



Obtaining an American Viticulture Area (AVA) Designation

Jenny Carleo
Agricultural Agent

Rutgers Cooperative Extension of Cape May County

Outline

1. What is an AVA?
2. Who do you apply to?
3. Why apply?
4. Cape May Peninsula Example
5. Application tips
6. Questions

What is an AVA?

- American Viticulture Area
- An official wine-grape growing region approved by the TTB
- “TTB” - Alcohol and Tobacco Tax and Trade Bureau of the US Government



Alcohol and Tobacco Tax & Trade Bureau

<https://www.ttb.gov/wine/ava.shtml>



TTB Alcohol and Tobacco
Tax and Trade Bureau
U.S. Department of the Treasury

[Who We Are](#)

[What We Do](#)

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AMERICAN VITICULTURAL AREA (AVA)

A viticultural area for American wine is a delimited grape-growing region having distinguishing features as described in the Code of Federal Regulations (CFR) at 27 CFR part 9 and a name and delineated boundary as established in part 9 of the regulations. These designations allow vintners and consumers to attribute a given quality, reputation, or other characteristic of a wine made from grapes grown in an area to its geographic origin.

The establishment of viticultural areas allows vintners to describe more accurately the origin of their wines to consumers and helps consumers to identify wines they may purchase.

Any interested individual or group may petition for a new or modified AVA through the process outlined in, [27 CFR Part 9](#), American Viticultural Areas. The main AVA petitioning elements include substantive documentation and evidence for the name usage, boundary line chosen, distinguishing features of the area, and a written boundary description with accompanying USGS maps. To assist persons who wish to petition TTB for the creation or modification of an AVA, TTB has created the [AVA Manual for Petitioners](#). The manual includes guidance on how to prepare a petition, as well as tables to help persons collect and evaluate information on distinguishing features. TTB encourages petitioners to review the manual before drafting or submitting a petition.

TTB maintains a [list of established AVAs](#), as well as a [listing of AVA petitions that have been accepted as perfected](#), but for which a Notice of Proposed Rulemaking has yet to publish.



CONTACT US

For more information about American Viticultural Areas, contact us at **202-453-2175**, or by email at AVAREgs@ttb.gov.

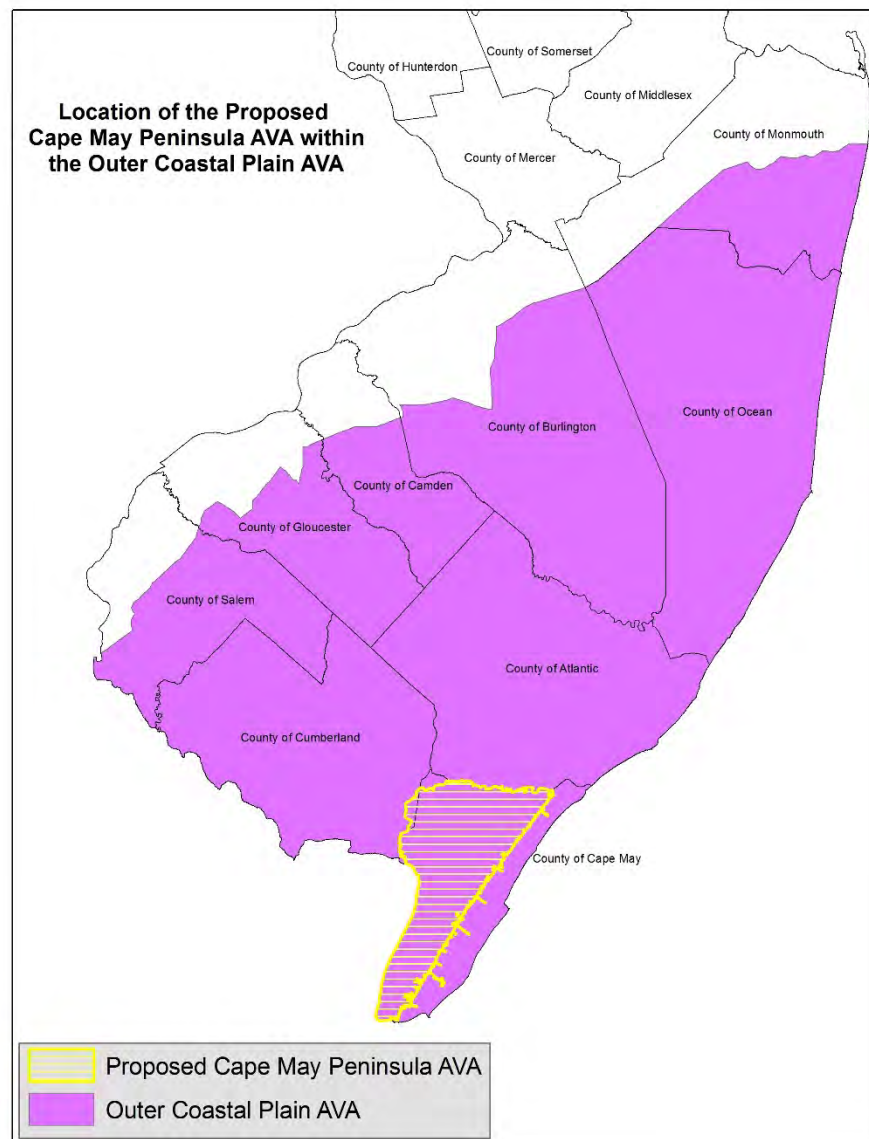
Why Apply?

