Senate Interim Judiciary Committee

September 19, 2019

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OLCC Statewide Listening Sessions
WINE

Wine Listening Session Update

Throughout July and August 2019, the OLCC visited several locations throughout Oregon to hear from members of the wine industry.

- Medford, July 17, 2019, 35 attendees
    - Not interested in changing current rules regarding wine labeling
    - Want to see the wine industry come together to resolve issues
    - Concern over make-up and scope of RAC
- Roseburg, July 29, 2019, 25 attendees
    - Communicated that current rules are working well
    - Expressed interest in using federal content standards except for specific grape varieties
    - Concern over make-up and scope of RAC
    - Consider having sellers of grapes collect and remit tonnage tax from buyers
- McMinnville, August 1, 2019, 60 attendees
    - Concerned about out-of-state entities using Oregon American Viticultural Areas (AVA) and not paying the tonnage tax
- Pendleton, August, 6, 2019, 10 attendees
    - Want clear regulations that work for all parts of the state
    - Concerned about how rule changes may impact small businesses and cross border sales
    - Concern over make-up and scope of RAC

Rules Advisory Committee and Rulemaking for Wine

- OLCC will convene a Rules Advisory Committee (RAC) based on requirements set out in SB 829. The RAC will contain:

  - An odd number of members;

  - Members that have expertise in production and labeling of Oregon wines;

  - Members from various wine growing regions in proportion to the relative acreage used for wine grape production;

  - At least one member from inside the Willamette Valley and one outside of the Willamette Valley; and

- The OLCC will consider nominees of winemaking industry associations or other organizations related to winemaking.

- The RAC will develop recommendations on which wine regions (at minimum Willamette Valley AVA) should use conjunctive labeling of AVAs, on a penalty schedule, and on the use of existing stocks of labels.