



Pennsylvania  
Department of Agriculture

**FOR IMMEDIATE RELEASE**

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**Pennsylvania Ag Secretary Tours Family-Owned Vineyard and Winery to Announce \$224,000 Investment to Increase Sales and Exports of Pennsylvania Agricultural Products**

*Shapiro Administration investments are at work supporting every aspect of Pennsylvania family businesses like Waltz Vineyards — from innovation and planning to production and promotion.*

**Manheim, PA** – Today, the **Shapiro Administration** announced an investment of \$224,190 in **Agriculture Promotion Grants** to support projects aimed at increasing domestic sales or exports of Pennsylvania agricultural products. **Agriculture Secretary Redding** made the announcement at **Waltz Estate Winery and Family Farm**, a sixth-generation family business that will be featured during **Pennsylvania Wine Association's** PA Wine Fall Harvest Celebration, one of the projects supported by the grants.

One of many [PA Farm Bill](#)-funded initiatives to grow Pennsylvania agriculture, the grants will reimburse nonprofits up to 50% of costs for projects educating consumers, promoting specific agriculture sectors, growing the consumer base for Pennsylvania products, or promoting regional agriculture-based tourism.

"Pennsylvania families produce the quality food and drinks that bring families around the world to the table, and not only that, the table and the fine hardwood it's made of," **Secretary Redding** said of two leading ag sectors supported in this year's grants. "Pennsylvania's wine industry has grown from William Penn's vines in colonial Philadelphia into the nation's fourth-ranking wine producer. And from its beginning as Penn's Woods, we have grown to be the nation's number one hardwood exporter, driven by the excellence of family-run businesses. **Shapiro Administration** investments are at work supporting every aspect of Pennsylvania family businesses like Waltz Vineyards — from innovation and planning to production and promotion. These investments will help keep Pennsylvania family businesses thriving and Pennsylvania agriculture a national leader for years to come."

Pennsylvania's wine and grape industry supports 10,756 jobs and contributes \$1.77 billion to the state economy annually and ranks 4th in wine production nationally. With more than 400 licensed wineries across five distinct regions, Pennsylvania wineries generate \$747 million in tourism revenue every year.

PA Preferred® member and award-winning Waltz Vineyards has earned a reputation for quality grapes, exceptional wine-making, and outstanding wines. Since 2009, the Waltz family has opened the doors of their estate winery to taste — and experience — Pennsylvania's finest.

"The Pennsylvania Wine Association is honored to receive this Agriculture Promotion Grant in support of the PA Wines Harvest Celebration," **Pennsylvania Wine Association Vice President Zach Waltz**. "This funding empowers us to showcase the incredible quality, diversity, and heritage of Pennsylvania-grown wines, and celebrate the hardworking growers and winemakers who are driving our industry forward. We're grateful for the Shapiro Administration's recognition of the economic and cultural value of Pennsylvania's wine and grape industry, and we look forward to showcasing the best our state has to offer."

"As one of the top wine-producing states in the nation, Pennsylvania's deep agricultural roots play a crucial role for the more than 400 wineries that call PA home," said **Pennsylvania Tourism Office Executive Director Kaitie Burger**. "Visitors to the Commonwealth can sip their way through award-winning varietals while exploring regional wine trails on their own Great American Getaway."

Building on continued record conservation funding to help farms protect and improve soil and water resources, and millions in annual research dollars to keep Pennsylvania agriculture on the cutting edge of technology, Governor Shapiro's 2025-26 budget proposes investing to support Pennsylvania's national legacy as an agriculture leader through:

- An additional \$13 million in the historic Ag Innovation Grant Program to help build the future of American agriculture right here in Pennsylvania. In its first year, the program was oversubscribed by nearly \$60 million, receiving 159 applications for nearly \$70 million worth of innovation projects. In February, Governor Shapiro announced [88 grants to ag businesses in 46 Pennsylvania counties](#), which are funding transformative investments in state-of-the-art agricultural technologies.
- A \$4 million increase to connect Pennsylvanians at risk of hunger with healthy, local food through the Pennsylvania Agricultural Surplus System and a \$4 million increase to the State Food Purchase Program to provide emergency food assistance for low-income Pennsylvanians, and support local farmers.
- Continued funding of \$13.5 million to keep Pennsylvania farms thriving through the [Pennsylvania Farm Bill](#), to protect and promote Pennsylvania's \$132.5 billion agriculture industry, support strategic business planning, and grow the infrastructure and workforce its businesses need to stay competitive.

Agriculture Promotion Grant recipients, amounts, and funded projects announced today include:

**Allegheny Hardwood Utilization Group – \$5,828**

Elevating the role of Science, Technology, Engineering, and Math (STEM) in Pennsylvania's hardwood industry – McKean County

**Friends of the Pennsylvania Farm Show Foundation – \$23,730**

Support for educational events promoting Pennsylvania agriculture during the PA Farm Show™ – Pennsylvania's state fair

**Keystone Wood Products Association – \$7,500**

Exposing students to wood-product manufacturing and forest products industry careers using 360 videos and virtual reality goggles

**Pennsylvania Beef Council – \$49,990**

[PA Beef to PA Schools](#) – connecting school food service professionals to beef producers to support local farms and get quality protein in school lunches

**Pennsylvania Forest Products Association – \$53,000**

Supporting education, promotion, and outreach initiatives related to forestry and the wood products industry in Pennsylvania

**Pennsylvania Friends of Agriculture Foundation – \$47,000**

Statewide education promoting Pennsylvania agriculture

**PA Sustainable Forestry Initiative – \$6,000**

Video series promoting sustainable forestry practiced by Pennsylvania's hardwoods industry – Clearfield County

**Pennsylvania Wine Association – \$31,142**

[PA Wine Harvest Celebration](#) – Lancaster County – Wine-tasting event celebrating Pennsylvania vintners and winemakers during Wine Month in October

The Governor's [Economic Development Strategy](#) prioritizes the agriculture, manufacturing, and tourism industries and adopts a new marketing strategy to showcase all the Commonwealth has to offer.

Led by Visit PA, the Commonwealth's [Great American Getaway](#) initiative encourages visitors from nearby metro areas and beyond to explore hidden gems and classic favorites across Pennsylvania, proving that you don't have to travel far for a great escape. Visitor spending provides more than \$80 billion in economic impact and directly supports more than 330,000 jobs across the Commonwealth (2023, Tourism Economics).

Plan your next [Great American Getaway](#) around delicious made-in-PA food, wine, and fun at [visitpa.com](#), and find Pennsylvania-produced agricultural products wherever you shop or dine at [PApreferred.com](#).

Learn more about Pennsylvania wines, wine regions, and wine destinations on the Pennsylvania Wine Association's website [pennsylvaniawine.com](#).

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