- Marketing tool
- Destination management
- Product differentiation



Outer Coastal Plain AVA

- Cape May County is now in OCP
- Pending Cape May Peninsula (CMP) is a “carve-out”
- Both CMP and OCP will be available



What makes the region unique?

Data on:

- Weather
- Soils
- Climate
- Other unique attributes



robertmayerphoto.com

Cape May Peninsula

American (0%)

Hybrid (8.75%)

Vinifera (91.25%)

Outer Coastal Plain

American (23.83%)

Hybrid (14.77%)

Vinifera (61.40%)

Exhibit V. Comparison of Annual Minimum Temperatures Achieved

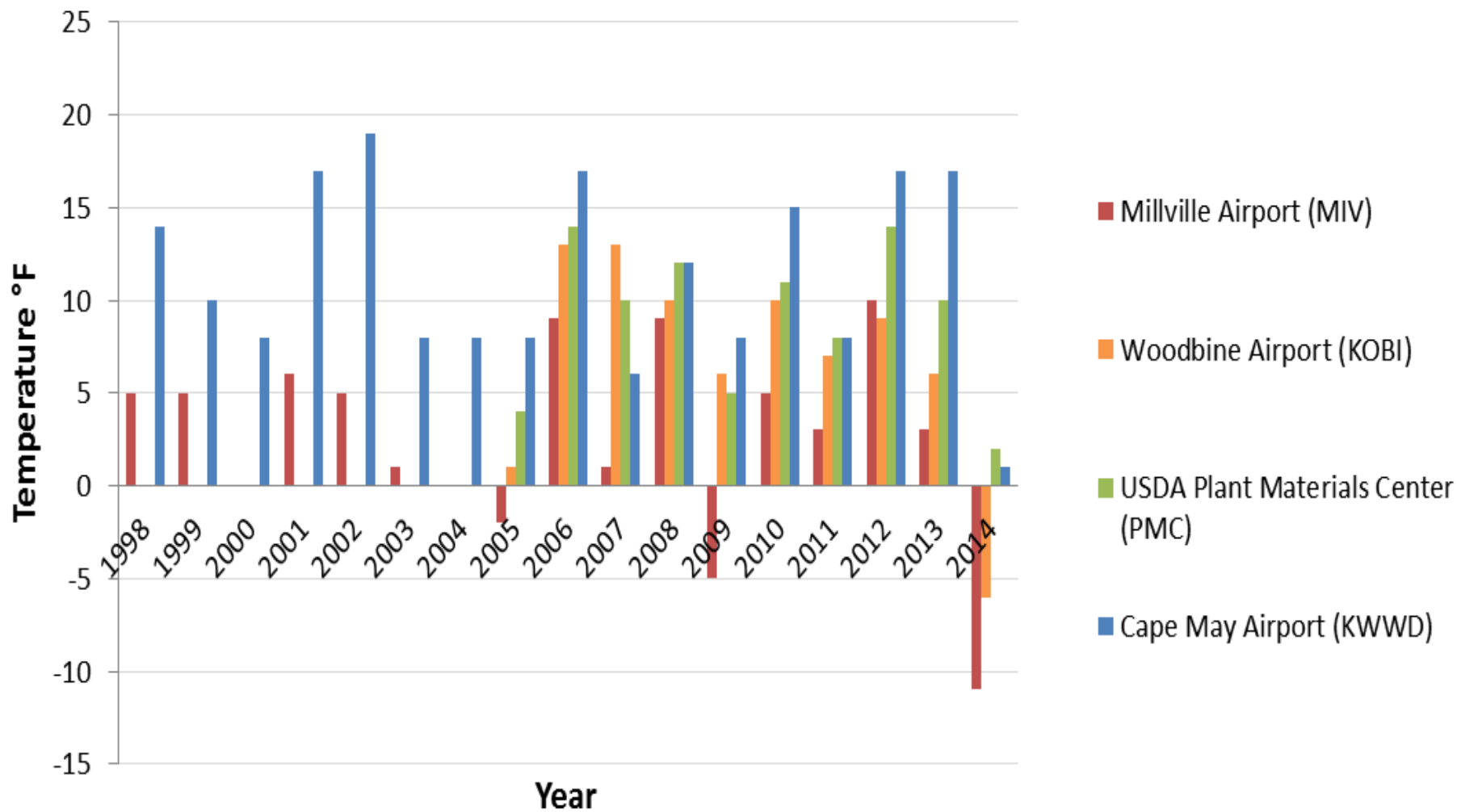


Exhibit VIb. Comparison of Annual Maximum Temperatures Achieved

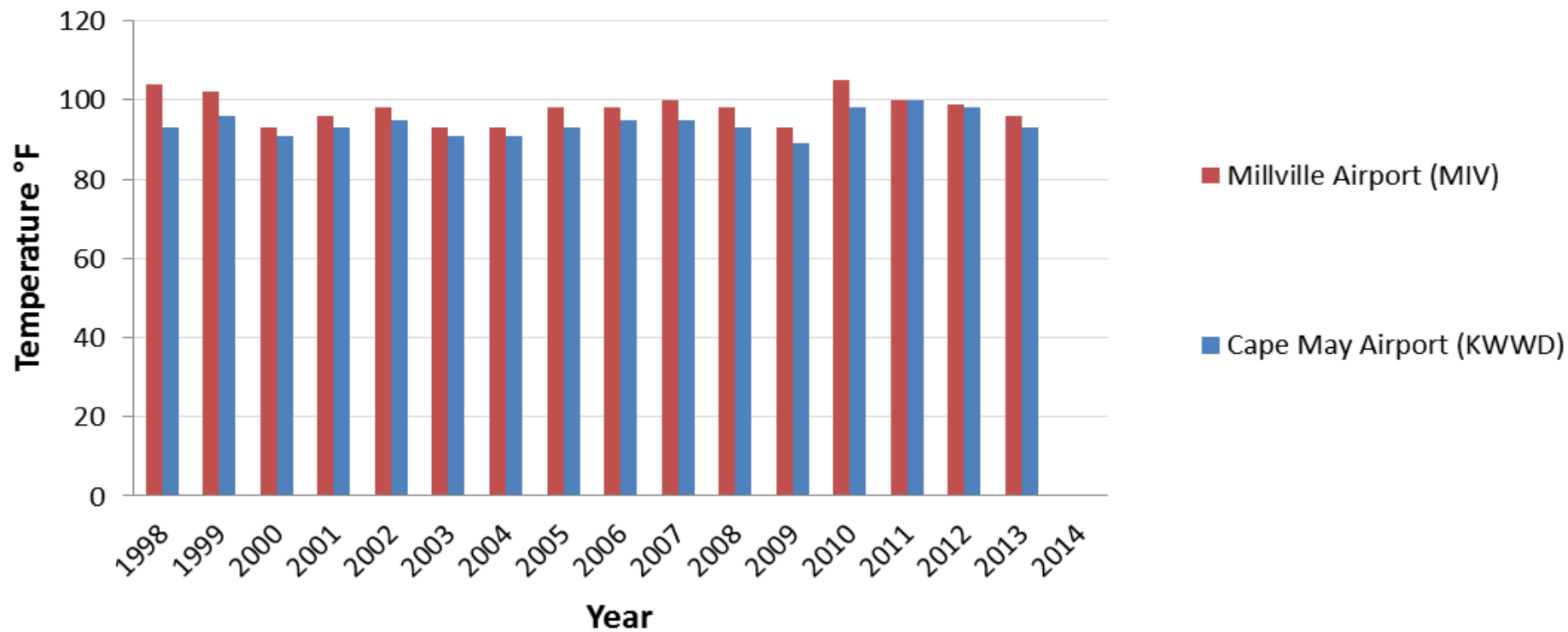
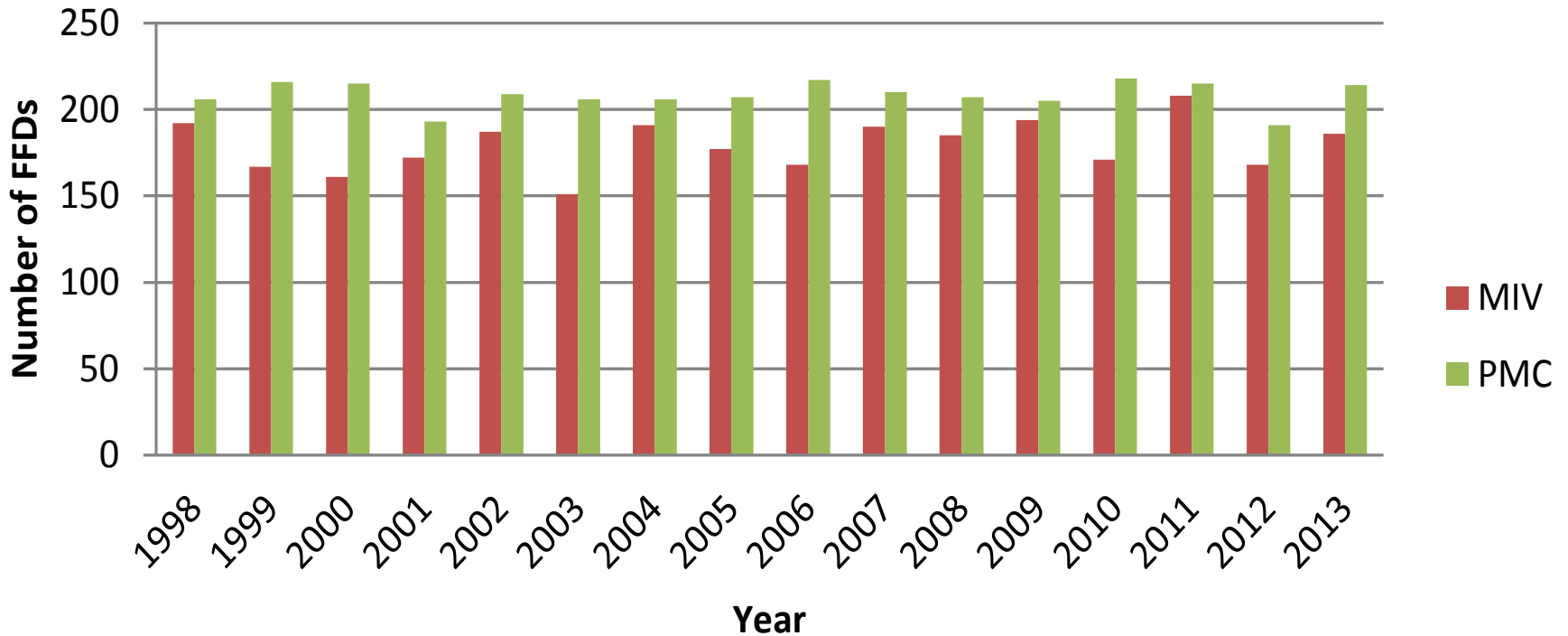


