



March 16, 2019

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:

I am writing to support SB 829, SB 830 and SB 831. **Please vote yes on this suite of bills** to implement stronger labeling and content standards for wines produced in the Willamette Valley and other Oregon wine regions.

I believe we should be authentic and transparent about the source of grapes in our wines and the content of grapes contained in our wines. As a 2nd generation winemaker coming here 20 years ago, I was the beneficiary of the hard work that the founders of this industry did to establish our place as the premier area to grow Pinot Noir as well as the other varietals we grow. These bills codify what has made our area what it is today and will allow for the Willamette Valley to maintain this stature no matter what outside interests come to our area. The Willamette Valley earned its place on the world map of great wine regions because of our commitment to quality and integrity in winemaking. Our reputations and brand equity are literally on every wine label and in every bottle of wine that we produce.

The Willamette Valley Winegrowers Associations has developed the content of these bills through extensive conversations with the Oregon wine industry. We have worked hard to find consensus within our region and have traveled around the state in an attempt to accommodate concerns from other areas. These bills represent compromise and 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 my testimony. Please vote yes on SB 829, SB 830 and SB 831.

Sincerely,

Scott Neal  
Owner/Winemaker  
Coeur de Terre Vineyard  
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