

April 8, 2019

Today the Rogue Valley Winegrowers discussed a vital issue to our industry. **Senate Bill 111** has emerged through many iterations and revisions to a final form (SB 111-4) and, while we are pleased to see many of the more onerous parts revised out, we still find this bill seriously flawed.

We are distressed that this bill has arisen, not out of an industry consensus, but rather out of a mission of one man to support his own business interests. We understand the anger at Copper Cane, who played fast and loose with labelling laws last year and escaped relatively unscathed. When we are going to radically change the labelling laws in our state, however, we need to take the time and confer with people throughout the state to make sure we are not enacting a law with unintended consequences. This kind of care, of thoughtful discussion and consensus building, did not happen with SB 111. This bill will negatively impact many vineyards in our state, just at a time when we are trying to recover from a very difficult vintage of 2018.

One of the major problems of this bill is that it calls for a complaint driven process of OLCC rulemaking. We don't even know now what the rules will be that we are enabling, but we know that a complaint driven process opens the door to ugly divisions in our industry. Oregon's wine industry has been famous for our collaboration and cooperation, not for ratting out our adversaries. That is the behavior this bill encourages.

We fully support the parts of this bill that enable the fair collection of taxes from all who benefit from the Brand Oregon that OWB has developed over the years. We would love to see that part of this bill become law, but cannot support the other parts that divide and separate our industry. Please do not advance this bill in its current form.

Sincerely,

John Pratt, President, Rogue Valley Winegrowers Association

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John Pratt
Celestina Vineyard