

## Miretta Vineyards & Winery, Inc. – A Central Nebraska Winery--

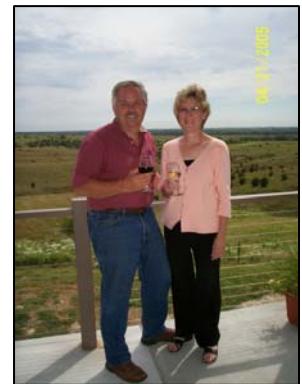
**Outline Of Need:** Mick and Loretta McDowell are grape producers in St. Paul, Neb. They started with 820 vines in 2003, added 500 vines in 2004 and 100 concord vines in 2006. The grapes were sold to an existing winery 113 miles away, a five hour delivery trip, for \$0.50 per pound of produce. Nebraska wines have become a growing tourist attraction in the state with most wineries located in the eastern third of Nebraska. The McDowell's wanted to bring a winery to Central Nebraska and to capture the revenue of producing their wine. They came to USDA Rural Development for funding to assist them in starting their winery.



*“The grant funds were essential to our start-up, specifically for advertising throughout the region, which has helped increase our customer base.”*  
—Mick and Loretta McDowell, Miretta Vineyards & Winery, Inc.

**How Rural Development Helped:** USDA Rural Development provided a Value Added Producer Grant of \$84,370 for working capital. The dollars purchased the inventory needed for making and bottling wine, purchased office equipment and supplies to support the processing and marketing, conducted the marketing campaign, paid for salaries of the processing and marketing personnel, and the utilities for the processing facility. The applicant provided matching funds.

**The Results:** As a result of this grant, Miretta Vineyards & Winery, Inc. (DBA Miletta Vista Winery, [milettavistawinery.com](http://milettavistawinery.com)), greatly increased its' revenues by processing their eight varieties of grapes into bottled wine. The winery also created 15 part-time jobs in this rural community of more than 2,200 residents. Since the opening of Miletta Vista, over 4,500 new customers from 26 states and 5 foreign countries have visited. The grant funds expended for marketing the winery helped recognize them as an area attraction and allowed them to penetrate the market in areas over 100 miles away.



Located four miles north of St. Paul, Miletta Vista Winery is perched high on a hill overlooking the Loup River Valley. The winery has hosted many different events including a wedding, birthday parties, special dinners, music events, and wine tasting lunches. Miletta Vista Winery's list of events continues to grow with reservations being made into the next operating year.

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