

OREGON WINE

Oregon Board of Agriculture
November 28, 2018



OREGON
WINE
BOARD

OWB MANDATE

“The Oregon Wine Board shall operate for the purpose of supporting enological, viticultural and economic research to develop sustainable business practices for wine grape growing and wine making within Oregon and supporting the promotion of Oregon’s wine grape-growing and wine-making industries.”

Oregon HB 3442, est. 2003

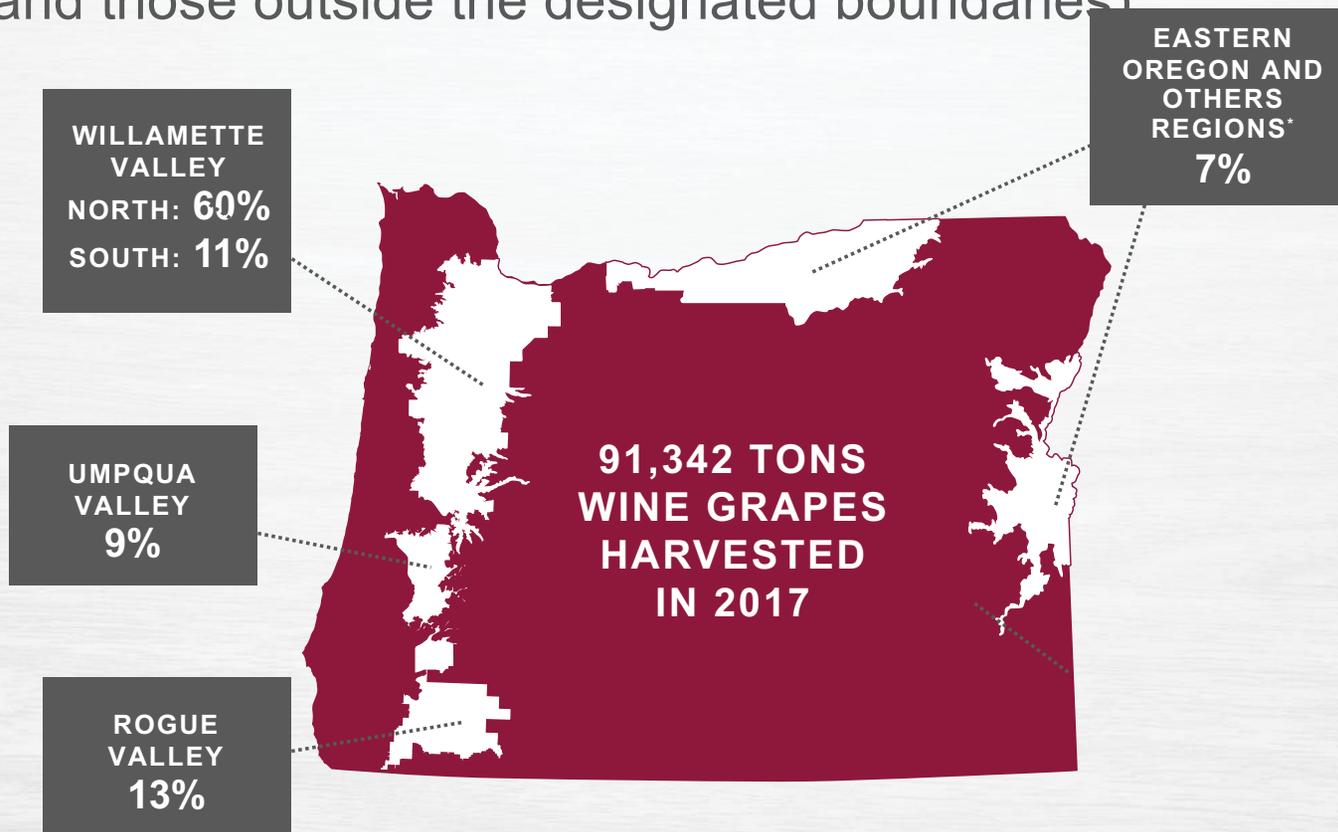
**MARKETING &
COMMUNICATIONS**

RESEARCH

EDUCATION

STATEWIDE CHARTER

OWB is accountable to wineries and growers in all of Oregon's 18 AVAs (and those outside the designated boundaries)



Source: 2017 Oregon Vineyard and Winery Report

* Includes the Oregon side of Columbia Gorge, Columbia Valley, Walla Walla Valley, The Rocks District of Milton-Freewater, and Snake River Valley AVAs, as well as any area not within other denoted AVA boundaries.



2018 OREGON WINE BOARD OF DIRECTORS

The governor appoints board members and aims to represent the breadth of the Oregon wine industry considering many factors including: geography, business size, diversity, growers and producers, expertise.