Exhibit IXb. Total Frost Free Days/Year Comparison



Farmer Cooperative Dynamics

- Confidentiality
- Trust
- Internal marketing



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NATALI VINEYARDS



JESSIE CREEK WINERY



HAWK HAVEN VINEYARD & WINERY



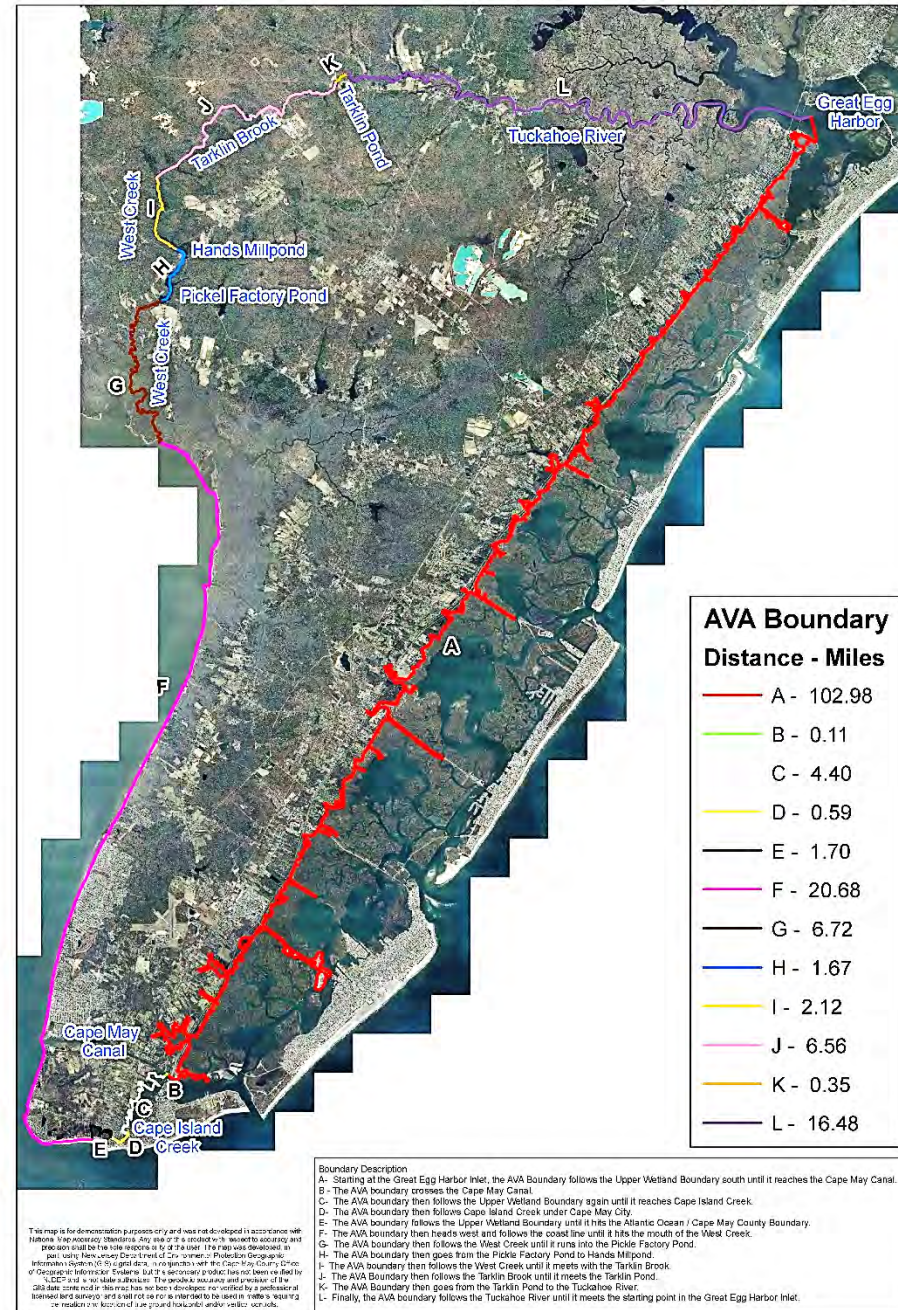
CAPE MAY WINERY & VINEYARD



TURDO VINEYARDS & WINERY

