260.166 Powers and duties of Kentucky Grape and Wine Council.

(1) The Kentucky Grape and Wine Council, created in KRS 260.165 to promote and facilitate the development of a grape, grape products, and wine industry, may:

(a) Conduct and contract with others to conduct research on grapes, grape products, and wine in Kentucky and elsewhere for use in Kentucky, including but not limited to:

1. Methods of marketing, market development, and distribution;
2. Methods of storage, refrigeration, processing, and transportation;
3. Methods of production and product development;
4. Methods of agronomic, enological, and viticultural practices to improve these practices in Kentucky; and
5. Economic benefits and impact from the industry;

(b) Publish and provide and contract with others to publish and provide wholesalers and retailers in the Kentucky grape, grape products, and wine industry with information on proper methods of handling and selling grapes, grape products, and wine;

(c) Publish and provide and contract with others to publish and provide producers of Kentucky grapes, grape products, and wine, as well as the general public, with information relating to Kentucky grapes, grape products, and wine; and

(d) Design and implement or contract with others to design and implement activities relating to Kentucky grapes, grape products, and wine, including but not limited to:

1. Market surveys and analyses;
2. Industry promotion programs;
3. Market maintenance and expansion plans;
4. Education programs;
5. Public relations programs;
6. Economic impact analyses; and
7. Other analysis or research relating to the promotion and sale of Kentucky grapes, grape products, and wine.

(2) The Kentucky Grape and Wine Council, to the extent that funds are available, shall:

(a) Promote the sale of grapes, grape products, and wine for the purpose of maintaining and expanding present markets and creating new markets for Kentucky grapes, grape products, and wine for the maximum economic impact on the agricultural economy of Kentucky;

(b) Inform the public, producers, and vendors about Kentucky grapes, grape products, and wine, including uses and benefits of these products;

(c) Advise the Commissioner to:

1. Expend moneys from the Kentucky Grape and Wine Council fund created in KRS 260.168 to carry out the duties and recommendations of

the council; and

2. Hire staff to carry out the duties and recommendations of the council; and

3. Promulgate administrative regulations to carry out the duties and recommendations of the council;

(d) Coordinate with the Kentucky Department of Agriculture and other state agencies in carrying out these duties;

(e) Report annually to the Governor and the General Assembly on the activities of the Kentucky Grape and Wine Council; and

(f) Report by November 1 of each year to the Interim Joint Committee on Licensing and Occupations of the Kentucky General Assembly and the Agricultural Development Board on the coordination between Kentucky wineries and Kentucky wholesalers to promote the availability of Kentucky wine to retailers.

Effective: January 1, 2007

History: Amended 2006 Ky. Acts ch. 179, sec. 3, effective January 1, 2007. -- Created 2002 Ky. Acts ch. 315, sec. 1, effective July 15, 2002.