Name	Business Name	N. Willamette Valley	S. Willamette Valley	Southern Oregon	All Other Regions
John Pratt	Celestina Vineyard			Rogue Valley	
Eugenia Keegan	Jackson Family Wines	Yamhill-Carlton			
Steve Thomson	Cristom Vineyards Octave Vineyard	Eola-Amity Hills			Walla Walla Valley
Jason Tosch	Stoller Family Estate	Dundee Hills			
Hilda Jones	Abacela Winery			Umpqua Valley	
Kevin Chambers	Koosah Farm	Eola-Amity Hills			
J.P. Valot	Silvan Ridge Winery		S. Willamette Valley		
Donna Morris	Winderlea Winery & Vineyard	Willamette Valley			
Bob Morris	Phelps Creek Vineyards				Columbia Gorge



OWB STRATEGIC OBJECTIVES: 2016-2019

Develop awareness and appreciation of Oregon wine quality among consumers

Engage with trade gatekeepers to increase availability of Oregon wine

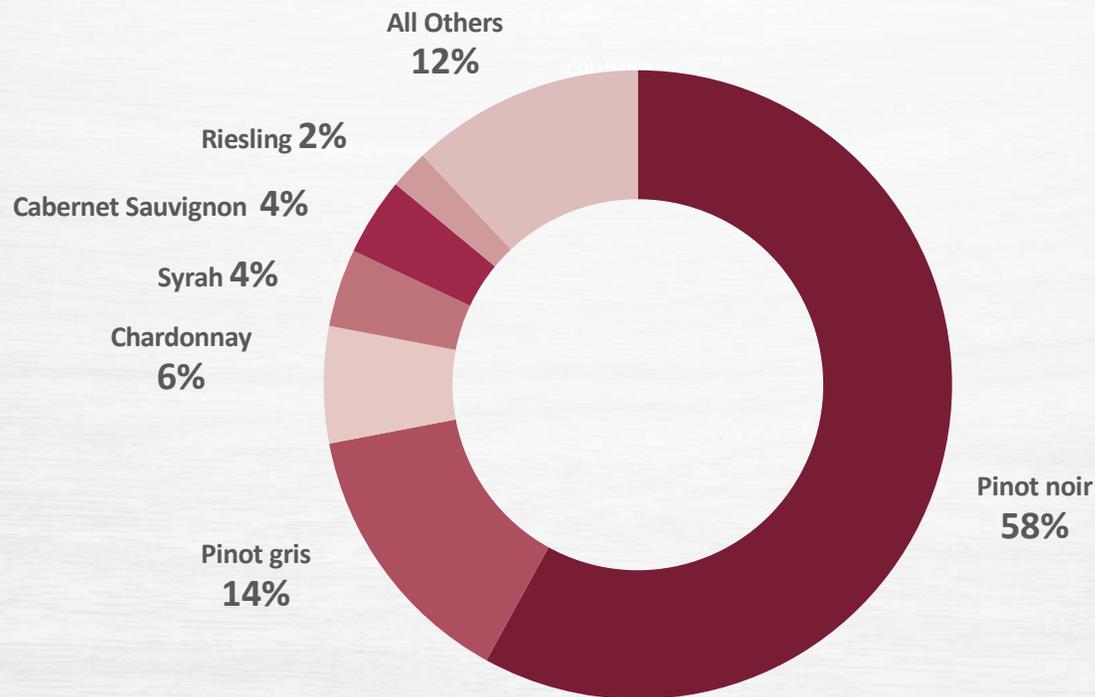
Foster industry understanding and impact of funded scientific research

Cultivate industry adoption of and engagement in OWB programs

Drive competitive advantage through industry education

GRAPE VARIETIES GROWN IN OREGON

Pinot noir accounts for the majority of grapegrowing in Oregon, with many other varieties gaining prominence



72 varieties of wine grapes are grown in Oregon





Wine Spectator

WineSpectator.com

Tilman Fertitta
 WITH 600+ RESTAURANTS,
 HE'S BETTING BIG ON WINE

CHAMPAGNE
 TOP BOTTLES AND
 GREAT VALUES

DOM PÉRIGNON
 GOLD BEHIND THE GLITZ

LODI
 UNDISCOVERED
 CALIFORNIA

**BOURBON'S MASTER
 DISTILLER**

DEC. 15, 2014

*****5-DIGIT 98077
 #BXELLO# *****5-DIGIT 98077
 #NND0076790310/0# 00151 00001
 14169 27128 AVE NE
 TAYLOR DUNN/SR
 3140419 6378-13
 WOODBRIDGE WA 98077-5085



SPECTATOR SELECTIONS

Highly Recommended

The issue's most impressive wines. Includes top-scorers and wines that represent optimal purchases based on their combination of score, price and availability.



95 Colene Clemens Pinot Noir Chehalem Mountains Dopp Creek 2015 \$26 OREGON Impressive for the polished texture and elegant complexity, offering vibrant raspberry, orange peel and spice flavors that gain momentum toward refined tannins. Drink now through 2023. 3,023 cases made.—T.F.



94 Chapter 24 Pinot Noir Willamette Valley The Fire 2016 \$67 OREGON Expressive and polished, with a lively and complex core of black raspberry, orange zest and spiced tea flavors that build richness toward refined tannins. Drink now through 2024. 750 cases made.—T.F.



94 Evening Land Pinot Noir Eola-Amity Hills Seven Springs 2016 \$35 OREGON A lovely wine, sleek yet complex, with expressive rose petal and lavender aromas, opening to refined raspberry, stony mineral and spice flavors that sail toward polished tannins. Drink now through 2024. 2,600 cases made.—T.F.



94 Paolo Scavino Barolo Bricco Ambrogio 2014 \$66 ITALY Round and supple, this is bursting with pure cherry, strawberry, rose and stone flavors. Firms up nicely, with the tannins in balance with the weight and texture. Should come around soon. Best from 2021 through 2042. 537 cases made.—B.S.



93 Produttori del Barbaresco Barbaresco 2015 \$53 ITALY Charming aromas of cherry, strawberry and rose are inviting in this red, with flavors to match, showing ripeness and focus. Earth and mineral elements chime in as this firms up, but the harmony is there and this should really sing in about five years. Best from 2022 through 2040. 23,333 cases made.—B.S.

