

## **Wine Quality Certification**

As Iowa is an emerging wine market and desires to be competitive in the market place, it is necessary to produce and market high quality wines of distinct styles representing the Iowa wine region. To increase consumer awareness of Iowa's wine quality, the Midwest Grape and Wine Industry Institute is working on creating an Iowa Vintners Quality Alliance (IQ). This certification will ensure the consumer that they are purchasing a premium quality Iowa wine. The key elements of the program will include the following:

1. Develop approved practices for grape and wine production
2. Create and implement standards for Iowa grape and wine quality
3. Validation and issuing a certificate of quality for Iowa wine
4. Review of labels and packaging
5. Educate consumers about the IQ program and promotion and marketing of quality Iowa wines

Since this project is in its early stages, we will keep you posted as to its progress.