Cochise County: Agriculture and Water Resource Implications

Rod Keeling
Past President, Arizona Wine Growers Association; Owner, Keeling Schaefer Vineyards
Agriculture Uses 72%
Willcox Basin 2019

- 60,000 Irrigated Acres
- Forage, Grains, Nut and Fruit Trees, Cotton, Wine Grapes
- Ground Water Only
- Closed Basin In NE Cochise and SE Graham Counties
- 200,000 A/F Water Pumped
- 40,000 A/F Natural Recharge
- 5/1 Overdraft of the Aquifer
Low Value/High Water Use VS High Value/Low Water Use
Arizona Cotton

- State Industry
- 200,000 acres
- 150,000 Tons
- $362 million
- 700,000A/F Water

Montgomery Farms, Casa Grande

- 20 Acres
- 15 tons
- $25,500
- 70 A/F Water
Arizona Wine Grapes

- State Industry
- 1650 Acres, 74% in Willcox Basin
- 3800 Tons
- $33,250,000
- 1500 A/F Water

- Keeling Schaefer Vineyards
- 20 Acres
- 85 Tons
- $337,500
- 11.6 A/F Water
## Cotton VS Wine Grapes

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How can the Wine Industry Grow?

- Arizonans Purchase and Consume Over $1.5 Billion in Wine
- Arizona is One of the Highest Per-Capita Wine States
- Arizona Wine Has Been Recognized for its High Quality
- Arizona Wine is a Significant Driver of Rural Economic Development
- Arizona Wine is 1/2% of the State Wine Market
- Most Arizonans are unfamiliar with Arizona Wine
- Change Current AZ Liquor Laws that Limit the Scale of Farm Wineries
- Create an Effective Industry Promotional Council
- Improve In-State Viticultural and Enology Knowledge
- Develop Industry Supply and Service Infrastructure
- Better Partnerships
2019 Arizona Wine Commission Reinstatement Bill HB 2010

Save Water, Drink Arizona Wine!