Collectibles

Wines that will improve most from additional bottle age and that show the greatest potential to gain in value.



97 Krug Brut Blanc de Blancs Champagne Clos du Mesnil 2004 \$7,200 FRANCE Evocative of a Bernini sculpture, this vibrant Champagne is equally about the statuesque frame of acidity and chalky underpinning as it is the finely honed details, including the silken texture, the aromas of lime blossom, saffron and incense, and the expressive, woven range of crème de cassis, ground espresso, kumquat, crystallized honey and toast point flavors. Long and focused, echoing the rich profile on the finish. Drink now through 2034.—A.N.



97 Pierre Pétres Brut Blanc de Blancs Champagne Les Châtillons Oenothèque 2002 \$280 FRANCE A bludge bombshell of a Champagne, with mesmerizing acidity and salinity atop the rich and opulent flavors of dried cherry and apricot, spun honey, almond biscotti, oyster shell and fruit. Long and creamy on the finish. Drink now through 2032. 100 cases imported.—A.N.



96 Frédéric Esmonin Ruchottes-Chambertin Grand Cru 2016 \$150 FRANCE Very alluring, offering racy cherry and wild berry fruit, with sandalwood, toasty and mineral flavors. Beautifully balanced and approachable now, with an embedded solid structure from 2023 through 2045. 100 cases imported.—B.S.



95 Elvio Cogno Barolo Ravera Vigna Riserva 2012 \$140 ITALY A powerful, masculine style, exhibiting concentrated cherry, plum and berries, accented by herbs and tobacco, all framed by acidity and beefy tannins. A bit brooding now, this develops nicely over the next decade. Best from through 2045. 75 cases imported.—B.S.

Buying Guide cover photograph by Adam Decker.



Oregon Vintners Battle With California's Joe Wagner

Wine labels are legally required to identify where the grapes in the bottle were grown. But can they identify a viticultural area if the winery is located in a different state? That's one component of a controversy facing California vintner Joe Wagner and his Copper Cane Wines & Provisions. The dustup centers on two of Wagner's Oregon brands, Elouan and Willametter Journal, which are made with Oregon-grown grapes but are vinified and bottled in California.

Wagner made a splash with his California Pinot Noir Meiom, a regional blend. (He sold the brand to Constellation in 2015.) He takes a similar approach with his Elouan brand, blending grapes from Oregon's Willamette, Umpqua and Rogue valleys.

At issue is whether Elouan can include references to those appellations since its grapes are trucked from Oregon to a Rutherford, Calif., facility for winemaking. Oregon law stipulates that if a winery produces wines outside of the state, it can only use the Oregon AVA, not one of its subappellations, such as Willamette Valley. Though the Elouan Pinot Noir bottles are labeled with the Oregon AVA, the case boxes the wines are shipped in mention the

Willamette, Umpqua and Rogue valleys. The front label of Wagner's Willametter Journal Pinot states that the wine is from the "Willamette region of Oregon's coastal range." The Oregon Winegrowers Association (OWA) argues that both cases constitute misleading advertising. The organization sent a complaint to the Oregon Liquor Control Commission (OLCC).

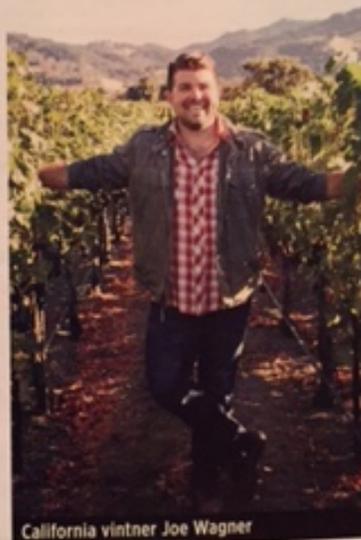
Oregon's labeling rules are more stringent than the federal standards. To qualify for one of its viticultural areas, at least 95 percent of a wine's grapes must come from that AVA, and the wine must be fully finished within the state.

Wagner contends that the company has done nothing wrong. "We have a difference of opinion, that's all there is to it," he told *Wine Spectator*. He says the company is aware of the regula-

tions and is technically using the Oregon AVA for its wines. For Wagner, the most important factor is where the grapes are grown. He argues that if he is paying the same price for grapes as other producers in an AVA, he should be able to talk about where the grapes come from.

The Oregon Liquor Control Commission is now reviewing the matter.

