

**OREGON WINE BOARD  
MEETING MINUTES  
JANUARY 15, 2008  
MCMINNVILLE, OREGON**

**Attendees:** Harry Peterson-Nedry (Chair) Kara Olmo (Vice Chair), Steve Girard (Chair Emeritus), Casey McClellan (Treasurer), David Adelsheim, Pat Dudley, Earl Jones, Lee Mankin, Sam Tannahill.

**Staff:** Ted Farthing (Executive Director), Sara Gourley, Katie Stoll, Hannelore Buckenmeyer, Stephany Boettner

**Guests:** Bill Sweet from Winderlea; Alan Holstein, Argyle Winery; Chris Mertz, USDA; Dai Crisp, Temperance Hill Vineyard and Lumos Winery; Thayne Dutson, Todd Bastian, and Bob McGorin Oregon State University; Ted Casteel, Bethel Heights; Doug Lowell and Katie Wagner, ID Branding

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**Call to Order**

Peterson-Nedry called the OWB meeting to order at 12:57pm.

**Minutes Approval**

Girard moved Dudley seconded to approve the minutes of the November 14, 2007 OWB Board meeting. Motion passed unanimously.

**Financials**

Farthing presented the attached profit & loss and balance sheet statements.

**Review of 2007 Successes**

Farthing reviewed the OWB's 2007 successes; reference attached document.

Adelsheim moved Dudley seconded that the OWB move the age restriction page from the front of the oregonwine.org website to a place that would prohibit minors from getting wine recommendations. Motion passed unanimously.

**Draft Strategic Plan & Budget**

Farthing presented the draft strategic plan and budget; reference attached documents.

McClellan joined the meeting.

Ted Casteel asked that the Board have more research committee meetings and include researchers to maintain an open dialogue of current problems and research goals.

McClellan moved Mankin seconded to approve LE2 for 2007-2008 and the draft budget for 2008-2009. Motion passed unanimously.

Board approves that Farthing send attached draft strategic plan to the industry for feedback and comments. The Board will vote on the final version at the February 2008 Board meeting.

**OCS branding**

Doug Lowell and Katie Wagner from ID Branding presented the OCS logo. Board members liked the logo and speaking for their individual brands said they would strongly consider using the OCS logo on their wine labels.

### **Small Fruits Center**

Dai Crisp informed the board about a funding shortage at the Northwest Small Fruits Center that would prevent their executive director from traveling to Washington DC to discuss research funds. Wine grapes receive a large portion of these research funds.

Adelsheim moved Jones seconded that the Board approve expenditures for the current year and adding to future budgets \$3,000 to help underwrite the dues of the Northwest Small Fruit Industry Consortium. Motion passed unanimously.

### **Institute review**

Thayne Dutson reported on the progress of the Wine Institute. Adelsheim reported that \$1 million had been raised by asking influential members of the Oregon wine industry for contributions. In addition to working to raise a total of \$2 million, the next step is to assemble an advisory Board for the institute. The Advisory Board will begin reviewing positions that will be funded by the institute.

Dutson also reported that funds are available to hire a full time research viticulturist. A search for candidates will begin; Adelsheim will inform Dutson of the two industry members the Board would like to be on the search/interview committee.

Lastly, Dutson reported that Oregon State University (OSU) entomologist Vaughn Walton is seeking tenure positions. The wine industry would like Vaughn Walton to stay at OSU. Dutson asked if the Board would like the new institute to fund half of an entomologist position in order to offer Walton a tenure position. If the institute funds half of the position, Dutson would fund the other half.

Adelsheim moved Jones seconded that the OWB provide counsel to Oregon State University's College of Agriculture Dean to apply up to \$100,000 of the \$1 million provided by the state legislature for the Wine Institute to be used to fund an entomology position of 50% being under the wine institute for the 2007-2009 biennium. Motion passed unanimously.

Peterson-Nedry adjourned the OWB meeting at 5:34pm.

