
Kansas
Viticulture
and Farm
Winery
Association

Michelle Meyer
President

Holy-Field
Vineyard &
Winery

To: Kansas Senate Federal and State Affairs Committee

Re: Opposition to SB 298

Chairman Ostmeyer and Senators of the Committee:

The members of KVFWA would like to voice their opposition to SB 298.

Our position as farm wineries currently provides us with the privilege of direct wine sales to liquor stores. We are able to develop personal relationships with these stores and their staff, and negotiate reasonable prices for our products. Large grocery and so-called "mega" stores would undoubtedly require from us a much more severe discount on our products. These price cuts would significantly impact our return on our products and, ultimately, on our ability to survive as a small producer in this market. We appreciate the changes from past bills but still believe this is not best for Kansas.

This same situation would undermine locally owned retail liquor store pricing as well, resulting in reduced sales and the ability to maintain current staffing needs. Because grocery stores are stocked by the wholesale supplier rather than store staff there would be no need to hire additional staff to perform this task. Thus, the final result would be decreased sales by farm wineries, decreased sales by smaller retail liquor stores and the loss of jobs provided by those stores.

Our current membership consists of six farm wineries and some sixteen vineyards that aspire to become farm wineries.

Thank you for considering our position as part of both the Kansas agricultural and business community.

Respectfully submitted,
Michelle Meyer
KVFWA President



KVFWA -- Kansas Viticulture and Farm Winery Association:

We began our journey in 2004. Our mission is the promotion of the production of wine from Kansas grapes, the science and practice of viticulture in the State of Kansas, and the development of fine wines from Kansas Farm Wineries.

Represented by **Philip Bradley** pbb@PhilKs.com (785) 766-7492