

Kansas Viticulture & Farm Winery Association
Michelle Meyer, President
Holy-Field Winery, Basehor Kansas

March 1, 2012

Kansas State Legislature
House Federal and State Affairs Committee

Re: Opposition to HB 2532

Mr. Chairman and Members of the Committee:

The members of KVFWA would like to voice their opposition to HB 2532. Our current membership consists of five farm wineries and some fifteen vineyards that aspire to become farm wineries.

Our position as farm wineries currently provides us with the privilege of direct wine sales to liquor stores. We are able to develop personal relationships with these stores and their staff, and negotiate reasonable prices for our products. Large grocery and so-called "mega" stores would undoubtedly require from us a much more severe discount on our products. These price cuts would significantly impact our return on our products and, ultimately, on our ability to survive as a small producer in this market.

This same situation would undermine locally owned retail liquor store pricing as well, resulting in reduced sales and the ability to maintain current staffing needs. Because grocery stores are stocked by the wholesale supplier rather than store staff there would be no need to hire additional staff to perform this task. Thus, the final result would be decreased sales by farm wineries, decreased sales by smaller retail liquor stores and the loss of jobs provided by those stores.

Thank you for considering our position as part of both the Kansas agricultural and business community.

Respectfully submitted,
Kansas Viticulture & Farm Winery Association
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KVFWA -- Kansas Viticulture and Farm Winery Association:

We began our journey in 2004. Our mission is the promotion of the production of wine from Kansas grapes, the science and practice of viticulture in the State of Kansas, and the development of Kansas Farm Wineries. We include farm wineries that started as early as 1986 (such as Davenport, Blue Jacket, Holy-Field, Stone Pillar and White Tail Run) and numerous dedicated growers of fine Kansas grapes.