

OREGON WINE BOARD
MEETING MINUTES
JUNE 23, 2009
HOLIDAY INN EXPRESS, ROSEBURG

Attendees: Kara Olmo (Chair), Harry Peterson-Nedry (Chair Emeritus), David Adelsheim, Pat Dudley, Terry Brandborg, Lee Mankin, Earl Jones, Sam Tannahill

Staff: Ted Farthing (Executive Director), Stephany Boettner, Lavonda Driskell, Hannelore Buckenmeyer, Annie Cocchia

Guests: Chris Mertz, NASS; Vaughn Walton, OSU and Bob Martin, USDA-ARS; Blaine Nisson and Chris Lake, Umpqua Community College. Joining by phone: Jan Hedberg and Nancy Osterbauer, ODA; Allen Holstein

Call to Order

Olmo called the OWB meeting to order at 1:09 pm.

Minutes Approval

Adelsheim moved, Peterson-Nedry seconded to approve the minutes from the March 31, 2009 Oregon Wine Board meeting. Tannahill and Jones abstained. Motion passed.

Action Items

Farthing reviewed the Action Item spreadsheet. Farthing presented a recommendation of a list of OWB approved activities to consider for the Qualified Marketing Activity Credit. Adelsheim suggested that Farthing/Adelsheim connect with Jim Bernau on original vision for the credit before deciding upon next steps.

AgStats Update

Adelsheim led a discussion with Chris Mertz from NASS and Board Directors about costs, frequency and content for the annual Oregon Vineyard & Winery Report. Board determined that survey should continue to be annual, and will revise budget to accommodate modest increase in implementation cost in 09-10. Adelsheim, Peterson-Nedry and Jones will review rotational questions and provide recommendation for 2009 survey questions. Mertz will provide update on Laura Burgess replacement and provide project calendar with appropriate deadlines, etc.

Financials

Farthing reviewed the updated OWB LE2 FY 08-09 and Proposed FY 09-10 Budget.

Tannahill moved, Adelsheim seconded that the Board approve LE2 FY 08-09 Budget. Motion passes unanimously.

Peterson-Nedry asked that future budget discussions (starting with FY 10-11) include possibility of increasing percentage of research dollars of total budget (ideally \$250,000 - \$275,000), with ultimate goal of 1/3 total budget allocation toward research.

Farthing briefed Board on Clean Plant Network program update. Vicki Sharlau suggested Oregon contribute \$100,000 to Prosser Foundation Block efforts, matching Washington's contribution. Farthing suggested a second \$10,000 payment as a continuing show of faith in FY 09-10, giving us time to generate industry consensus on a funding model. Adelsheim suggested creation of a task force with Oregon Wine Board, Oregon Association of Nurseries and Oregon Department of Agriculture to flesh out a proposal for potential plant assessment.

Board directed Staff to reduce Marketing program expenditures by \$30,000 to accommodate new staff outreach position, leaving \$200,000 in reserve.

Tannahill moved, Dudley seconded that the Board approve the proposed LE1 FY 09-10 Budget as modified and presented (reference OWB Bud 09 10 LE1 final 23 jun 09.xlsx document). Motion passes unanimously.

Online Map Update

Buckenmeyer reported on project with the Map Store. The Map Store can no longer support the online map project but industry has expressed interest in continuing with this project, with detailed data such as rainfall, soil types, etc. Goal is to find a partner to host and staff this project for the next two years. Adelsheim suggested inquiring with OSU geography/geology department to see if there is interest and support, and also SOU, given enthusiasm and support given to date by Greg Jones. Board agreed that staff should continue to find a partner. Buckenmeyer reported that a potential funding source could come from the ODA Specialty Crop Block Grant for the next two years, but we can continue to look into additional funding sources.

