

# Rural Planning Caucus of Virginia

THE RURAL REVIEW  
WINTER 1985

## CONFERENCE IS A SUCCESS!

The sixth annual conference of the Rural Planning Caucus of Virginia was one of our most successful conferences ever. Attendance exceeded expectations, with people coming from across the Commonwealth representing a broad range of professional and citizen interests.

Conference programs were well prepared and professionally presented. The format and subject matter for some sessions was different from programs of the past, and proved to be interesting and refreshing. To all the presenters, program moderators and participants, thank you for a job well done. We appreciate Senator Virgil Goode and Carolyn Worton, Dick Cranwell's aide, taking time from their busy schedules to be with us.

Everyone I have spoken with complimented the conference setting. The beautiful location was accented by the beautiful weather. The entire conference benefited from the facilities at Bernard's Landing.

Media coverage far exceeded that of past conferences. The Rural Planning Caucus was on T.V. in Lynchburg on Thursday evening and Roanoke on Friday evening. The conference also received coverage from the Roanoke newspaper.

Edgar A. Appling, Jr., Past Chairman

## 1985 CONFERENCE

Plans for the 1985 RPCV Conference are already underway. If you have any suggestions for conference topics or location, please contact John A. Anzivino, County Administrator, P.O. Box A, Amelia, VA 23002, Telephone Number (804)561-3039.

## AGRICULTURE'S NEWEST STAR THE VIRGINIA WINE INDUSTRY

Ten years ago, the prevailing opinion toward growing wine grapes in Virginia was that it couldn't be done. Today, Virginia ranks in the top ten wine-growing states in the country with 29 farm wineries over 100 non-winery vineyards and 1,315 acres of grapes. In addition, award-winning Virginia wines are beginning to receive national attention, as are the state's wine development programs.

How did so much happen so fast. The combination of native entrepreneurial "wine pioneers", together with an infusion of imported talent and a solid bloc of government support, has propelled Virginia to the forefront of the American wine industry. Here is a brief chronology of that emergence.

At the outset, Virginia winemakers and vineyardists convinced Commissioner of Agriculture and Consumer Services, S. Mason Carbaugh, of the tremendous potential of wine as an alternative agricultural crop, one which also lent itself to tourism. In 1977 with the approval of the Board of Agriculture and Consumer Services, Commissioner Carbaugh established an industry advisory committee to serve as a forum and informal steering committee. In 1980, that committee was instrumental in effecting the passage of the farm winery law by the General Assembly, which provided many incentives to the industry. By definition a farm winery must grow at least 51 percent of its own grapes. Virginia's law has since served as a model for farm winery laws in other states.

As the industry continued to grow, so  
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did VDACS' involvement. Under Director M.W. Jefferson, Division of Markets, wine and grape promotion evolved into a major program activity with such highlights as Governor Robb's declaration of Virginia Wine Week at harvest time. In another legislative milestone, the 1984 General Assembly, at industry urging, appropriated funds to create a full-time wine marketing specialist position in the VDACS' Product Promotion section. The primary goals of this program are in areas of consumer awareness and education, positioning Virginia wines with Virginia foods and increasing marketing opportunities for Virginia wines, grapes, vines and rootstock.

In fact, 1984 was truly a vintage year for the Virginia Wine industry. The legislature also gave Virginia Tech an enologist/viticulturist position to address the production aspects of winemaking and grapegrowing. A law was passed exempting farm winery equipment from property tax the same as other farm machinery. Lastly, Virginia wines will be allowed to remain in state ABC stores after other wine sales are discontinued July 1, 1986.

The year saw the creation of a VDACS grapevine certification committee charged with drafting a virus-free rootstock program. The group of nursery owners and state advisors was appointed by Commissioner Carbaugh and is soon to propose rules and regulations for consideration by the Board of Agriculture and Consumer Services. When these are adopted, Virginia will be one of the few states in the country with such a program.

1984 marked Virginia's largest "crush", or harvest, with over 170,000 gallons of wine produced. That figure is up 40,000 gallons from 1983 and considerably higher than the 60,000 recorded in 1980. Future production should rise at an exponential rate as grapes from more mature vines yield more juice. (It takes a grapevine approximately five years to reach full bearing age.) The 1985 harvest should easily top 200,000 gallons of wine, putting Virginia well over the one million bottle mark.

