

1 WHEREAS, It is difficult to compete successfully in a market
2 if there is no clear picture of the status of the competition; and

3 WHEREAS, Although there is a great deal of data available
4 regarding wine industries throughout the United States, there are
5 also great inconsistencies in the data that is collected, how the
6 data is collected and compiled, the resources and standards that
7 are applied, the time frames that are employed, and the form in
8 which the data is published; and

9 WHEREAS, An annual posting of comparable data from those
10 states in closest competition with Texas would prove to be a
11 valuable tool to our wine industry; now, therefore, be it

12 RESOLVED, That the 79th Legislature of the State of Texas
13 hereby respectfully request the Texas Wine Marketing Research
14 Institute at Texas Tech University to include in its data
15 collection and reporting, as funding and information resources
16 allow, a basic comparison of the economic impacts of the Texas,
17 California, New York, Washington, Oregon, North Carolina,
18 Virginia, and other closely competitive wine industries and that
19 the data be published annually and include for each state: (1) the
20 number of wineries permitted by the United States Alcohol and
21 Tobacco Tax and Trade Bureaus; (2) the amount of wine produced, as
22 reported to the United States Alcohol and Tobacco Tax and Trade
23 Bureaus; (3) total wine sales; (4) excise, sales, and franchise
24 taxes paid; (5) the number of wine grape growers; (6) total wine
25 grape acreage; (7) grape production as reported by the United
26 States Department of Agriculture; (8) the value of the wine grapes
27 grown; (9) the number of full-time equivalent wine industry jobs;

1 (10) total wages paid; (11) revenues from wine-related tourism;
2 (12) the estimated number of visitors; (13) charitable
3 contributions made; (14) the total economic impact; and (15) any
4 other information that would prove valuable to the Texas wine
5 industry; and, be it further

6 RESOLVED, That the Texas secretary of state forward an
7 official copy of this resolution to the chairman of the board of
8 regents of the Texas Tech University System.