

Dear Representative,

I am writing to you regarding Senate Bills 829A, 830A, and 831A. It is important to any industry that it be regulated in a fair and consistent manner. And it is the responsibility of our government to protect the people in many ways, including when it comes to consumer products. I believe consumers of Oregon wines want to know that the wines they are buying are honestly labeled and of high purity when it comes to varietal and AVA (American Viticultural Area) content. Varietal wines have distinctive flavor profiles which are influenced quite noticeably by the soils and microclimates in which the grapes grow. For these reasons I am asking you to carefully consider and support these bills.

Senate Bills 829A, 830A, and 831A address enhancing labeling and content standards for Oregon wines. The intent of these bills is to protect, enhance, and promote the authenticity of Oregon wines. These bills were developed over the past two years through extensive conversations with the Oregon wine industry.

The bills have statewide reach, but only if wine regions outside the Willamette Valley choose to "opt-in." Effective dates of the bills have been extended, certain grape varieties exempted, and provisions added to minimize individual hardships.

These bills have a minimal fiscal impact and they do not add new taxation, regulatory, or paperwork requirements.

I request your support of SB 829A, 830A, and 831A.

Aaron Lieberman | Winemaker

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