



## Department of Agriculture

GOVERNOR'S CABINET

**TONY ANAYA**

*Governor*

Box 3189, NMSU Campus  
Las Cruces, New Mexico 88003  
Phone: (505) 646-3007

**WILLIAM P. STEPHENS**

*Secretary*

August 20, 1984

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Chief, FAA  
Wine and Beer Branch  
Bureau of Alcohol, Tobacco and Firearms  
P.O. Box 385  
Washington, D.C. 20044-0385

Dear Sir:

Notice No. 533 published in the Federal Register July 11, 1984, requested written comments on the establishment of a viticultural area located in the Mesilla Valley of New Mexico.

I encourage you to designate the Mesilla Valley as a viticultural area. The wine grape industry in New Mexico is rapidly expanding and the Mesilla Valley is one of the areas where substantial growth is expected. The approval of an appellation of origin would encourage the continued expansion of the industry.

Favorable grape-growing conditions exist on irrigated acreages within the valley which has a distinctly different soil type and climatic condition from the surrounding foothills and dry mesa land. It is my feeling that wines produced from grapes grown in this area will be unique and the use of the name "Mesilla Valley" in labeling and advertisement will not only help the industry develop but aid in consumer identification of the wines they purchase.

Sincerely,

A handwritten signature in cursive script that reads "W.P. Stephens".  
William P. Stephens

WPS:rm

COLLEGE OF AGRICULTURE AND HOME ECONOMICS

DEPARTMENT OF AGRICULTURAL ECONOMICS  
AND AGRICULTURAL BUSINESS  
Box 3169/Las Cruces, New Mexico 88003-3169  
Telephone (505) 646-3215



August 10, 1984

Ed Reisman, ATF Specialist  
Bureau of Alcohol, Tobacco & Firearms  
P. O. Box 385  
Washington, DC 20044-0385

Dear Mr. Reisman:

With reference to Notice No. 533, establishment of viticultural area; Mesilla Valley, notice of proposed rulemaking, we wish to make the following comments.

Please note that the correct spelling under section (1)(a) should be Don Juan de Onate. Also, under Section (2)(b) correct spelling should be Jornada Experimental Range.

Our primary concern is with the statement under Summary, "The southern boundary of the proposed viticultural area reaches the U.S./Mexico border." This is inaccurate in that the southern boundary at Executive Center Boulevard is approximately two miles north of the U.S./Mexico border.

Thank you for your attention to these small details.

Sincerely,

A handwritten signature in cursive script that reads 'Dorene Brown'.

Dorene Brown  
Research Assistant

xc Eddie Binns  
George Newman

8/10/84