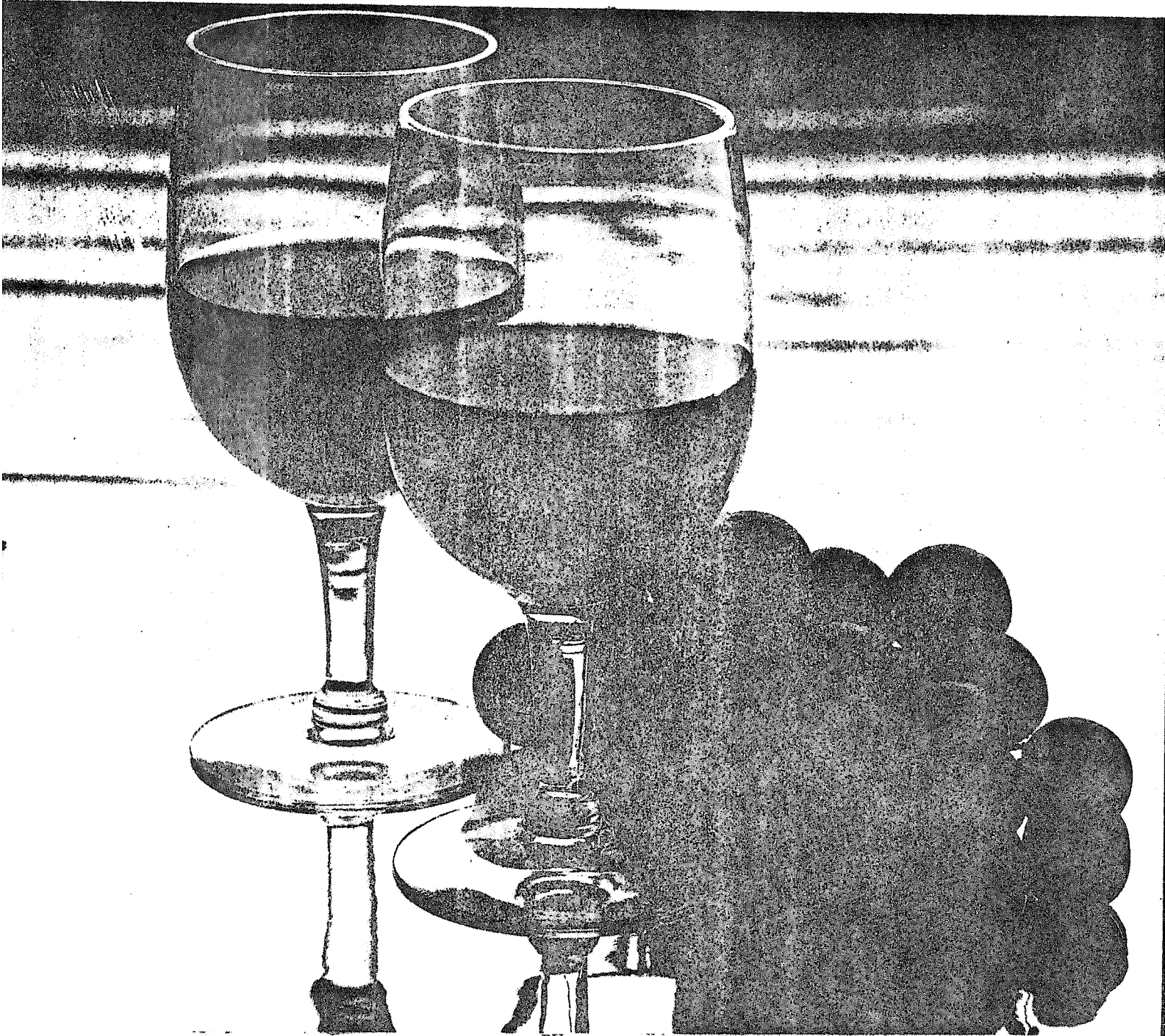


APPLICATION FOR VITICULTURAL AREA

named

ALTUS



BY

Paul J. Post
Post Winery
June 15, 1982

APPLICATION FOR VITICULTURAL AREA

PROPOSED NAME : ALTUS; or ALTUS REGION

The proposed Altus viticultural area is known locally and nationally as the center of grapegrowing and winemaking in Arkansas. Today, the four wineries in this area are all located within a mile of the Altus Post Office. Since the commercial outlets for grapes and wine have been historically associated with Altus, it is proposed that the surrounding viticultural area also be known by that name.

