



Organizational Impact Statement

1. **Name of Organization:** Loudoun Wineries and Winegrowers Association (LWWA)
2. **Contact Person:**
3. **Mission:** The LWWA enables the success of the Loudoun County wine industry by promoting agriculture, social stewardship and by facilitating marketing, legislation, education, and communications between member wineries, winegrowers and their partners.
4. **Constituency:** LWWA members include representatives from many of the Loudoun wineries and independent winegrowers, committed to the responsible growth and sustainability of the Northern Virginia wine industry. *LIST MEMBERS*
5. **Summarize the key issues related to the Mid-Atlantic Resiliency Project as they affect your organization's mission and constituency:** The new 500kv Greenfield Link, as proposed, extends from the foot of Short Hill mountain at the end of Longlane for 22 miles to the new proposed Aspen substation south-east of Leesburg. The proposed route cuts through the heart of the nationally recognized Middleburg American Viticultural Area (AVA) and numerous farms employing Loudoun County's prime soils consisting of Purcellville Silt Loam, Tankerville Silt Loam, and Middleburg Silt Loam. The terrain elevations between 450 and 550 feet, moderate climate and prevailing westerly winds coupled with prime soils provide excellent growing conditions for many varieties of winegrapes. This AVA is certified by The US Treasury Department Alcohol and Tobacco Tax and Trade Bureau as "a viticultural area for American wine as a delimited grape growing region having distinguishing features, a name, and a delineated boundary."
6. **Describe specific results/outcomes to your mission and constituency that will arise if the transmission lines are built in Loudoun County Greenspace. Be as specific as possible, including any statistics that are available to you:**

a. Financial Impact to Agritourism: Loudoun’s tourism industry brings \$2 billion of revenue to the county each year. The lion’s share of that revenue is from tourists that come to western Loudoun’s wineries, breweries, distilleries, and cideries (\$118 million revenue per year) to escape urban areas and enjoy “DC’s Wine Country” in a relaxing pastoral environment. While those tourists are here they stay in local bed and breakfasts, air B&Bs, hotels and motels. They dine in local restaurants and visit Loudoun farm markets. They flock to local towns for Oktoberfest, Christmas Markets and other holiday events. The presence of huge towers supporting 500kv power transmission lines will severely impact the aesthetics of their experience and will certainly deter tourist visits.

b. Impact to the Continued Growth of Loudoun County’s Wine Industry: Since 2008 Loudoun’s Wine Industry has been growing at the rate of 4.2% per year. With the proposed Greenfield Power Transmission Line Right of Way (ROW) of 150 to 200 feet and a length of 20 miles it would effectively remove between 364 and 485 acres of prime viticultural farmland from ever being available for vineyard or winery use. These prime soils are not a renewable resource.

c. Impact to Farming Operations: The 2022 Virginia Agricultural Censuses shows 1,323 farms in Loudoun totaling 110,000 acres, most of which are in western Loudoun in soil classified as prime farmland. The 2023 Virginia Commercial Winegrape Report lists Loudoun County winegrape production as second in the state with a 2023 production of 1,795 tons on 776 acres of vineyard. Most of Western Loudoun County is zoned for Agricultural use (AR1). This zoning, supported by **Soils Classification**¹ and a long-standing conscious effort to preserve and foster farming in that part of the county. Loudoun County government, supported by Virginia Code acknowledges “**Important Farmlands**”² and has designated “**Agricultural Districts**”³ and promotes agricultural land use through tax incentives. Farming practices have evolved from a smaller number of large family farms to many wineries, vineyards, and smaller farmettes involved in a “farm to table” marketing approach, on site tasting rooms and self service markets. If approved as proposed the Greenfield Link will severely disrupt these farm practices by imposing right of ways through vineyards, wineries, farms and farmettes, thereby reducing or eliminating farmable areas and discouraging on site sales of wine and farm products.

7. List any research sources that support your projections of the impact on your mission and constituency:

References For Impact to Farming Operations:

¹ Alex C. Blackburn, 2000, Interpretive Guide To The Use Of Soils Maps Of Loudoun County, Virginia, Soils Classification : Website "loudoun.gov" County Soil Types

² Important Farmlands : Commonwealth of Virginia State Corporation Commission Division of Public Utility Regulation "Guidelines for Transmission Line Applications Filed Under Title 56 of the Code of Virginia, Section III, paragraph F. 1 and 2."

³ Zoning Ordinance **Agricultural Districts** "It is hereby declared to be the policy of the County of Loudoun to conserve, protect and to encourage the development and improvement of its agricultural and forestal lands for the production of food and other agricultural and forestal products. It is also the policy of the County of Loudoun to conserve and protect agricultural and forestal lands as valued natural and ecological resources which provide essential open spaces for clean air sheds, as well for aesthetic purposes. It is the purpose of this Ordinance to provide a means by which agricultural and forestal land may be protected and enhanced as a viable segment of the County's economy and as an economic and environmental resource of major importance, pursuant to Title 15.2, Chapter 43 of the Code of Virginia (1950), as amended."

8. **Share individual case studies of people, places, or things that will be affected by this project (no more than three):** *INSERT Winery CASE STUDY*

9. **Upload any visuals available that illustrate or support your impact statement**