—Augustus Weed

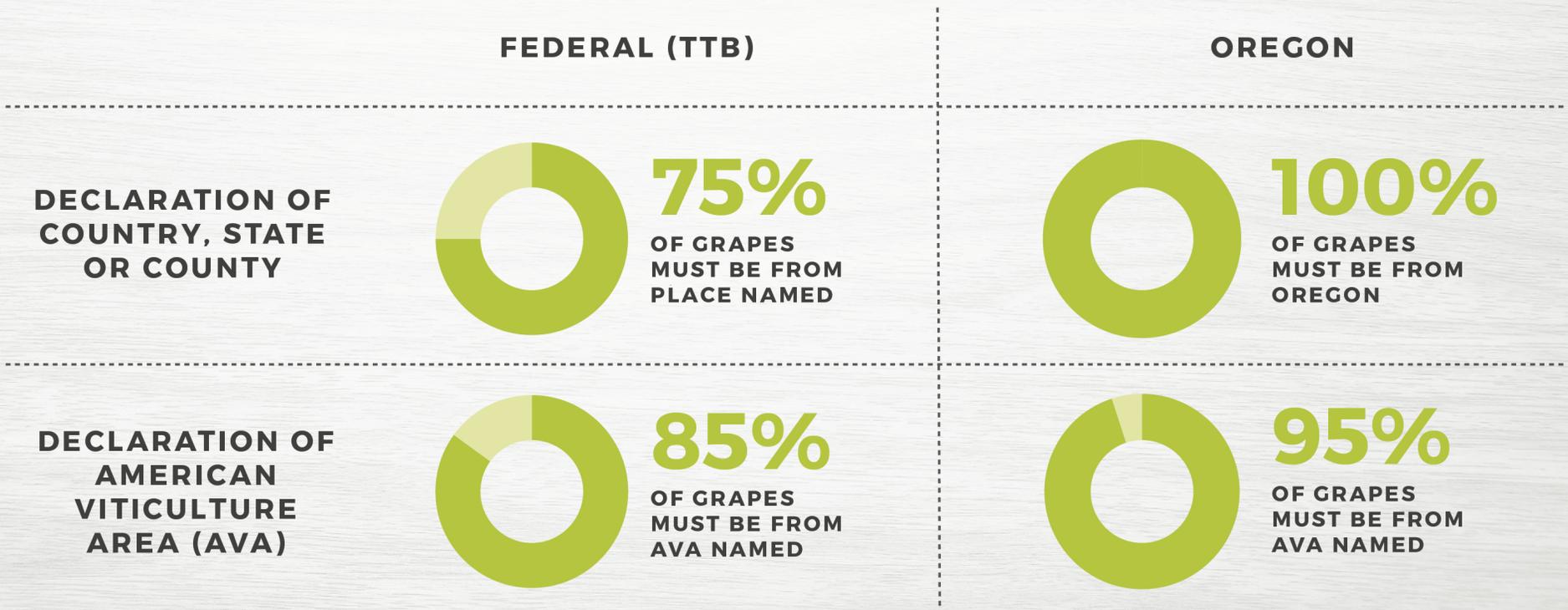


California vintner Joe Wagner

PLACE OF ORIGIN LABELING REGULATIONS

EVERY OREGON WINEGROWING REGION IS DISTINCT FROM ITS NEIGHBORS.

To preserve identity and create transparency, origin labeling is stricter in Oregon.



VARIETAL DECLARATION

OREGON SETS THE BAR HIGHER FOR QUALITY AND PURER VARIETAL EXPRESSION.

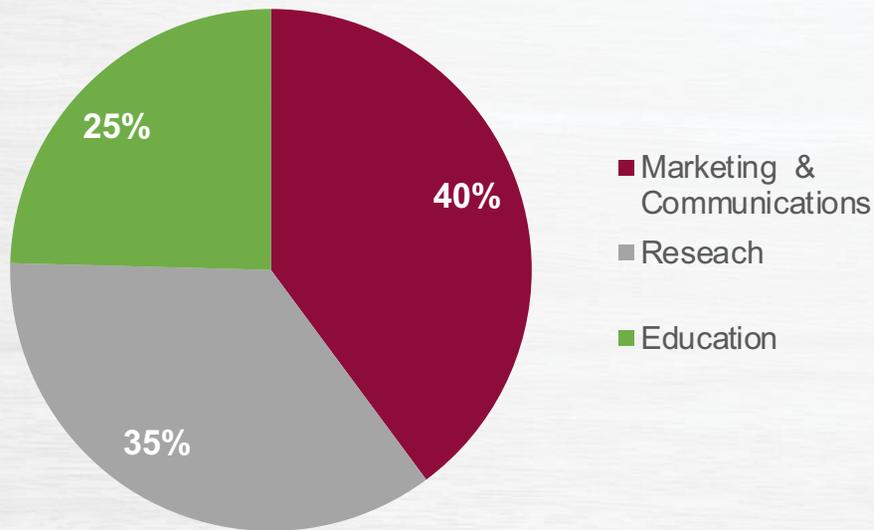
In Oregon, at least 90% of a wine must be made from the variety named on the label.

The 90% rule applies to Pinot noir, Pinot gris, Chardonnay, Pinot blanc and more than 50 other varieties grown in Oregon.