HISTORY

The city of Altus, and its surrounding hills and valleys, were first planted in grapes by German and Swiss Catholics who settled in the area around 1880. The parish priest, Rev. Placidus Oechsle, O.S.B., pastor from 1897 to 1935, recalls these days in a historical sketch he wrote in 1930:

"Some of our pioneers came from winemaking countries, and started to plant vineyards. Grape-growing became a very profitable industry, and Altus was soon famous for its good wine.

Our grape festivals are an attraction for thousands of visitors.....After many years of experimenting with hundreds of varieties, only a few proved commercially valuable. Today, mostly Campbell's Early, Delaware, Niagara, Brighton, and Banner, and a few others are cultivated for market.....The grapes of Altus are famous, and are shipped all over the country."¹

The stationery of the local farmers' club, along with bumper plates used on the first automobiles in town, gave notice of the area's grape-growing ability.²

Mr. Joseph Bachmann, a Swiss horticulturist, conducted many experiments

APPLICATION FOR ALTUS VITICULTURAL AREA (cont.)

which Rev. Placidus refers to. He was visited by Luther Burbank, and T. V. Munson, other noted horticulturists of the time, and was praised for his work.³ Experimentation continues today by both local vineyard owners and the University of Arkansas in Fayetteville, which often uses Altus area vineyards to conduct tests.⁴

In recent years, Altus has become a stopover for thousands of tourists annually, who come to visit the wineries and attend the festivals. Today, Altus is known as the "Wine Capitol of Arkansas" as evidenced on the official stationery of the city.⁵ The wines of the Altus region have won awards both nationally and internationally.

EVIDENCE OF BOUNDARIES

The principle viticultural area in use at this time is on top of St. Mary's Mountain, also known as Pond Creek Mountain; it has been referred to as "the cradle of Altus, the village known for its wine".⁶ It is a plateau extending approximately five miles east to west, and approximately three and a half miles north to south, at elevations between 800 and 900 feet. Other vineyards are located around the mountain at elevations of 500 to 700 feet. Presently there are approximately 800 acres of grapes under cultivation in the area surrounding Altus.

SOIL

The soils in the Altus region are made up of materials weathered from sandstone, which is the basic structure of the Boston Mountain range. Soils are fine to gravelly in texture, sandy to silty loams, and slightly to strongly acid. Soil depth is one to four feet, usually ending with a bedrock of sandstone. The natural acidity comes from the constant leaching

APPLICATION FOR ALTUS VITICULTURAL AREA (cont.)

of the sandstone bedrock, and is periodically balanced by adding lime. The only part of Arkansas in which this soil type, known as the Linker-Mountainburg association, is found, is along the edge of the Boston Mountains.⁷

CLIMATE

The climate of the Altus area is significantly affected by several geographic features which distinguish it from surrounding areas. The ridges of the Boston Mountains to the north provide a barrier against the penetration of cold air from the north in the winter, and the Arkansas River valley traps warm air in the summer. Nearby Ozark (elevation 400 feet) has an average of 213 frost-free growing days a year. It has been observed that growers in the hills around Altus enjoy additional frost-free growing days because the colder air sinks to the river valley, and forces warmer air into the hills in the early spring and late fall. Approximately 45 inches of rainfall yearly provides plentiful moisture, so that irrigation is not always necessary.⁸

PROPOSED BOUNDARIES

This region covers an area approximately five miles in each direction from the city of Altus.

The boundaries, beginning at Ozark, are the Arkansas River south and east to the point where Cedar Creek enters, Cedar Creek north to the tracks of the Missouri Pacific Railroad, the Missouri Pacific tracks east to Hartman and Horsehead Creek, Horsehead Creek north to Dirty Creek, Dirty Creek north to the Philpott Valley and Arkansas Highway 352, Highway 352 west to Mountain Grove at Arkansas Highway 219, Highway 219 south to Ozark and the Arkansas River.

APPLICATION FOR ALTUS VITICULTURAL AREA

FOOTNOTES

1. Historical Sketch of the Congregation of Our Lady of Perpetual Help, by Rev. Placidus Oechsle, O.S.B., May 30, 1930, pg. 9.
2. see appendix A and B
3. Ibid., 1., pgs. 9-10.
4. "Venus harvest to begin", by Tom Blake, Southwest Times Record, Thursday, July 16, 1981, pg. 1D.
5. see appendix C
6. "Vintage memories", by Joe Crump, Southwest Times Record, Thursday June 25, 1981, pg. 1D.
7. Soil Survey, Franklin County, Arkansas, by U.S. Department of Agriculture, Soil Conservation Service and Forest Service, 1971, pgs. 29-31.
8. Ibid., 7., pg. 91.

APPLICATION FOR ALTUS VITICULTURAL AREA

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- a. "Altus Pops Its Cork Annually" by Mike Elliott, ARKANSAS!, the Democrat Sunday Magazine, Sunday, August 22, 1965, pgs. 1, 21.
 - b. "Wine Producing Center Of State", by Eric Allen, Southwest Times Record, Sunday, March 28, 1965, pg. 8A
 - c. "Heavy Grape Yeild is Reported in Franklin", Arkansas Democrat, Sunday September 17, 1967, pg. 10B.
 - d. "St. Mary's Embodies Story of German Settlers", by Peggy Robertson, Arkansas Gazette, Saturday, August 26, 1972, pg. 1D
 - e. "Making the Wine, Living the Good Life in Arkansas", by Bob Stover, Arkansas Gazette, Sunday, October 29, 1972, pg. 4E.
 - f. "Family Tradition Lives on at Post Winery in Ozark Mts.", by Ken Forrester, Arkansas Gazette, Sunday, June 3, 1979, pg. 18F.
 - g. "Altus Grape Festival-1926" (photo) The Specator, Ozark, Ark. June 28, 1979, page 3B
 - h. "Vineyards Had Lasting Impact", by Jane Ann Morrison, Southwest Times Record, page 1A.
 - i. "Vintage Memories", by Joe Crump, Southwest Times Record, Thursday, June 25, 1981, Pg. 1D.
 - j. "Venus Harvest to Begin", by Tom Blake, Southwest Times Record, Thursday, July 16, 1981, pg. 1D.
- (magazines)
- k. "Wines of the Ozarks", April/May 1973, pgs. 59-60. Dining
 - l. "The Country Wines of the U.S.A.", by Alexis Bernaloff, The Continental, Fall 1976, pg. 9-10.
 - m. "Arkansas Wineries", Wines and Vines, Buyers Guide Issue 1982, Vol. 62, no. 12-A, December 31, 1981, pg. 8, 10.
 - n. "Arkansas Wineries", Eastern Grape Grower & Winery News; Annual Directory 1982, Vol. 7, No. 1-A, pg. 6.
 - o. "Arkansas Winemaker Al Wiederkehr" Arkansas Times, by Bill Terry, February 1982, pgs. 26-34.

APPLICATION FOR ALTUS VITICULTURAL AREA

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(books)

- p. Historical Sketch of the Congregation of Our Lady of Perpetual Help,
by Rev. Placidus Oechsle, O.S.B., May 30, 1930.
- q. Soil Survey, Franklin County, Arkansas, by U.S. Dept. of Agriculture,
Soil Conservation Service and Forest Service, 1971
- r. The Wines of America, by Leon D. Adams, copyright 1973.

BEST FLAVORED GRAPES GROWN
IN THE COUNTRY, CAMPBELL'S
EARLY DELAWARE AND NIAGARA
A SPECIALTY.

ST. JOSEPH'S FARMER CLUB

ORGANIZED 1886

ALTUS, ARKANSAS

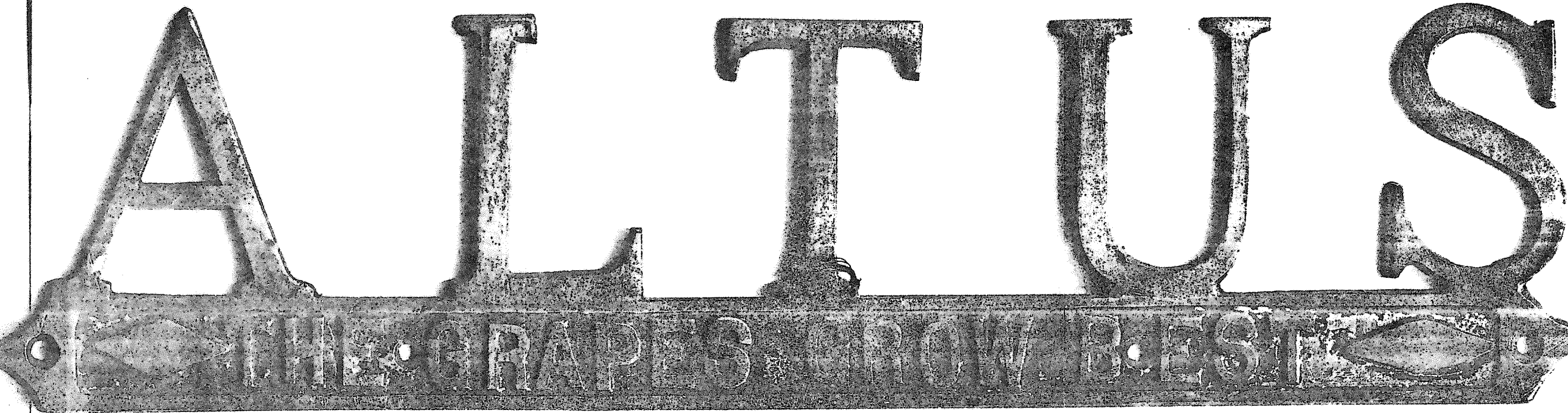
GROWERS AND SHIPPERS
OF
FRUITS AND VEGETABLES
GOOD SERVICE GUARANTEED

Appendix A

APPENDIX B

bumper plate

ALTUS
the grapes grow
best.



APPENDIX C official stationary

CITY OF ALTUS

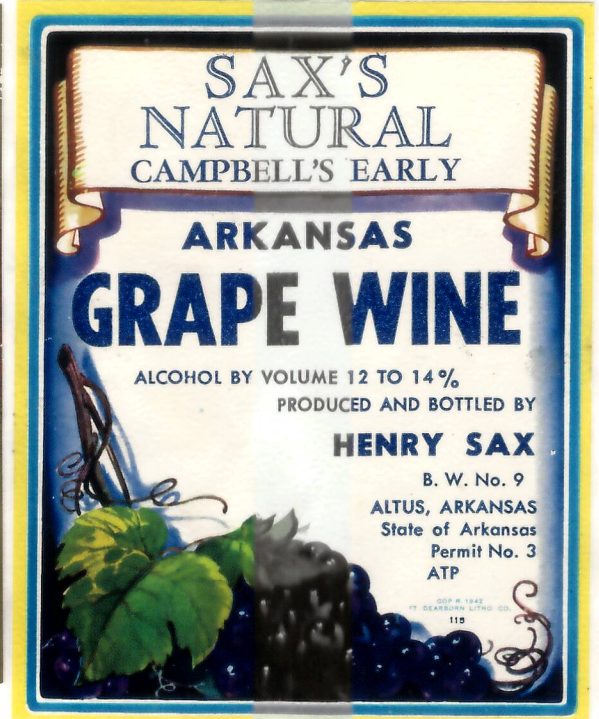
WINE CAPITAL

ALTUS, ARKANSAS 72821

APPLICATION FOR VITICULTURAL AREA--ALTUS

APPENDIX D

Labels from the wineries of the Altus area.
All include the name Altus in their address.

