

**Testimony of David Hoffman
On behalf of Pennsylvania Winery Association
Before the House Agriculture & Rural Affairs Committee
April 22, 2010**

Good morning. My name is David Hoffman and I am President of Paradox Vineyard. I am also a board member of the Pennsylvania Winery Association and I appreciate the opportunity to share my thoughts about House Bill 2260, the Pennsylvania Preferred Act, with the House Agriculture and Rural Affairs Committee. I believe that my support for the bill is shared by the majority of the family-owned wineries and vineyards comprising the Commonwealth's wine industry.

Paradox Vineyard is a 30 acre vineyard and 3,000-case winery located a few miles from Penn Township in the southeast corner of Chester County. If Mason and Dixon would have drunk a little more at the Deer Park Tavern in Newark, Delaware, prior their survey, I might be talking with the Maryland or Delaware legislatures. I am not. We proudly grow and craft our wine in Pennsylvania. Paradox Vineyard, as some may know, is a play on words. Pair-of-docs. We are two families, the Harris' and Hoffman's. The four of us are practicing physicians as well as active farmers. While two of us were still in our post-graduate training, the four purchased the property with the intention of starting a vineyard, and joining a growing, yet not fully recognized, sector of Pennsylvania's agriculture. No doubt our lives would be different and a lot simpler if we only practiced medicine. But, we believe in the opportunities in Pennsylvania agriculture, we believe in the future of the Pennsylvania wine industry, and we believe we can preserve farmland in southeast Pennsylvania through our efforts. All of these efforts allow us to give our children a diverse upbringing.

Our specific Paradox story may be unique, but in general it is not uncommon in the Pennsylvania wine industry. The owners come from diverse backgrounds, outside of agriculture, but we quickly develop a kinship with the established agricultural community. We are proud to be

growing our products in Pennsylvania and claiming that Pennsylvania heritage. While my comments are specific to the wine industry, a specialty crop, I am sure that some parallels can be made for other specialty crops and commodities.

PA Preferred provides Pennsylvania's Limited Wineries with an opportunity to further promote the wines of Pennsylvania. Opportunities granted by PA Preferred, such as the Gettysburg Festival and the Pennsylvania Farm Show, give Pennsylvania wineries exposure to the culinary community and wine consumers alike. These events allow for the sampling and sales of Pennsylvania wines by an audience that may not be reached through more traditional methods utilized by Pennsylvania wineries. In addition, PA Preferred grants Pennsylvania wineries access to valuable media outlets and public relations outreach. The program's focus on local product is a great asset to the Pennsylvania wine industry during a time at which buying locally produced items is highly-valued by the mainstream consumer. Our locally grown and produced wines are well-served by the PA Preferred Program and it provides an invaluable relationship to our wine industry. In addition, PA Preferred branding and promotion can assist with the distribution of Pennsylvania wines through wholesale channels by signifying a level of distinction with its brand identity.

I would be glad to elaborate further on some of the benefits Pennsylvania Preferred grant Paradox and the Pennsylvania wine industry if you have any questions. I ask you to support and vote for the Pennsylvania Preferred Act, House Bill 2260.

Thank you for your time and the opportunity to share not only the support from me and my partners at Paradox Vineyard but also the sentiments of the Pennsylvania Winery Association.