## Oregon Wine Board Profit Loss Budget vs. Actual July 1, 2007 to November 30, 2007

	<u>Jul07 - Nov07</u> <u>Actual</u>	<u>Jul07 - Nov07</u> <u>Budget</u>	<u>FY07-08</u> <u>Budget</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4100 · Grape Assessment (\$25/ton)	388,998	391,808	970,000
4200 · Wine Tax (2c/gal)	83,873	101,667	245,000
4300 · Program Revenue	72,444	57,000	155,000
4500 · Other Income	7,354	5,416	10,000
4600 · Grant Revenue	21,997	21,997	246,997
<b>Total Income</b>	<u>574,666</u>	<u>577,888</u>	<u>1,626,997</u>
<b>Expense</b>			
<b>5000 · Research</b>			
5100 · Marketing Research/Ag Stats		14,000	35,000
5200 · Grants	115,384	129,384	200,000
5400 · Urgent Solutions			45,000
5700 · OVID	23,173	12,923	30,000
5000 - Research - Other	90		
<b>Total 5000 · Research</b>	<u>138,647</u>	<u>156,307</u>	<u>310,000</u>
<b>5800 · Education</b>	4,424	4,711	135,000
<b>6000 · Marketing</b>			
6100 · Media Relations	20,206	29,174	80,000
6200 · Collateral & Materials	3,892	4,138	5,000
6300 · Export	40,175	38,500	50,000
6400 · Tourism	27,966	36,103	70,000
6500 · Website	9,834	12,025	70,000
6700 · Road Show	17,500	17,500	158,450
<b>Total 6000 · Marketing</b>	<u>119,573</u>	<u>137,440</u>	<u>433,450</u>
<b>7000 · Sustainable Agriculture</b>	27,340	22,300	35,000
<b>8000 · General &amp; Administrative</b>			
8100 · Meetings & Communication	1,238	14,397	25,000
8200 · Employee Compensation	196,592	204,475	610,000
8300 · Equipment/Furniture/Maintenance	11,951	19,500	30,000
8400 · Office Rent	9,348	9,649	31,000
8500 · Staff Travel	20,244	15,016	40,000
8600 · Misc. Administration	30,181	32,658	75,000
<b>Total 8000 · General &amp; Administrative</b>	<u>269,554</u>	<u>295,695</u>	<u>811,000</u>
<b>Total Expense</b>	<u>559,538</u>	<u>616,453</u>	<u>1,724,450</u>
<b>Net Income</b>	<b>15,128</b>	<b>-38,565</b>	<b>-97,453</b>

11:02 AM

12/17/07

Accrual Basis

**Oregon Wine Board**  
**Balance Sheet**  
As of November 30, 2007

	<u>Nov 30, 07</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · Checking	9,324
1050 · Money Market	200,042
<b>Total Checking/Savings</b>	209,366
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	5,647
<b>Total Accounts Receivable</b>	5,647
<b>Other Current Assets</b>	
1499 · Undeposited Funds	11,369
1700 · Certificate of Deposit (Umpqua)	100,000
<b>Total Other Current Assets</b>	111,369
<b>Total Current Assets</b>	326,382
<b>Other Assets</b>	
1250 · Prepaid Expenses	990
<b>Total Other Assets</b>	990
<b>TOTAL ASSETS</b>	<b><u>327,372</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	49,802
<b>Total Accounts Payable</b>	49,802
<b>Total Current Liabilities</b>	49,802
<b>Total Liabilities</b>	49,802
<b>Equity</b>	
3000 · Opening Bal Equity	13,493
3900 · Retained Earnings	248,948
Net Income	15,129
<b>Total Equity</b>	277,570
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>327,372</u></b>