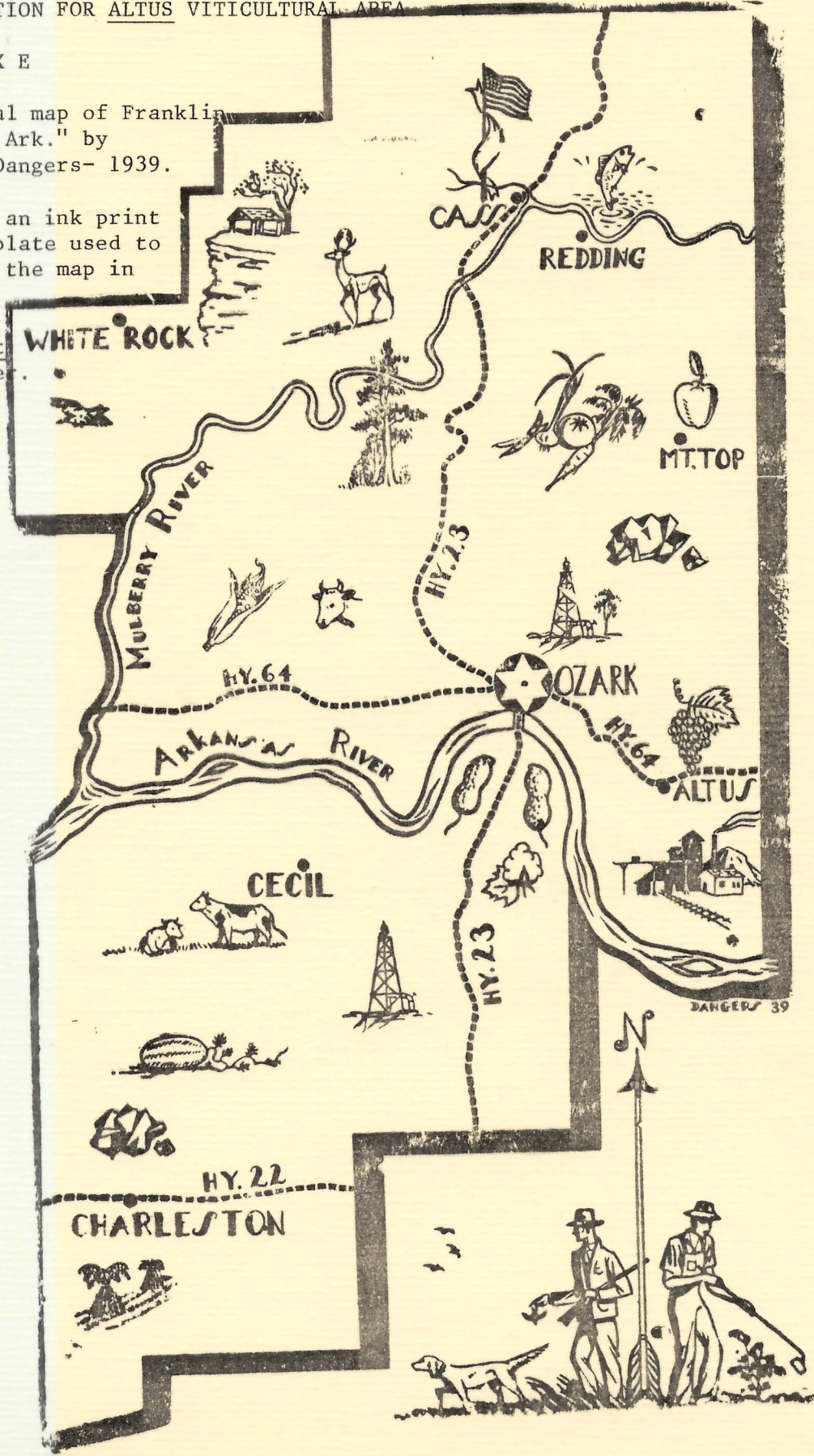


APPLICATION FOR ALTUS VITICULTURAL AREA

APPENDIX E

"Pictorial map of Franklin County, Ark." by Benham Dangers- 1939.