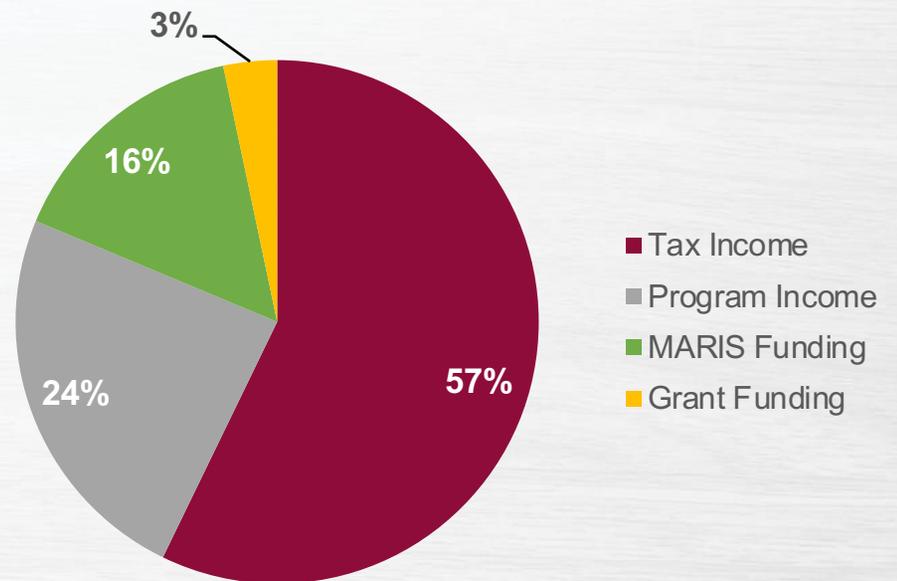


OWB 2018-19 BUDGET

OWB Programming Expenses



OWB Source of Income Funding Programming / Activities



Programming Budget = \$1.66 million



SPECIALTY CROP BLOCK GRANT PROGRAMS

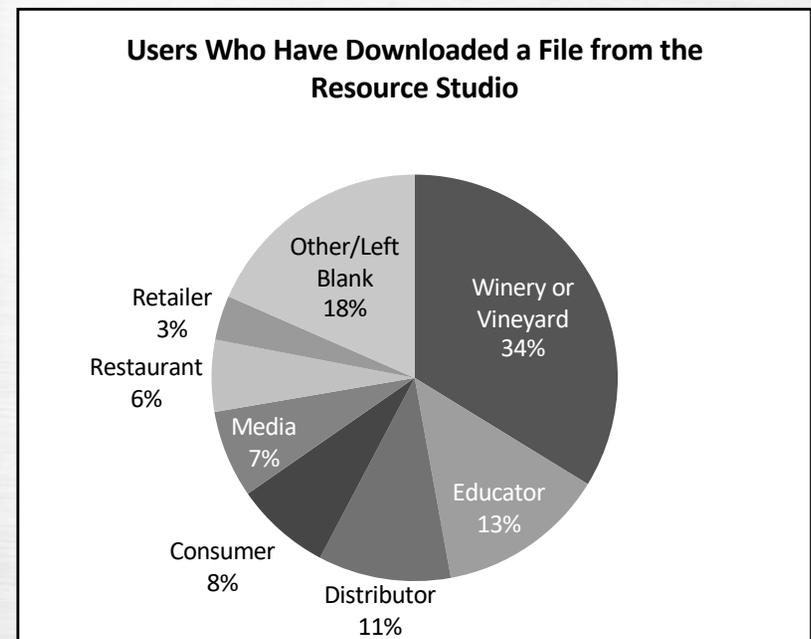
- Oregon Wine Resource Studio
- International Masters of Wine Tour of Oregon Wine Country
- Oregon Wine Trail Tastings

SPECIALTY CROP BLOCK GRANT PROGRAMS

The Oregon Wine Resource Studio is a toolkit that will equip anyone to learn about, train others and sell Oregon wine. This website offers a comprehensive collection of Oregon maps, stats and facts available in free, downloadable, customizable presentations.



- Launched in 2018
- 1,658 unique user downloads



OREGON WINE

WILLAMETTE VALLEY

GEOLOGY & SOILS



UPDATED 11.1.16



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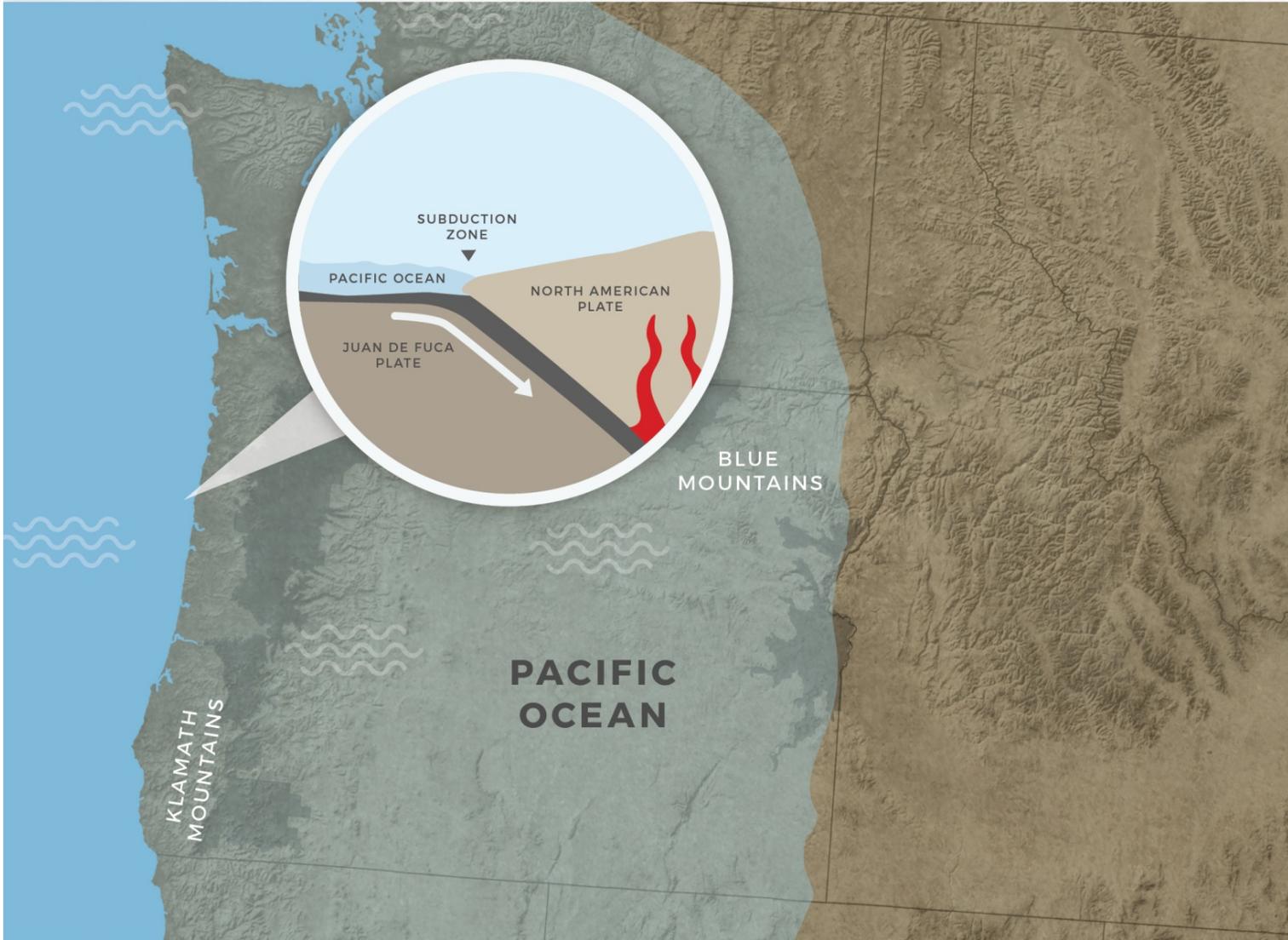