Virginia wineries brought home some significant medals in 1984: gold from Italy, silver from San Francisco, and silver and bronze from New York competitions. In the most visible accomplishment of the year, the wineries, winemakers and wines received national attention from the Division of Tourism's fall "Virginia Wine Country" campaign. The promotion, which was a facet of the state's new "Virginia-Exciting Times Every Time" theme, featured 16 wineries on regional tours blending scenic and historic sites, country inns and restaurants, and other compatible attractions. It gained thousands of visitors and hundreds of column inches from national and local travel and food editors.

For all its rapid growth, the Virginia wine industry is still in a fledgling phase. Virginia has wineries producing anywhere from 1,000 to 30,000 gallons, and vineyards ranging from a half-acre to over 100 acres. Grapes being successfully grown include both the premium European vinifera varieties, such as Cabernet Sauvignon and Chardonnay, and the productive French-American varieties, such as Seyval Blanc and Chambourcin.

Regardless of winery or vineyard size or the grape variety, each person involved in the Virginia Wine Industry shares a vision. The belief that the Commonwealth can be a major wine state was first espoused by the father of American wines, Thomas Jefferson. It was realized in the glory days of the 1880's when Virginia claret wine was internationally acclaimed and 4,000 acres of grapes flourished in Virginia soil. In the 1980's, the prospect of Virginia emerging as the premium wine state in the East is being echoed by wine critics across the country.

But it's not a get-rich-quick business. As with most agricultural endeavors, patience is a virtue and deep pockets a necessity. Today's wine market is a hotbed of competition and only a quality product can make any penetration.

However, this is Virginia, where quality is a tradition and visions

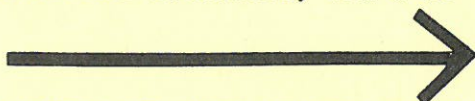
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## NEW MEMBERS

The RPC extends a hearty welcome to the following new members:

GREGORY L. BRITTINGHAM, Local Planner,  
Accomack-Northampton PDC  
JOHN BURTON, County Administrator,  
Northumberland County  
JERMONE BOOKER, Supervisor,  
Fluvanna County  
CHERYLE DIXON, Senior Planner,  
Piedmont PDC  
JOHN C. DOOLEY, Subdivision Officer,  
Bedford County  
JOHN W. EPLING, Executive Director,  
Northern Virginia PDC  
DANNY G. FORE, Executive Director,  
RADCO PDC  
GARY H. FULLER, Regional Planner,  
Rappahannock-Rapidan PDC  
JOHN R. GRIMM, Regional Planner,  
Northern Neck PDC  
SUSIE B. HAMPTON, County Administrator,  
Prince Edward County  
MARK R. HENNE, Executive Director,  
West Piedmont PDC  
DONALD N. JOHNSTON, County Administrator,  
Campbell County  
ROBERT LANCASTER, Chairman,  
Botetourt County Planning Commission  
BERKLEY M. MITCHELL, County  
Administrator, County of Caroline  
JILL M. POPE, County & Legislative  
Liaison Officer, Virginia Association  
of Counties  
PAMELA REAMS, Zoning Administrator,  
Powhatan County  
PATSY VAUGHAN, Industrial Development,  
Halifax County  
GREGORY K. WOLFREY, County  
Administrator, Fluvanna County  
STEPHEN GADNIS, County Administrator,  
Middlesex County  
C.D. LOCKS, Graduate Student,  
VPI & SU  
MICHAEL CHANDLER, Extension Specialist,  
VPI & SU  
MYRA S. GOODMAN, Community Development  
Planner, Piedmont PDC  
THOMAS G. JOHNSON, Department of  
Agricultural Economics, VPI & SU