## OWB 5 Year Budget Summary

	06-'07			'07-'08			'08-'09
	Revised Budget	LE 2 May '07	Actual	Budget Feb '07	LE 1 Aug '07	LE 2 Jan '08?	Draft Budget
<b>Beg. Balance (accrual)</b>	292,012	292,012	292,012	191,369	305,856	305,856	251,653
<b>REVENUE</b>							
Grape Assess. (\$25/ton)	855,000	805,000	836,991	1,015,000	970,000	950,000	990,000
Wine Tax (2c/gal)	235,000	244,000	242,850	240,000	245,000	245,000	255,000
Program Revenue	126,600	145,000	144,094	135,000	155,000	239,000	190,000
VAPG Revenue	234,170	234,170	243,673	256,500	246,997	272,797	247,850
Risk Mgmt. Revenue	0	50,000	50,000	0	0	0	
Other Income	6,000	7,500	9,614	7,000	10,000	10,000	10,000
MAP Grant Revenue	193,000	193,000	193,000	193,000	275,000	250,000	250,000
<b>Total Revenue</b>	<b>1,649,770</b>	<b>1,678,670</b>	<b>1,720,222</b>	<b>1,846,500</b>	<b>1,901,997</b>	<b>1,966,797</b>	<b>1,942,850</b>
<b>EXPENSES</b>							
<b>Research &amp; Education</b>							
Mktg Research & Stats	67,500	71,804	71,805	35,000	35,000	15,000	30,000
Eno & Vit Research	135,000	130,000	129,522	200,000	200,000	205,000	210,000
Urgent Solutions	20,000	20,000	0	25,000	45,000	45,000	25,000
OVID	30,000	80,000	81,544	30,000	30,000	30,000	10,000
Education	130,000	112,000	112,643	140,000	135,000	155,000	160,000
<b>Total Res &amp; Ed</b>	<b>382,500</b>	<b>413,804</b>	<b>395,514</b>	<b>430,000</b>	<b>445,000</b>	<b>450,000</b>	<b>435,000</b>
<b>Marketing</b>							
Media Relations	151,000	35,000	35,132	80,000	80,000	65,000	50,000
Collateral & Materials		244,461	201,946		5,000	5,000	50,000
Export / NWWC	234,000	237,000	236,332	234,000	325,000	325,000	300,000
Tourism	120,000	33,000	33,206	85,000	70,000	70,000	40,000
Website / Online Mktg.	179,350	178,350	177,920	70,000	70,000	30,000	15,000
Road Show / Other VAPG	0	0	0	166,000	158,450	235,000	40,000
<b>Total Marketing</b>	<b>691,850</b>	<b>733,250</b>	<b>689,975</b>	<b>635,000</b>	<b>708,450</b>	<b>730,000</b>	<b>495,000</b>
<b>Sustainable Agriculture</b>							
Total Sustainable Ag	10,000	10,000	10,000	15,000	35,000	35,000	225,000
<b>General &amp; Administrative</b>							
Meetings & Comm	20,000	21,000	22,123	20,000	25,000	25,000	25,000
Employee Comp	474,000	451,196	449,580	580,000	610,000	610,000	635,000
Equip & Maint	30,000	32,500	32,118	20,000	30,000	35,000	35,000
Office Rent	19,500	22,000	21,958	23,000	31,000	31,000	35,000
Board, Industry & Staff T&E	35,000	32,000	28,251	40,000	40,000	35,000	40,000
Misc Admin	80,000	56,000	55,704	75,000	75,000	70,000	65,000
<b>Total G&amp;A</b>	<b>658,500</b>	<b>614,696</b>	<b>609,734</b>	<b>758,000</b>	<b>811,000</b>	<b>806,000</b>	<b>835,000</b>
<b>Total Expenses</b>	<b>1,742,850</b>	<b>1,771,750</b>	<b>1,705,222</b>	<b>1,838,000</b>	<b>1,999,450</b>	<b>2,021,000</b>	<b>1,990,000</b>
<b>End Balance (accrual)</b>	198,932	198,932	307,012	199,869	208,403	251,653	204,503

**Ted Farthing:**  
 \$173K OWIS (90K tix + 33K spon + 50K trade show)  
 \$2K Workshops  
 \$10K Export  
 \$5K brochures  
 \$190K

**Ted Farthing:**  
 \$161K OWIS (82K tix + 32K spon + 47K trade show)  
 \$2K Workshops  
 \$10K OB  
 \$15K Export  
 \$50K road show participation fee  
 \$3K brochures  
 \$241K

(Target reserve is 30% of previous 3 yrs. avg. tonnage receipts, for FY '08 - '09 this is approx. \$200K)



# Oregon Wine Board '08 – '09 Strategic Plan

Draft for preliminary approval

# 2007 Review of Successes



- 209mil+ media impressions
  - including AOL, NY Times, AP, Forbes.com, Slate.com, LA Times, Decanter, Wine Spectator, Wall Street Journal, Smart Money, Sunset, Chi. Sun Times, USA Today
- Major website overhaul:
  - Oregon Wine Explorer, Oregon Wine Finder, Consumer and Industry Events Finder, OVID, Online brand kit, New Symposium microsite
  - Web traffic increased to over 143K unique visitors
- All new touring brochures and focused distribution strategy
- Oregon vineyard and winery maps
- Symposium record attendance , revenue; high satisfaction reviews
- Developed statewide Quality Advisor network and online Quality Forum
- Awarded second VAPG, funding a \$300K road show
- Developed Oregon Certified Sustainable concept and brand



# 2008 – 2009 Key Challenges

## Organizational

- Increase industry engagement with OWB programming
- Reorganize staff to best manage increased program offerings

## Marketing

- Raise awareness with core super-premium wine consumers
  - Generate incremental wine country travel
  - Pull increased three tier and direct sales
- Launch OCS within industry and to trade, consumers

## Research & Education

- