP	WATER REQUIREMENT (ACRE FT/ACRE)
Pasture (Clover, Rye, Bermuda, Grasses)	4.92
Almonds & Pistachios	4.49
Citrus & Subtropical Fruit (Grapefruit, Lemons, Oranges, Dates, Avocados, Olives, Jojoba)	4.23
Sugar Beets	3.89
Other Deciduous Fruits (Apples, Apricots, Walnuts, Cherries, Peaches, Nectarines, Pears, Plums, Prunes, Figs, Kiwi)	3.70
Cotton	3.67
Onions & Garlic	2.96
Potatoes	2.90
Vineyards (Wine, Table, Raisin) Grapes	2.85

1 Foot Acre = 325,851 Gallons



Source: Pacific Institute's analysis of California Department of Water Resources Data 2015

- ▶ Grapes Require 50% Less Water Than Citrus & 100% Less Than Golf Courses!!

Vineyards Save Lives!



2017 Fire Threatens A Vineyard Northeast of Napa – Los Angeles Times

“Vineyards save lives,” said Jennifer Putnam, executive director of Napa Valley Grapegrowers, who has a college degree in forestry. “They saved property and lives in Napa County. It’s as clear as it can be.”



“Fire crews use the vineyards to their advantage to ensure that they can stop the spread of the fire or stop the front of the fire from coming through,” said Cal Fire spokesman Jonathan Cox, battalion chief for Northern California.

The AVA Application Process

- ▶ AVA petitions are extremely detailed and expensive – Up to \$40,000
- ▶ 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.



Next Steps

- ▶ Officially Formulate The Rancho Santa Fe Vintners & Growers Association – August 2021
- ▶ Partner With RSF Association On The Creation of an AVA Application Committee – August 2021
- ▶ Establish A Rancho Santa Fe AVA Application Actual Budget – September 2021
- ▶ Approve Funding from RSF Association For a Formal Application to TTB – October 2021
- ▶ Submit Application To TTB – March 2022
- ▶ Approved RSF AVA – 2024 to 2026

