Open Letter to the Eighteenth Oregon Legislative Assembly

Oregon is a special place. Her topography, geology, soils, micro climates and native yeasts in our vineyards and cellars create opportunities for varietal wines to be uniquely expressive of where they are grown and made.

Through an arduous federal process designating American Viticultural Areas, unique geographic place names like the Willamette Valley, Umpqua Valley, Rogue Vall Columbia Gorge and Walla Walla Valley stated or inferred on wine labels, packaging and advertising are defined and protected. This allows consumers to know wh they are purchasing and winegrowers to invest in them, thereby improving each AVA's market value.

Very early in the development of the Oregon wine industry, winegrowers agreed to the highest standards in the nation regarding wine content by AVA and variety, and adopted the nation's highest winegrape tonnage tax to support research and promotion for the development of our industry. We also agreed to respect the tru variety and geographic place names of other growing regions by codifying those values into law. Oregon winegrowers' respect for the law through their conduct in winemaking and marketing has produced adherence to these standards.

Over time, these high aspirations, collaborations and adherence to these standards resulted in Oregon's reputation for growing and making wines of distinction. National and international reviewers frequently rank Oregon-produced wines among the highest quality.

Today, wines branded as "Oregon" have achieved the highest average bottle price in Nielsen scan data for the U.S. off-premise trade (primarily grocery channels) as well as the highest growth rate among countries and regions in the data set.

The Oregon Wine Industry has grown from a few pioneering Oregon winemakers fifty years ago to 1,114 commercial vineyards and 769 wineries employing 30,000 people and generating more than $5.61 billion dollars in statewide economic impact annually.

Still, we are just getting started. Although Oregon produces only 1% of the country's wine, in 2015 and 2016, Oregon wines earned 20% of *Wine Spectator*'s 90+ ratings for U.S. wines. While wine and culinary tourist travel to our state is growing, it is a small fraction of the older wine regions in Europe and California.

Unique growing conditions are still being discovered on hundreds of hillsides and valleys in Oregon. More Oregonians are studying winegrape growing and winemaking. More talented individuals are moving here.

Oregon lawmakers have contributed greatly to our state's success by funding viticultural and enological research, training and wine marketing efforts. New statutes protect farmland, allow for wineries as a permitted use, enable interstate shipment of wine to consumers, allow producers to facilitate in-store and restaurant tastings, and present wine and food pairings at wineries — all helping us tell the Oregon story to wine enthusiasts.

As climatic, labor and market conditions change, we face new challenges in grape growing and winemaking. As consumers value our geographic designations — especially our brand "Oregon" and AVAs, an effective effort is needed to protect their continued trustworthiness in labeling and promotion.

When a wine states "Oregon" on its label, the consumer assumes the wine is made according to the standards in Oregon law. When the wine is made in states outside of Oregon, there is no way to insure Oregon labeled wines are made to Oregon's higher standards rather than the lower standards enforced there. Therefore, at the very least, the consumer should clearly see where the wine is produced.

This legislative session, on issues relating to the wine industry, please focus on these proposals:

- Requiring "truth in labeling," including that the State of production be clearly listed with the advertised Oregon designation of the winegrapes.
- Protecting our collective investment in our state's geographic brand equities and their continued enhancement.
- Requiring out-of-state producers using Oregon designations on their wine labels to pay the same winegrape tonnage tax that Oregon winemakers are required to pay.
- Supporting viticulture, enology, vineyard and winery business research and training at our academic institutions.
- Supporting governmental agencies engaged in serving and protecting wine consumers and law-abiding industry members including the Oregon Liquor Control Commission, Oregon Wine Board, Oregon Department of Agriculture and Travel Oregon.
- Supporting market outreach and attracting culinary tourists to Oregon.
- Supporting the continued development of unique wine producing regions throughout our state.