Keep it Simple!

- Laymen’s terms
- Illustrations
- Minimize jargon
- Explain clearly



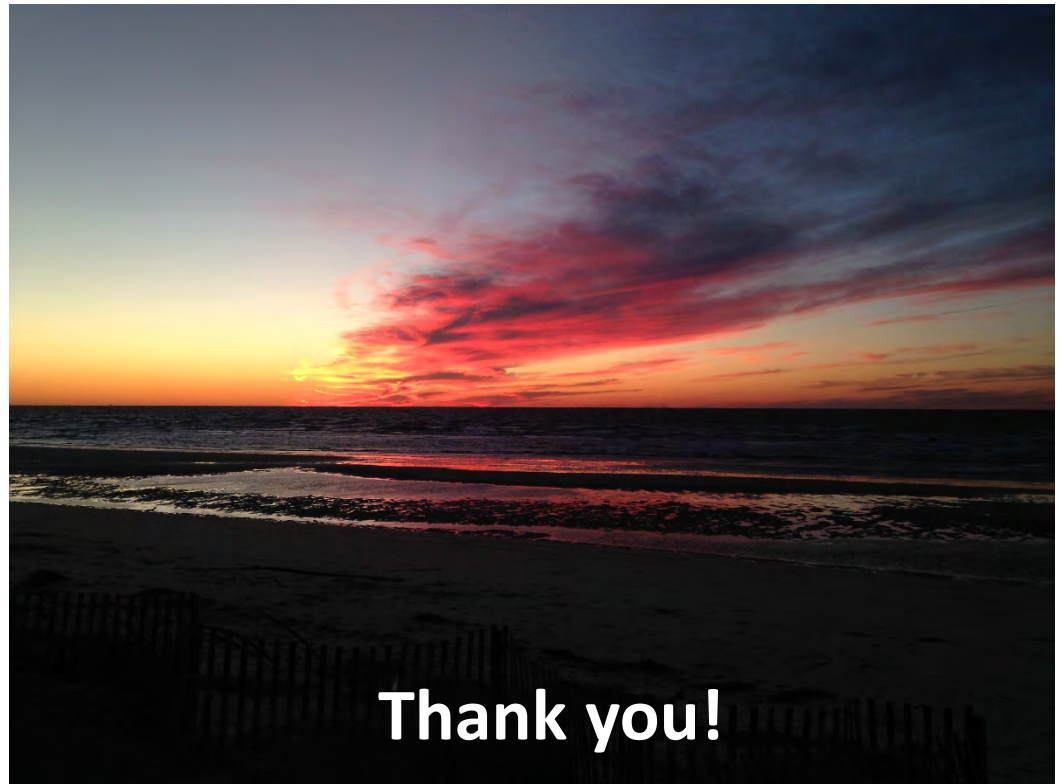
Summary – Crafting an AVA Application

1. Focus on the unique aspects of the region
2. Substantiate with data
3. Market internally
4. Keep it simple

Jenny Carleo

ko@Rutgers.edu

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Thank you!