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Senator Chuck Riley, Chair
Senator Fred Girod, Co-Chair
Senate Business and General Government Committee
Oregon State Legislature
Salem, OR 97301

Public Hearing on SB 829, SB 830 and SB 831

Dear Chair Riley, Vice-Chair Girod, and Members of the Committee:

We are writing today in support of SB 829, SB 830 and SB 831 to encourage a "yes" vote on this suite of bills to implement stronger labeling and content standards for wines produced in the Willamette Valley and other Oregon wine regions.

- SB 829 would require a wine label to include the name "Willamette Valley" if it contains the name of one of its "nested" viticultural areas.
- SB 830 would move the threshold on the grape variety content of certain wines labeled Willamette Valley from 90% to 100%.
- SB 831 would ensure all the grapes used in a Willamette Valley wine come from the Willamette Valley viticulture area.

The three bills are open for all the wine regions to implement for their areas through an OLCC rulemaking process. These bills are a great step forward for the continued success of the state's wine industry.

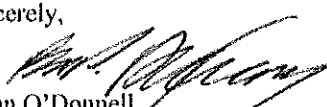
As owners of a small family winegrowing business, we believe in authenticity and transparency regarding the *source* of grapes as well as the *type* of grapes contained in our wines. The Willamette Valley has earned a high place on the world map of great wine regions because of its commitment to quality and integrity in winemaking. We feel it is imperative to protect and strengthen the integrity of "Willamette Valley" wines in order to not only maintain, but also increase, the prominence and success that has come from the hard work and dedication of the industry to date.

The best wines around the world are truly a representation of their place. The Oregon landscape that contains the Willamette Valley is no different and deserves to be protected from inauthentic profiteering. Our industry's hard earned reputation and brand equity are literally on every wine label and in every bottle of wine that it produces. This is an important asset worthy of protection.

The Willamette Valley Winegrowers Associations has developed the content of these bills through extensive conversations with legislators, the OLCC, and most importantly, the Oregon wine growing community. They have worked hard to find consensus within our region and have traveled around the state to accommodate concerns from other areas. These bills represent compromise and due diligence. They should move forward with the requested amendments. We look forward to supporting the implementation of the statutes through an OLCC rulemaking process.

Thank you for reviewing our testimony. Please vote yes on SB 829, SB 830 and SB 831.

Sincerely,


Brian O'Donnell


Jill O'Donnell