HELP BUILD OUR RPCV MEMBERSHIP-SHARE  
THE MEMBERSHIP COUPON WITH A FRIEND

## TRANSITIONS

ALEXANDER "ZAN" BEATTIE, JR., from  
Program Manager, Department of Housing  
and Community Development to Beattie  
Construction, Chambersburg, Pennsylvania  
DAVID L. KLEPPINGER, from Director of  
Planning for New Kent County to Director  
of Economic Development for Charles City  
County  
MARK R. MILLS, from Director of Planning  
for Manassas Park to Executive Director  
for Logans Port/Cass County, Indiana  
AL RIUTORT, from Director of Planning  
for James City County to Director of  
Planning and Community Development for  
New Kent County  
MARTHA MASON SEMMES, from planning  
consultant to Director of Planning,  
Zoning and Development for the town of  
Leesburg  
ROYAL E. WOOD, from County Administrator  
for New Kent County to Administrative  
Assistant with Truxmore Industries, Inc.,  
Richmond  
SHARON ANGLE, promoted to Executive  
Director, Central Shenandoah PDC

### MEMBERSHIP COUPON RPCV

Please include my name in the  
official membership of the RPCV.  
My check for \$5.00 is attached.  
(Make checks payable to the RPCV.)

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_

Return to:

Marybeth Marek  
Secretary/Treasurer  
RPCV  
P.O. Box 271  
Ashland, VA 23005



WINE, continued

often crystallize into reality. With the current industry momentum, Virginia wines, by the end of the decade, may well indeed be "the toast of the East Coast."

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For further information, contact Lou Ann Whitton, Wine Marketing Specialist, VDACS, P.O. Box 1163, Richmond, Virginia 23209.

#### SOMETHING NEW/UNIQUE?

Do you have a new or unique program or project that you would like to share with other RPCV members? If so, why not describe it for publication in the Rural Review? Send your articles to:

Elizabeth J. Moran  
Community Services Representative  
Department of Economic Development  
1000 Washington Building  
Richmond, VA 23219

#### EXECUTIVE COMMITTEE MEMBERS

Sharon Angle  
(703) 885-5174  
John A. Anzivino, Vice Chairman  
(804) 561-3039  
Edgar A. Appling  
(804) 598-4271  
Joe Cross  
(804) 596-8200  
Larry Jennings, Chairman  
(703) 434-4455  
Kate Imhoff  
(804) 296-5823  
Marybeth Marek, Secretary/Treasurer  
(804) 798-9219  
Ned McElwaine  
(703) 473-8248  
Elizabeth J. Moran, Newsletter  
(804) 786-3791  
Wayne Strickland  
(703) 343-4417  
K. David Whittington  
(804) 634-2038

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P.O. Box A  
Amelia, Virginia 23002

POLICY COMMITTEE TO DEVELOP AN "INVENTORY OF INTERESTS" DIRECTORY

The Policy Committee of the RPCV would like to establish an "inventory of interests" among Caucus members. The central purpose of the inventory is to provide the Policy Committee, and the Executive Board, a better understanding of the issues/topics of most concern to our members. With this knowledge, the Committee will be able to direct its research activities in a more effective manner. The final product of the inventory survey will be a directory which crossmatches members with particular projects. The directory should provide a means of guiding members to others who have already grappled with a particular problem. Please take a moment to fill in the short questionnaire below and return it to:

Wayne Strickland  
RPCV Policy Committee  
P.O. Box 2569  
Roanoke, VA 24010

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NAME \_\_\_\_\_ Title \_\_\_\_\_

JURISDICTION/ORGANIZATION \_\_\_\_\_

TYPES OF STUDIES/ISSUES THAT YOU, OR YOUR DEPARTMENT, ARE PRESENTLY INVOLVED IN.

CONTROVERSIAL PROJECTS THAT YOU, OR YOUR DEPARTMENT, HAVE BEEN INVOLVED WITH.

SIGNIFICANT PUBLICATIONS PUBLISHED BY YOUR ORGANIZATION.

PLEASE COMMENT ON YOUR, OR YOUR DEPARTMENT'S, WORK IN THESE AREAS.

HOUSING (for example, mobile homes, housing for the elderly, etc.)

COMPUTERS

AGLAND PRESERVATION

ECONOMIC DEVELOPMENT

TRANSPORTATION

PUBLIC FACILITIES (for example, capital improvement planning)

ENVIRONMENTAL ISSUES (for example, watershed planning, mining, etc.)

PROGRAM BUDGETING REVIEW

COMPREHENSIVE PLANS (for example, guidelines for amending plans)

TYPES OF DATA WHICH ARE COLLECTED AND MAINTAINED ON A REGULAR BASIS

RECOMMENDATIONS FOR FUTURE RESEARCH FROM THE POLICY COMMITTEE