

VERDE VALLEY  
WINE CONSORTIUM



# Original Committees

**Marketing**

**Sustainability**

**Education**

**Legislative**

# **VVREO's**

## **Role as a Business Incubator**

Allowed the  
Verde Valley Wine Consortium  
To Begin Immediate Operations  
As an Industry Trade Association  
Under VVREO's 501(c)6  
Not For Profit Status

# EDUCATION

Yavapai College –

Wine History and Appreciation Courses

Viticulture/Viniculture Classes

Chemistry Department Involvement

Vineyard Development

Green House Development

Intern Programs

FFA Projects

State Education Programs

# SUSTAINABILITY

- Viniculture is an Organic/Green Industry
  - Vitis Vinifera is an Arid Region Plant
    - MUCH Lower Water Needs than Alternative Land Usage
  - Solar and Renewable Energy Projects
  - Pursuit of Grants and Stimulus Funds
- Gray Water and Effluent Application Studies
  - Green Building Projects

# LEGISLATIVE

- Communication with Local and County Governmental Agencies
- Communication with Governor's Office
  - Involvement with Arizona DOC
- AOT: The Verde Valley Wineries are now a "DESTINATION DRIVER"
  - Have Launched an Economic Impact Study with the U of A

# MARKETING

- Overwhelming Media Support/Media Tours
  - Heavy Event Involvement has Led to the Creation of an Events Committee
- Successful Membership Recruitment has Led to the Creation of a Membership Committee
- Massive Support of Other Organizations' Fund Raisers and Yavapai College Programs
- Web Site and Extensive Use of Social Media
  - Work Led to the Development of the Verde Valley Wine Trail

# VERDE VALLEY WINES:

## **Quality Before Quantity!**

- Consistent High Scores From Trade Publications such as the Wine Spectator
- Multiple Awards from Competitive 'Blind Tasting' Competitions
- Represent a Multi-Million Dollar Business Investment in the Verde Valley
- Sales have Doubled in the Last Year!



**AND JUST WAIT  
UNTIL NEXT MONTH  
WHEN THE MOVIE  
PREMIERS!**

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