We look forward to working with you to continue to create economic and cultural opportunities for Oregonians and building strong communities to serve all Oregonians.

ris Hermann, **00 Wines**
avis Marcus, **3 Fools Wines**
ally & Jim White, **A Blooming Hill Vineyard & Winery**
om Tannahill, **A to Z Wineworks**
an Fisher, **ADEA Wine Company**
n Burrows, **Aerae Vintners**
ary Olson, **Airlie Winery**
hn Gabelhausen, **Alexana Winery & Revana Estate Vineyard**
avid Nemarnik, **Alloro Vineyard**
an Jepsen, **Alpine Vineyard**
eila Nicholas, **Anam Cara Cellars**
ren Saul & Joseph Allan, **Andante Vineyard & Winery**
e Olexa, **Ankeny Vineyard**
dolphe Louchart, **Anne Amie Vineyards**
ve & Mary Hansen, **Arborbrook Vineyards**
ffrey Leal Silva, **Arcane Cellars**
n Burch, **Archery Summit**
b Alstrin, **Argyle Winery**
rl & Margaret Lumpkins, **Asilda Wines & Timbale & Thyme Vineyard**
mena Orrego, **Atticus Estate Vineyard & Winery**
ad McLeroy, **Ayres Vineyard & Winery**
ura Hunter, **Backstay Wine Company**
rry S. Balanza, **Balanza Vineyard**
m & Cathy Beaton, **Beaton Farm Vineyard & Winery**
even Whiteside, **Bella Vida Vineyard**
l & Brian O'Donnell, **Belle Pente Vineyard & Winery**
avid Specter, **Bells Up Winery**
ene Bennett, **Bennett Vineyards & Wine Company**
n Benza, **Benza Vineyards**
sh Bergström, **Bergström Wines, LLC**
t Dudley, **Bethel Heights Vineyard**
roline & Todd Hamina, **Biggio Hamina Cellars**
ark Björnson, **Björnson Vineyard**
illiam & Sheila Blakeslee, **Blakeslee Vineyard Estate**
cholas & Dana Blizzard, **Blizzard Wines**
bi & Sue Shay, **Bluebird Hill Cellars**
hena Pappas & Stewart Boedecker, **Boedecker Cellars**
onnie Bradley, **Bradley Vineyards**
n & Mary Ellen Bradshaw, **Bradshaw Vineyards**
rry & Sue Brandborg, **Brandborg Vineyard & Winery**
eve Saxton, **Bravuro Cellars**
oug Tunnell & Melissa Mills, **Brick House Vineyard & Wine Co.**
obert & Ellen Brittan, **Brittan Vineyards**
nie Brooks Heuck, **Brooks Winery**
n & Kathy Lauer, **Bryn Mawr Vineyards**
e Team, **Cana's Feast Winery**
n Cancilla, **Cancilla Cellars**
n & Nancy Chapel, **Cardwell Hill Winery**
sa Scrimenti, **Carlovanna Vineyards & Mt. Angel Cellars & Vineyards**
ve Grooters, **Carlton Cellars**
muel Castillo, **Castillo de Feliciana Vineyard & Winery**
bb Bell, **Cathedral Ridge Winery**
elsea Janzen, **Center for Wine Education at Linfield College**
dreas Wetzel, **Chateau Bianca Winery**
eldon Manning, **Chateau Nonchalant Vineyards**
ristopher Carlberg, **Christopher Bridge Cellars**
b Clagett, **Claygate Estate Vineyard**
ary & Susan Collar, **Collar Family Vineyards**
ody Seelye, **Colton Winery**