This is an ink print of the plate used to publish the map in the Ozark Democrat newspaper.



APPLICATION FOR ALTUS VITICULTURAL AREA

Letters of Support

KEN FORRESTER

Little Rock, Arkansas 72204

Wine Columnist

Arkansas ~~GA~~ Gazette

May 4, 1982

Bureau of Alcohol, Tobacco, and Firearms
Washington, D.C.

Gentlemen:

It is my understanding that you have been asked to grant an "Appellation of Origin" for the wine region around Altus, Arkansas.


The official designation of such an Appellation of Origin would be in keeping with the knowledge and traditions of wine making in Arkansas.

The area around Altus has for years been known as the wine capital of Arkansas. The area is well defined and covers about five square miles around the town of Altus. The area can, I believe, be delimited on the basis of soil, growing season, microclimate and elevation.

The wineries in the area are thought about in Arkansas as being entirely separate and apart from other grape growing and winery endeavors in the State.

If I can furnish further information in support of a petition for such an Appellation, I will be happy to do so.

Very truly yours,


Ken Forrester

[REDACTED]
Altus, Arkansas 72821
April 15, 1982

Mathew J. Post
[REDACTED]

Altus, Arkansas 72821

Dear Mathew,

Thank you for your letter in regard to your application to have the "Altus region" declared an area of appellation.

Altus is synonymous with grapes and wine, and has set the standard for quality wines in Arkansas for a long time. To justify this statement, let me take you back to the 1930's.

The first twenty years of my life were spent in Conway, Arkansas. I left Conway in 1941. My family lived in a rural area south of Conway. Practically all of the residents were farmers, and if your ancestors weren't from Europe, you got stared at. A supply of "home-made" wine was considered as necessary for farming as was a plow. Some of the old-timers became very adept in the art of winemaking, including my father. Friends were always offered a glass of wine. I can still see the smile on his face when one of them would say, "John, that's almost as good as Altus wine!".

To designate an area of appellation without the name of Altus would be like withholding an award from a recognized winner.

Sincerely,

[REDACTED]
John Lachowsky
Grape Grower

Post Winery

Rt. 1, Box 1, Altus, Arkansas 72821 -- Bonded Winery No. 106 -- (501) 468-2741

July 20, 1982

Department of the Treasury
Bureau of Alcohol, Tobacco, and Firearms
Research and Regulations Branch
Washington, D.C. 20226

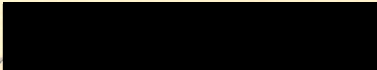
Attention: Mr. Steve Simon

Dear Mr. Simon,

As suggested in a letter from Richard A, Mascolo, dated July 7, 1982, I have enclosed an amendment to our petition proposing the viticultural area of Altus or Altus region. I hope this amendment will be satisfactory.

If I can be of any further assistance, or provide you with any further information, please let me know.

Sincerely,


Mathew J. Post, President
Post Winery, Inc.

MJP/1b

AMENDMENT:

APPLICATION FOR VITICULTURAL AREA

PROPOSED NAME: ALTUS: or ALTUS REGION

PROPOSED BOUNDARIES

This region covers an area approximately five miles in each direction from the city of Altus.

The boundaries, beginning at Ozark, are the Arkansas River south and east to the point where Cedar Creek enters, Cedar Creek north to the tracks of the Missouri Pacific Railroad, the Missouri Pacific tracks east to Hartman and Horsehead Creek, Horsehead Creek north to Dirty Creek, Dirty Creek north to the Philpott Valley and Arkansas Highway 352, Highway 352 west to Mountain Grove at Arkansas Highway 219, Highway 219 south to Gar Creek in Ozark, Gar Creek south to the Arkansas River.