



# FAIRSING

VINEYARD

March 14, 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:

Please vote yes on the three bills proposed by the Willamette Valley Wineries Association: SB 829, SB 830, and SB 831. These bills will facilitate the implementation of stronger labeling and content standards for wines produced in the Willamette Valley and other Oregon wine regions.

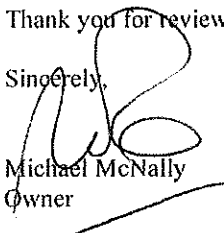
SB 829 would require a wine label to include the name "Willamette Valley" if it contains the name of one of its "nested" viticultural areas. SB 830 would move the threshold on the grape variety content of certain wines labeled Willamette Valley from 90% to 100%. SB 831 would ensure all the grapes used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

The Willamette Valley earned its place on the world map of great wine regions because of our commitment to quality and integrity in winemaking. We can protect and enhance our brand equity, and the value of our vineyards and wineries, by ensuring that what is on the wine label is what is in the bottle.

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.

Thank you for reviewing my testimony.

Sincerely,



Michael McNally  
Owner