OREGON
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SETTING THE SCENE

Oregon resides in the “Ring of Fire,” an area in the basin of the Pacific Ocean that is home to 75% of the world's volcanoes and 90% of the world's earthquakes.

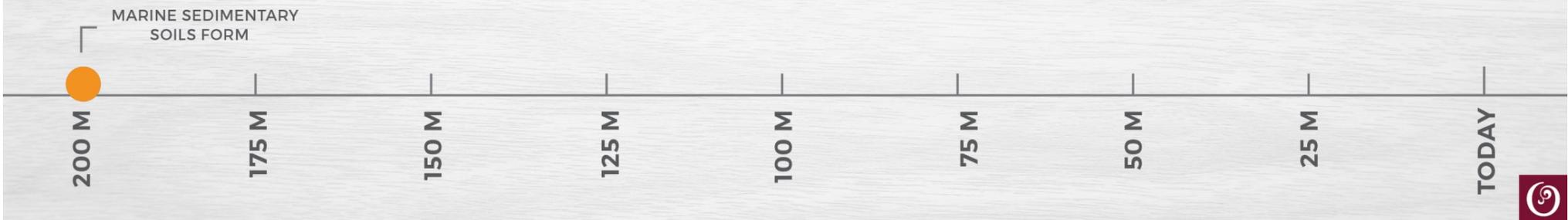




200 MILLION YEARS AGO

PACIFIC OCEAN COAST REACHES IDAHO

- The Juan de Fuca tectonic plate begins to gradually subduct under the North American tectonic plate
- Ocean islands and pieces of the ocean bottom are "stuck" onto the West Coast as accreted terrane, creating Oregon's oldest mountains and gradually adding land mass to what is now Oregon



The Willamette Valley's predominant grapegrowing soils are the result of millions of years of geological history.



**Marine
Sedimentary**



Volcanic



Loess

OREGON WINE

SOUTHERN OREGON: APPLEGATE VALLEY



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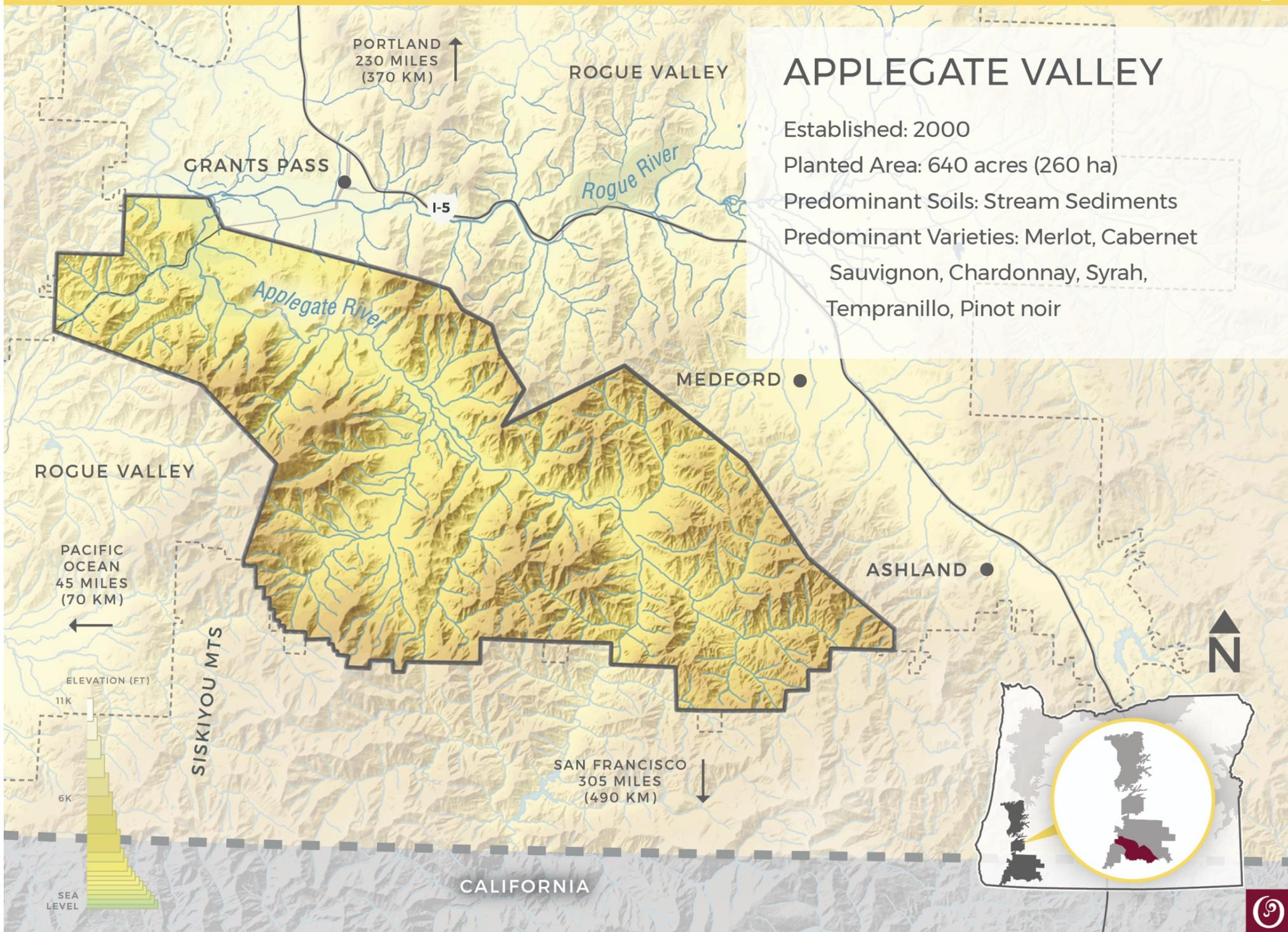
APPELEGATE VALLEY

