

**New Mexico Wine & Grape Growers Association
Industry Data, Strategic Planning & Marketing Objectives
2016 - 2017**

- New Mexico Wine Growers and New Mexico Wine Country have joined together to form a **single organization**, with one board and newly hired Executive Director, to create a unified voice for the industry.
- We are leveraging **NMDA and USDA grants** to develop a strategic marketing plan that will focus on rebranding New Mexico wineries and are in the process of recruiting tourism partners to help us promote the industry.
- 2016 is shaping up to be one of the **most prolific grape growing seasons** in recent history, perfect for capturing photos and video for marketing. A new vineyard was planted in Portales this spring and we want to encourage more farmers to plant grapes where appropriate.
- Our association has registered more **New Mexico True Certified** businesses in this program than any other industry. Our fall Wine & Jazz festival will be an anchor event at the inaugural New Mexico True Fest over Labor Day.
- We are launching our **Liquid Tourism™** campaign in partnership with the New Mexico Tourism Department this fall, targeting visitors who are looking for memorable experiences at local wineries and vineyards.

Legislative Action Items

- In **2015 HB 488** attempted to address limiting liability in agritourism activities. We would like to work with industry members, state agencies, and others in developing legislation that would foster the growth of the industry.
- In **2007 HB 124** enacted a new section to the Liquor Control Act giving a dispenser, canopy or restaurant license holder the ability for their customers to take partially consumed bottle of wine from the premise. Provisions call for proper re-corking and a tamper-proof bag. Licensed Winegrowers would like to put forward similar legislation.
- **Signage and wayfinding** continue to be a significant hurdle for rural vineyards and wineries. We would like to work with Legislature and New Mexico Department of Transportation to find appropriate solutions and alternatives.