J. Miller, **CruConnecion, LLC**
Russell & Margaret Lyon, **Daisy Creek Vineyard**
Dan Marca, **Dancin Vineyards**
Mike Kuenz, **David Hill Vineyards & Winery**
Brianne Day, **Day Wines**
Paul de Lancellotti, **de Lancellotti Family Vineyards**
Terri Zuffi Delfino, **Delfino Vineyards & Winery**
John Quinones, **Diamondback Vineyards**
Thomas Monroe & Kate Norris, **Division Winemaking Co.**
Michael Oldenburg, **Dog Beach Beverage**
Marci Taylor, **Domaine Margelle**
Patrick Reuter, **Dominio IV Wines**
Steven Singh, **Dos Estevan Wines**
Patrick Dukes, **Dukes Family Vineyards, LLC**
Scott Baldwin, **De Ponte Cellars**
Paul Durant, **Durant Vineyards**
Steven Westby, **Elemental Cellars & Witness Tree Vineyard**
Tom Fitzpatrick, **Elevée Winegrowers**
Lucas Brian Jordaan, **Eliana Wines**
Adam Campbell, **Elk Cove Vineyards**
Betty O'Brien, **Elton Vineyard**
Tom Johns, **Emerson Vineyards**
Jeff Meader, **Eminent Domaine**
Steven R. Anderson, **Eola Hills Wine Cellars**
Gary Horner, **Erath Winery**
Jessica Mozeico, **Et Fille Wines**
Erin Nuccio, **Evesham Wood Winery**
Mike & Mary Ann McNally, **Fairsing Vineyard**
Gregory & Tessa Falk, **Falk Estate Vineyards**
David Fish, **Fox Farm Vineyards**
Ron Penner-Ash, **Free Public Wines**
Giorgio Furioso, **Furioso Vineyards**
Jeff Alexander, **Gatsby Spirits**
Marc Girardet, **Girardet Vineyards & Winery**
Andrew Myer, **Goldback Wines**
Marcus Goodfellow, **Goodfellow Family Cellars**
Dick Erath, **Grand Vin de Garage**
Christine Andrus, **Gypsy Dancer Wines**
Carl J. Dauenhauer, **Hauer of the Dauen Winery**
Julia Crowley, **Hayworth Estate Wines**
Anne Hubatch, **Helioterra Wines**
John Platt, **Helvetia Vineyards & Winery**
Nathan & Kimberly Hemmer, **Hemmer Vineyards**
Scott Henry, **Henry Estate Winery**
Laurie Lewis & Renee Neely, **Hip Chicks do Wine**
Jack LaRue, **Holmes Gap Vineyard**
Tess Barr, **Hood Crest Winery**
Hector Grebien-Samkow, **Hoods Wind Cellar**
Mimi Casteel, **Hope Well Wine**
Terry O. Luce, **HV Cellars**
Lowell Ford, **Illahe Vineyards & Winery**
Carr Biggerstaff, **Interrobang**
Jay Somers, **J. Christoper Wines**
Jim Prosser, **J.K. Carriere**
Joel & Laurie Kiff, **J.L. Kiff Vineyard**
Corey Schuster, **Jackalope Wine Cellars**
Andrew J. McCleary, **Jason Vineyards**
Dag Johan Sundby, **Johan Vineyards**
Kelly Kidneigh, **KK Wine Co., LLC**

Scott Steingraber, **Kriselle Cellars**
Chase Renton, **L'Angolo Estate**
George Hillberry, **La Colina Vineyard**
J.T. & Antoinette Sharp, **La Luna Contenta Farm & Vineyard**
Kevin M. Green, **La Randonnée Wines**
Norm Schoen, **Laelaps Wines**
Don Lange & Jesse Lange, **Lange Estate Winery & Vineyards**
Isabelle Meunier, **Lavinea Single Vineyard Wines**
Megan Markel, **Le Cadeau Vineyard**
Joe Wright, **Left Coast Cellars**
Stephen Lutz, **Lenné**
Dennis Lewman, **Lewman Vineyard**
Alexander L. Neely, **Libertine Wines**
Larry Stone, **Lingua Franca**
Matt Berson, **Love & Squalor/Portland Wine Company**
Kaitlin Johnson, **Lucietta Wines**
Michael Lundeen, **Lundeen Wines & Walnut City Wineworks**
Timothy J. Moore, **Mac Wine Cellars**
Doug Maragas, **Maragas Winery**
Franco Marchesi, **Marchesi Vineyards**
Sean & Julie Davis, **Marshall Davis Wine**
Gregory Cramer, **MarshAnne Landing**
Evan Martin, **Martin Woods Winery**
Mike & Anne McCleskey, **McCleskey Cellars & Horseleap Vineyard**
Rebecca Moore, **Monks Gate**
Robert Ervin, **Monte Ferro Winery**
Benjamin Wasby, **Mylan Wines**
Peter Steinfeld, **Naked Winery**
Boyd Teegarden, **Natalie's Estate Winery**
Diane Nemarnik, **Nemarniki Vineyard**
Mark Jurasevich, **Noble Estate Vineyard & Winery**
Bruno Corneaux, **NW Wine Company & Domaine Divio**
Jim & Stephanie Houchins, **Oliver Springs Vineyard**
Joseph Knox, **Oregon Central Terroir**
Tom Danowski, **Oregon Winegrowers Association**
Lynn Penner-Ash, **Penner-Ash Wine Cellars**
Mike & Kristy Thayer, **Pete's Mountain Vineyard & Winery**
Robin & Danuta Pfeiffer, **Pfeiffer Winery**
Laura Lotspeich, **Pheasant Hill Vineyard**
Carl McKnight, **Pheasant Run Winery**
Robert Morus, **Phelps Creek Vineyards**
Sandee & Pinky Piluso, **Piluso Vineyard and Winery**
Joe Ginet, **Plaisance Ranch**
Gill E. Anderson, **Platt Anderson Cellars**
RJ Lint, **Plum Hill Vineyards**
Nancy, Dick, Anna Maria & Luisa Ponzi, **Ponzi Vineyards**
Carmine Campione, **Possessed Wine**
Mark & Tina Hammond, **Privé Vineyard & Winery**
Sean Allen, **Pudding River Wine Cellars**
Cody Wright, **Purple Hands Winery**
Herb Quady, **Quady North Winery**
Michael Moore, **Quail Run Vineyards**
Maria & Rob Stuart, **R. Stuart & Co. Winery**
Ken Austin, **Rain Dance Vineyards**
Mike Fix, **RainSong Vineyard**
Todd Kangiser, **Red Hills Cellars, LLC**
John Patacooil, **Redhawk Vineyard & Winery**
Benjamin Grable, **Remotion, LLC**
Remy Drabkin, **Remy Wines**