Collaborative Research Funding

Farthing is currently working to schedule an early August meeting to discuss collaborative research priorities with important parties from Washington and Idaho. This meeting will inform the August Oregon research retreat. Adelsheim suggested looping Ted Baseler into the meeting as he may identify additional appropriate attendees, particularly from Idaho. Should the August timeline prove feasible, we will target early December.

Oregon Wine Institute Update

Adelsheim reported that the current search for a Director has terminated. Adelsheim, Jones and Farthing met with incoming dean of OSU College of Ag Sciences Dr. Sonny Ramaswamy and associate deans Bill Boggess, Larry Curtis and Gwil Evans to discuss partnership opportunities moving forward. One proposal discussed would be to hire someone into a tenured professor position within OSU that would be promoted and appointed with additional budget to serve as the Institute Director. Still to be discussed are the terms of how professorial position is funded and how the process moves forward. Goal is to have Institute strive to emulate the success of UC-Davis, with potential that the position is given department head status. Policy Board convenes August 19th to review, agree with proposal for job description change recommendations, including potential for OWB Board Director seat on the search committee. Adelsheim cautioned that we have potentially a year or more before we have an appointment in place. Industry outreach will be important to communicate decisions from Policy Board meeting. OWB will assist in scheduling winemaker/grower meetings during Sonny's road tour.

Research Grant Approvals

Coccia presented final reports FY 08-09 Research Grants for Board approval.

Jones moved, Mankin seconded a motion to approve the final research reports for FY 08-09 and award funding. Motion passed unanimously.

Quarantine Discussion

Farthing started with suggesting the goal of the discussion is to have a rational, fact-based conversation about the quarantine issue. He stated both camps may need to offer something significant and meet closer to the center if we are to have consensus.

Vaughn Walton from OSU presented the Board with risk assessments on vine mealybugs and vine leafroll. With widespread confirmations of vine mealybug in California, and confirmed grape and obscure mealybug in Oregon, Walton recommended that Oregon wine industry try to head off spread if possible, with a quarantine and education campaign to help growers identify if plant materials contain the vector or virus. Jones suggested additional studies to determine prevalence of species and vectors. Nancy Osterbauer at ODA reported the agency is currently doing extensive surveys, including leafroll, in its vineyard block. ODA's IPPM section is looking into this as well. According to Nancy Osterbauer and Jan Hedburg at ODA, there are 13 nurseries with registered blocks of certified plant stock.

Allen Holstein communicated interest from the North Willamette Valley Technical Group in this issue and urged the Oregon Wine Board to request an emergency quarantine for the 2009 harvest, as grapes, and not just plants, are potential harbors of mealybugs. Holstein also expressed group's interest in pursuing a permanent quarantine and the need for education and communication. Holstein commented that current quarantine language does not clarify pests and addresses vague "knowingly or unknowingly" language.

Adelsheim moved, Jones seconded in favor of the Oregon Wine Board initiating an immediate request to ODA for an emergency quarantine declaration for grapes for the next 180 days to cover the 2009 harvest. Motion passes unanimously.

Dudley Moved, Tannahill seconded to request ODA initiate rulemaking to revise the current grape quarantine (603-052-0051) to include fruit and plant material and to name the harmful pests, diseases and vectors. Motion passes unanimously.

Farthing suggested that OWB Staff create educational platforms, including workshops, communications via industry newsletters, web sites content, etc. Bob Martin agreed this is the most important tool. Martin suggested, specific to the quarantine if enacted, an additional media blitz to support quarantine with rationale and instructions on what to do if you have it. Key outlets include the Capital Press and other agricultural publications.

Southern Oregon Wine Institute Update

Chris Lake shared building site plans and spoke of possible partnership with ETS Labs for analytic lab. UCC is exploring further synergies with OSU undergraduate programs, including having OSU Extension teach selected courses. New to the curriculum is a wine incubator program that provides for marketing, business plan as graduated students have an opportunity to launch businesses upon graduation.

Olmo adjourned the OWB meeting at 5:40 pm.