

From: [Leah Clark](#)
To: [Janis Perry](#)
Cc: [Laura Johnson](#)
Subject: FW: {External}Proposed Idaho Preferred change
Date: Monday, June 25, 2018 1:29:07 PM

From: Richard Benear <rbenearg@gmail.com>
Sent: Monday, June 25, 2018 7:55 AM
To: Leah Clark <Leah.Clark@ISDA.IDAHO.GOV>
Subject: {External}Proposed Idaho Preferred change

Dear Ms. Clark,

As a wine grape grower in the Eagle Foothills District, we think that reducing the requirement for wineries to claim Idaho Preferred from 95% to 75% would be a BIG mistake for the Idaho wine industry.

The Idaho wine industry is starting to get it's "branding" noticed outside Idaho and reducing the percentage to 75% will dilute the "brand". It will be very hard to undo any Idaho branding damage done if the requirement for Idaho Preferred is reduced.

Washington state wine labels use 95% as their standard. I'm sure they evaluated closely the reasons for picking 95% and Idaho wine should not compromise by reducing our percentage.

Please consider these points when evaluating any rule changes.

Sincerely,

Richard Benear
Meadowlark Hills Vineyard
990 W. Meander Ct.
Eagle, ID 83616