

**PRESENTATION TO:
OREGON LIQUOR CONTROL COMMISSION**

OCTOBER 15, 2020

PRESENTED BY:

**TOM DANOWSKI
PRESIDENT
OREGON WINE BOARD**

OREGON WINE BOARD



OREGON WINE INDUSTRY SNAPSHOT

		% CHANGE
WINERIES	908	+14.5%
VINEYARDS	1,297	+11.3%
ACREAGE HARVESTED	35,582	+6.9%
TONNAGE	105,586	+5.4%
CROP VALUE	\$237.8 million	+13.9%
CASES SOLD	4.6 million	+12.5%

Source: 2019 Oregon Vineyard and Winery Report
Institute for Policy Research and Engagement, University of Oregon

COVID-19 IMPACT: MARCH – AUGUST 2020

	<u>ALL WINE</u>	<u>OREGON WINE</u>
\$ VOLUME	+25.2%	+27.6%
CASE VOLUME	+20.2%	+26.2%

Source: Nielsen Scanner Store Sales Report, 25 weeks ended August 22, 2020

COVID RESPONSE

- Industry-drafted, statewide safety guidelines for tasting rooms, vineyards & cellars developed in conjunction with OR-OSHA, OHA and ODA
- A Marion county winery spent over \$40,000 installing ultraviolet light technology in the HVAC systems of its tasting rooms and offices with ActivePure, to achieve a 99.98% surface kill rate of SARS-CoV-2 within seven hours



Million-dollar convoy of Oregon wine delivers smiles to coronavirus caregivers



2020 WILDFIRES

- "What does it mean for the vintage? I don't know," Jason Lett, second-generation winemaker at [The Eyrie Vineyards](#) in the [Willamette Valley](#) mused. "The influence of the smoke is so regional and it depends on what the winds were how far away the fire is, how old the smoke is, what the species of plants that were burning. All of it, so many dynamics tied together to decide whether the wine is going to have an effect or not."
- Ken Wright, winemaker at Willamette Valley's [Ken Wright Cellars](#), says that they have tested fruit from every site they farm and source from – 13 in all. No effects have been found yet, and he says that the fires were miles away. He also cautioned against allowing emotion, instead of science, dictate any decisions made on smoke exposure.
- "We have had delicious vintages that have ended up on the Wine Spectator Top 100, harvested when there's smoke. We are very optimistic about this vintage. But that said, if we come across a barrel with problems, we won't even consider releasing it."

Brian Gruber

Winemaker, Barrel 42 Custom Winecraft



San Francisco Chronicle

***“Winemakers are worrying about smoke taint,
but wine drinkers should not”***

By Esther Mobley

WILDFIRE RESPONSE

- PPE and grape harvest scheduling accommodations for vineyard workers
- All-industry webinars with Northwest research scientists offering grape handling and processing advice for growers and winemakers
- Emergency research funding from the industry, via the Oregon Wine Board, for smoke compound testing in grapes and wines



WILDFIRE RESPONSE

“Today we are proud to kick off Rogue Valley Wine Country Cares, a community relief fund for Rogue Valley families impacted by the devastating fires in Southern Oregon’s Rogue Valley”.

“You can also purchase the majority of these wines at participating wineries, which are all open and excited to host you”.



roguevalleywinecountry.com

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