

Temecula Valley - Notice #958
Comment #1

From: HARTWINERY@aol.com [mailto:HARTWINERY@aol.com]
Sent: Friday, December 06, 2002 7:31 PM
To: nprm@atfhq.atf.treas.gov
Subject: Temecula Viticultural Area Name Change

Hello! We wish to lend our support for the proposed viticultural area name change from "Temecula" to "Temecula Valley". We feel the name change will more accurately reflect our agricultural region as well as effectively distinguish the difference between the city of Temecula and our wine country's rural, agricultural environment. Thank you for your time.

Sincerely,
Joe Travis Hart
Owner/Winemaker, Hart Winery
PO Box 956
Temecula, CA 92593
909/676-6300
hartwinery@aol.com

Temecula Valley - Notice #958

Comment #2

-----Original Message-----

From: Peter Poole [mailto:peter@mountpalomar.com]
Sent: Tuesday, December 03, 2002 3:38 PM
To: nprm@atfhq.atf.treas.gov
Subject: '958'

name=Peter A Poole
name=Mount Palomar Winery
Address1=33820 Rancho California Rd.
Address2=
City=Temecula
State=CA
Zip Code=92591

Comments=I am writing this letter in support of the application to change the name of the Temecula AVA to "Temecula Valley". I am a winery owner, and have been a resident of Temecula for over twenty-four years. From the beginning of that time, I have heard the use of the terms "Temecula" and "Temecula Valley" countless times, on all manner of occasions. Since the incorporation of the City of Temecula a number of years ago, however, the term "Temecula Valley" has been used consistently to designate lands in the general area of Temecula, as opposed to the area within the city limits of Temecula.

I believe that the term "Temecula Valley" more accurately describes the viticultural area in both a geographic and general use sense.

Sincerely,

Peter A. Poole
President
Mount Palomar Winery



DRAKE
ENTERPRISES, INC.

Diversified Agricultural Services

P.O. Box 890009

Temecula, CA 92589

(909) 676-8188

Bureau of Alcohol, Tobacco and Firearms
221 Main Street, 11th Floor
San Francisco, CA 94105

Attention: Specialist Nancy Hutton

February 25, 2002

Dear Ms. Hutton:

As an independent farm manager with over 20 years of experience in the Temecula Valley area, I am knowledgeable about agriculture in the area, particularly as regards to wine grapes.

The plantings of wine grapes in the Temecula AVA are currently at about 2500 acres. Of that amount, approximately 2300 acres are to be found in the "valley" portion of the AVA, while fewer than 200 acres are grown on the west side, i.e., the area outside the valley. I have gained this information through direct experience and working with both the County of Riverside and University of California on a vineyard census in regard to the current Pierce's Disease problem.

With less than 10% of the acreage grown outside the geographic valley, it would be accurate to say that the Temecula AVA is a valley region, and I support the TVWA petition to change the name to Temecula Valley.

Sincerely,



Bennett R. Drake
President

BRD/kmh