



Wine Advocacy Day

Why Should
You Hold a Wine
Advocacy Day?

Educate your legislator
Build long-term **relationships**
Personal interactions go further
than professional lobbyists

When is the best
time to have legislators
out to your winery?

WineAmerica is working with
associations across the country to
host legislators in their districts
October 12-20, 2013



Issues

Immigration Reform

Farm Bill

Who to Invite? Know your local legislators

Members of Congress and staff

Local delegates and assembly men/women

Secretary of Agriculture and staff

Likeminded leaders of the community (Chambers of Commerce, etc.)

State/County tourism office

Your local wine association

Focus on freshman legislators, start with representatives from wine growing or winemaking districts

Be careful about inviting legislators from different political parties to the same event

In larger states, look at who is on committees important to wine industry

Contact WineAmerica and your local association for advice



Build a Relationship

Educate the legislator about wine first then build a relationship

Tell them your story

Tell them why this is your passion

Have they been to a winery before?

What's their favorite varietal?

Are they married? Kids?

What do you have in common?

Background? Sports interests?

Google them!

How long have they been in government?

What did they do before?

What is the legislator's policy area?

Campaign focus?

Become a trusted source

Share insights or key information

Incorporate an educational component

Treat the staff with as much deference as the legislator

Committees

Agriculture

Appropriations

Natural Resources

Judiciary

Raise Awareness

about the wine industry

A **tourism** center

An **agricultural** industry

Economic impact—**jobs!**

Activities

Legislator and community leader “meet and greet”

Tour of grounds and facilities

Wine tasting

Photo opportunities

An award presentation or ribbon cutting

Give a moment for the legislator to speak

The Do's and Don'ts

Do take photos

Do know your #1 “ask”

Do ask how the winery can support their efforts to represent the industry

Do talk about sustainability efforts (if applicable)

Do give the legislator a moment to speak

Do send a thank you note with a business card attached

Do get on their email list

Do follow-up with pertinent questions

Do send photos for their website and/or campaigns

Don't be partisan. Keep it about wine.

Minimize talk about campaign issues

For more information: contact WineAmerica

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To find out how to join WineAmerica visit www.wineamerica.org



Farm Bill

Background: The Farm Bill is passed by the U.S. Congress every five years to fund agriculture and food assistance programs. In 2008 the Farm Bill funded the programs listed below to support the wine industry.

Current Problem: In 2012 Congress was unable to reauthorize the Farm Bill. Instead, they passed a one year extension, excluding most wine programs.

If it Does Not Pass: If the Farm Bill is not reauthorized or extended this year, it will revert to the 1948 version, ending all funding for wine assistance programs.

National Clean Plant Network

NCPN provides a sustainable source of healthy planting stock for grapevines, fruit trees and nut trees. Plant materials such as grapes and other fruits which are provided by nurseries to orchards and vineyards, can be particularly vulnerable to viruses. This program established a network of clean plant centers in the United States that conducts diagnostic and pathogen elimination services to ensure that nurseries can continue to provide safe, virus-free plant materials to vineyards, orchards and other growers.

Specialty Crop Block Grant

The Specialty Crop Block Grants focus on local efforts to improve producers' ability to compete in the marketplace and provide consumers with safe, abundant food. This program allows states to invest in programs and projects that support production-related research, commodity promotion, product quality enhancement, consumer health, food safety and other programs that enhance the competitiveness of specialty crop producers. These grants have been used by the wine and grapes industry for marketing, research, wine trails, establishing wine and cuisine partnerships, development of online educational manuals for new and existing wineries and growers, procurement of more efficient wine processing equipment, and other projects to help industry producers.

Specialty Crop Research Initiative

The Specialty Crop Research Initiative develops and disseminates science-based tools to address the needs of specific crops and their regions. Research is conducted on important priorities such as plant breeding, pests and diseases, mechanization, genetics, food safety and pollination.

Value Added Producer Grant

The Value Added Producer Grant (VAPG) is administered on a matching fund basis. It strengthens the farmer's ability to capitalize on new business opportunities as a means of improving their overall income from the marketplace. It has also promotes economic development and creates needed jobs.

Market Access Program

Market Access Program (MAP) uses funds) to aid in the creation, expansion, and maintenance of foreign markets for U.S. agricultural products. MAP forms a partnership between non-profit U.S. agricultural trade associations, farmer cooperatives, non-profit state-regional trade groups, small businesses, and USDA to share the costs of overseas marketing and promotional activities. The coalition to promote U.S. agricultural exports strongly urges the administration and congress to authorize funding for map at no less than \$200 million annually in the new farm bill.

Immigration Reform

Background: America's farms need a steady and reliable workforce to ensure food supply and food safety.

Current Problem: Current law (H2-A) is cumbersome and ineffective. Labor shortages are common place causing crop and financial losses. The current bill (S 744) under consideration offers a unique opportunity to begin finding a solution to the problem.

If it Does Not Pass: Wineries will continue to face uncertain labor supply.

We support:

The stakeholder agreement (labor and employers) in S 744.

USDA jurisdiction over agricultural labor.

The implementation of the agricultural component on its own separate track.

Achievable thresholds for current workforce to achieve blue card status.

USDA authority to examine implementation of e-verify for agriculture.

Track to citizenship (13 year process).

Bi-partisan support must emerge in the House to get a bill to conference committee.

The following detailed information is in the current bill that was proposed in the Senate:

Blue Card, Farm Workers Currently in the U.S.

Undocumented farm workers currently in the U.S. are eligible for a work card (blue card) and possibly permanent resident status (green card) as long as they meet certain benchmarks. To qualify for a blue card, undocumented immigrants need to prove a minimum of 100 workdays or 575 hours in the two years prior to December 31, 2012. This achievable threshold is designed to encourage undocumented farm workers with agricultural training to continue in agriculture.

The blue card provisions need to be implemented through regulations largely written by the

Department of Homeland Security ("DHS") and the U.S. Department of Agriculture ("USDA"). To qualify for a change in immigration status, blue card eligible workers will have to complete a background check and provide a fairly detailed set of documents within a limited time following final rulemaking. While the rules implementing the blue card are supposed to be issued within a year of the law's passage, delays should be expected.

Nonimmigrant Visas, A Plan to Replace the H-2a

Nonimmigrant farm workers would be eligible for two types of visas, portable and tied to a particular employer. The program is supposed to be overseen by USDA, with a cap on the number of available visas.

Long-term, the nonimmigrant program would replace the complex H-2a program, but the provisions do not appear to go into effect until late 2014. USDA would then have a year to implement rulemaking, but delays would not be surprising.

Implementation of E-Verify

The Senate bill proposes phased in, mandatory use of e-verify within 5 years. If an employer has more than 5,000 employees, e-verify kicks in after two years. If more than 500 employees, three years. All agricultural employers are supposed to be phased in after four years, but there's a provision that would give USDA the flexibility to determine if e-verify is workable within that time.