

Utah Viticulture Association Press Release

Viticulture Alive and Well in Utah

A collaboration between Utah grape growers and Utah State University Extension has taken root with the formation of the **Utah Viticulture Association (UVA)**, a new alliance dedicated to supporting and promoting Utah's growing viticulture industry.

The UVA represents a unified effort to provide resources, strengthen connections, and foster innovation in grape production across the state. One of its key goals is to develop a central hub for sharing information, including data, research findings, grant opportunities, materials, equipment, and techniques tailored to Utah's unique growing conditions.

The UVA will offer educational workshops and develop materials for both hobbyists and professional growers. Future plans include creating a statewide vineyard map, expanding community outreach, and preserving Utah's grape-growing legacy through research and publications.

Furthering this commitment, USU Extension is working with **Dammeron Valley Vineyards** to establish a new viticulture-focused Extension site there. This site will help meet the specific agricultural needs of the northwestern Washington County region.

Vineyards across Washington County, including Chanela Farms, Dammeron Valley Vineyards, Zion Vineyards, The Vine Yard, IG-Rockville, and Water Canyon Vineyards, have joined forces to submit a petition for the creation of Utah's first **American Viticultural Area (AVA)**, the **Greater Zion AVA**.

An AVA designation, overseen by the Alcohol Tax and Trading Authority, recognizes distinct grape-growing regions based on geographic and climatic features. If approved, the Greater Zion AVA would validate the uniqueness and viability of Utah's wine-growing region. The petition, submitted in July 2024, has already met all initial criteria and is currently under review. Once posted in the Federal Register, a 60-day public comment period

will begin, marking a major milestone on the path to official recognition.

The establishment of Utah's first AVA would be a historic step, solidifying the state's place on the U.S. viticulture map and reaffirming that viticulture is not only possible in Utah but thriving.

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