Susan Bender Phelps, **Rose & Fern Cellars, LLC**
Chad Day, **RoxyAnn Winery**
Harry Peterson-Nedry, **RR Winery & Ridgecrest Vineyards**
Steve Hendricks, **Ruby Vineyard & Winery**
Sanjeev Lahoti, **Saffron Fields Vineyard**
Patricia Phillips, **Sage Hill Winery**
Jackson Walters, **Saginaw Vineyard**
David Reed, **Sams Creek Cellars**
Jerry Sass, **Sass Winery**
Forrest & Garrett Schaad, **Schaad Cellars**
Jennifer & Scott Henry IV, **Season Cellars**
JP Valot, **Silvan Ridge Winery & Vulcan Cellars**
Doug Mortimore, **Silver Coyote Estates Winery**
Brian Denner, **Simple Machine Wine**
Scott Wadlow, **Sis & Mae Wine Co.**
Alex Sokol Blosser & Alison Sokol Blosser, **Sokol Blosser Winery**
Tim Navarro, **Soloro Vineyard**
Tony & Michele Soter, **Soter Vineyards**
Pat Spangler, **Spangler Vineyards**
Lynn Chamberlain, **Spofford Station Foothills Vineyards**
Josef Fleischmann, **St. Josef's Vineyards & Winery**
Mark Huff & Jill Zarnowitz, **Stag Hollow Wines, LLC**
Stirling Fox, **Stirling Wine Grapes**
Bill Stoller & Gary Mortensen, **Stoller Family Estate**
Paul R. Lange, **StoneRiver Vineyards**
Leo Gabica, **Sweet Cheeks Winery**
Tony Rynders, **Tendril Wine Cellars**
Lonnie Wright, **The Pines 1852 Vineyard & Winery**
Andrew Davis, **The Radiant Sparkling Wine Company**
Mark Proden, **The Winery at Manzanita**
Jon & Laura Jennison, **Thistle Wines & Vineyard**
Arabella Hall & Blair Trathen, **Trathen Hall Wines & Chilmark Wine Company**
James Frey, **Trisaetum Winery**
Anthony T. Corallo, **Trium Wines**
Craig Camp, **Troon Vineyard**
Bill Fuller, **Tualatin Estate Vineyard**
Dennis Scofield, **Twin Fir Vineyards**
Molly Morison & Terry Sullivan, **Upper Five Vineyard**
Daniel Warnshuis, **Utopia Wines**
Mark Wisnovsky, **Valley View Winery**
Florent-Pierre Merlier, **Van Duzer Vineyards**
Cyler Varnum, **Varnum Vintners**
Roger K. Vehrs, **Vehrs Vineyard**
Don Hagge, **VIDON Vineyard**
Rich Cushman, **Viento Wines**
Will Hamilton, **Violin Wine**
Mark Wahle, **Wahle Vineyards & Cellars**
Erica Landon & Ken Pahlow, **Walter Scott Wines**
Eric Weisinger, **Weisinger Family Winery**
Nick & Kate Chasuk, **Western Front Wines**
Amy Wesselman & David Autrey, **Westrey Wine Company**
Chris Helbling, **Whiskey Hill Winery & Postlewait's Vineyards**
Matt Driscoll, **WildAire**
Erik Kramer, **WillaKenzie Estate**
Jim Bernau & Christine Clair, **Willamette Valley Vineyards**
Pam Walden, **Willful Wine Company**
Edward William Lefferts, **William Marie Wines**
Bill Sweat & Donna Morris, **Winderlea Vineyard & Winery**
Gretchen Boock, **Wine by Joe/Dobbes Family Estate**