Established: 2000

Planted Area: 640 acres (260 ha)

Predominant Soils: Stream Sediments

Predominant Varieties: Merlot, Cabernet Sauvignon, Chardonnay, Syrah, Tempranillo, Pinot noir



APPLIGATE VALLEY



The Siskiyou Mountains surrounding the valley to the west protect it from cooling marine air and rain from the Pacific.

The Applegate River greatly influenced the development of soils in the regions, resulting in deep, well-draining stream sediments.



Plush, full-bodied, fruit-forward Bordeaux- and Rhône-style wines with a subtle, underlying minerality.



PLAISANCE RANCH

Image: Greg Stanko





SCHMIDT FAMILY VINEYARDS

Image: Terry Fisher



“

The rising afternoon desert air pulls the cool Pacific breezes up through the Rogue River Valley, lowering temperatures dramatically in the late afternoon and evening. The winds are so fierce, my outside chairs and barbecue are frequently scattered along the vineyard!

”

- STEVE HALL
Troon Vineyard
APPLEGATE VALLEY AVA



PINOT NOIR

Oregon's flagship variety, this thin-skinned grape thrives in cool sites throughout the state, with particular prominence in the Willamette Valley.

19,471

acres (7,880 ha)
planted to vine



64%

of Oregon's wine
grape plantings



Most commonly found in:



A DRIVING FORCE FOR GOOD

As the Oregon wine industry grows, so does its impact on the economy and ability to give back to the community.



\$ 3.35

Statewide
economic impact



17.1 K

Wine-related
jobs in Oregon



\$ 11 M

Charitable donations
made by Oregon
wine businesses

\$ 208 M

Wine-related
tourism revenue

\$ 527 M

Wages related to
Oregon wine jobs

OREGON'S ONGOING COMMITMENT TO SUSTAINABILITY



47% of Oregon vineyards are certified sustainable, more than any other state in the U.S.

Standards of the following agencies have been adopted by many Oregon vineyards and wineries:

B Corporation

Deep Roots Coalition

Demeter Biodynamic

LIVE

Salmon-Safe

USDA Organic / Oregon Tilth



MASTERS OF WINE TOUR OF OREGON WINE COUNTRY

This project was developed to expand and deepen the relationship of the Oregon wine industry with members of the institute of masters of wine. The institute represents a highly knowledgeable and influential group of professional wine experts working the areas of buying and sales, media, and education

 	
Schedule of Events	
Thursday May 4, 2017	
0730 (7:30am)	Bus departs Marcus Whitman Hotel for a tour through the Columbia River Gorge (there will be a quick rest stop in Boardman, Oregon around 0845)
0900 (9:00am)	Why Oregon: Oregon's Climate during the drive will be hosted by Dr. Greg Jones and Doug Frost, M.S./M.W.
1100 (11:00am)	The Columbia River Gorge Region and lunch hosted by Brian McCormick (President of the Columbia Gorge Winery Association) and Alan Busacca (Veritas Consultants) at the Columbia Gorge Hotel in Hood River, Or
1330 (1:30pm)	Bus departs for Portland
1500 (3:00pm)	Arrival and downtime at the Hotel Vintage in Portland
1615 (4:15pm)	Bus departs for FlexSpace
1630 (4:30pm)	Not the Willamette, Dammit: Tasting Southern Oregon's Diversity moderated by Doug Frost, M.S./M.W.
1930 (7:30pm)	Bus departs for the Southern Oregon Dinner at Clay Pigeon Urban Winery
2130 (9:30pm)	Bus departs for Hotel Vintage and an overnight stay
Friday May 5, 2017	
0630 (6:30am)	Breakfast served at Hotel Vintage
0730 (7:30am)	Bus departs for Adelsheim Vineyard
0900 (9:00am)	Introduction to Willamette Valley and its sub-AVAs moderated by David Adelsheim (Adelsheim Vineyard) and introduced by Jason Lett (Eyrie Vineyards)
1230 (12:30pm)	Bus departs for Domaine Drouhin Oregon
1300 (1:00pm)	Lunch with the Red Hills Market food truck



- 42 Masters of Wine attendees
- In depth seminars on all major wine producing regions in the state
- # of wines tasted
- Partnership with OSU Food Science Center for Oregon centric meals highlighting other agriculture products



OREGON WINE TRAIL – U.S. TARGET MARKET GROWTH PROJECT

Tasting and education events to broaden availability and deepen awareness of Oregon wine in four key domestic markets. offer maximum opportunity to boost distribution, sales and strengthen relationships with the local wine trade (e.g. distributors, retail wine stewards, retail wine buyers, restaurant wine buyers, sommeliers) and target wine consumers.

OREGON
WINE TRAIL

LOS ANGELES • APRIL 24TH



- 50 participating wineries
- 265 trade buyers & 265 consumers attended
- Oregon Wine Masterclass
- Oregon producer partnerships





CURRENT WINE INDUSTRY ISSUES

- Solar arrays built in viticultural and rural tourism areas
- Phenoxy herbicide drift
- Summer wildfires and their impact on Southern Oregon wine grapes and tourism
- Rodent infestations
- Clean plant material standards, communication and enforcement

GRAPEVINE

WINE | FOOD | PEOPLE | TRAVEL

Cotton Clashes With Cabernet in Texas

The Texas High Plains AVA is traditionally cotton country. Yet with recent drought conditions and a growing recognition of the economic possibilities of wine, vine plantings in this plateau near the New Mexico border have exploded over the past 10 years. The appellation is now home to nearly 5,000 acres planted to wine grapes.

But a conflict between cotton and grapes is emerging. Many Texas High Plains grapegrowers say they've been hit by "pesticide drift": Strong chemicals sprayed on neighbors' cotton fields are being carried by wind into the vineyards. The resulting damage can be devastating. According to Pierre Helwi, a professor and viticulture specialist at Texas A&M University, farmers are experiencing deformed leaves, reduced crop yield and even dying vines.

"It's huge," said Bobby Cox of Pheasant Ridge Winery in Lubbock. "It's the biggest threat that I've seen, and I've been farming grapes here for over 40 years."

As weeds have grown resistant to Roundup and other pesticide sprays, cotton farmers have switched to herbicides that pack a bigger punch, including Monsanto's Dicamba and Dow's 2,4-D. Numerous grapegrowers have reported problems. Dicamba causes leaves to curl up, while 2,4-D makes leaves fan out at an awkward angle and develop odd bumps. Both chemicals sap the plant and the ripening fruit of needed energy.

"Dicamba damage even affects fermentation and the way the wines taste," said Cox, who had many afflicted vines in 2016. "They're not exactly bad, they are just different in a very definitive way."

Pesticide drift is by no means confined to Texas. In 2004, California vintners Chuck McMinn of Vineyard 29 and Larry Turley of Turley Wine Cellars claimed that sprays being used in a state park caused widespread harm to their vineyards, killing vines, spoiling fruit and causing as much as \$500,000 in loss of small-production wines. Turley claimed that "drift from the spray came down the highway, obliterated fruit from my vines and nuked the crop off my olive trees. It killed the vegetable garden at my house, my hydrangeas, roses and anything that's fast-growing."

While state park officials admitted to a massive spraying, they denied any wrongdoing, claiming that park employees applied the product strictly according to instructions on the product label. The Napa County Department of Agriculture levied a \$4,000 fine on the California State Department of Parks and Recreation and recommended that Turley and McMinn "drop fruit and seek compensation." That amounted to pennies on the dollar.

A report published last month by the University of Missouri suggests that drift of Dicamba this year has damaged more than 1 million acres



Vines impacted by Dicamba, like this Viognier in Texas, have curled up leaves.



Katy Jane Seaton

of vulnerable crops across the country. Helwi, who monitors vineyards throughout the High Plains AVA, says he's seen drift damage in 90 percent to 95 percent of the vineyards in the region.

Katy Jane Seaton is executive director of the High Plains Winegrowers, an industry group, and like many vintners in the region, she also grows cotton. She says that this is "not necessarily a farmer-on-farmer issue. The railroad and the Texas Department of Transportation regularly spray 2,4-D, as do private venues, city and county agencies and landscape companies, to name a few."

Culpability in pesticide drift cases is often hard to prove. "We've got 5 million acres of cotton and just 5,000 acres of grapes," said Seaton. "Chemical companies have us outgunned financially, legally and legislatively. We need to encourage discussion about how we're going to make it work for all of us."

Some authorities believe that the problem lies not so much with pesticides as with improper application methods. "Texas A&M has done many trainings in the proper application of herbicides," said Helwi. "We've got high winds here, so it's especially important." Texas A&M's "Hit Target" program allows farmers to register the location of their fields, the type of crops being grown in them, and any particular pesticide sensitivities so that others can spray responsibly.

"We are all trying to be the best stewards that we can," said Seaton. "Nobody gets up in the morning wanting to harm their own crop, their neighbor's crop or make a negative impact on the environment."

—Lynn A.

PHOTO: TEXAS A&M UNIVERSITY

LATEST WINE INDUSTRY NEWS
with the stories wine lovers are talking about

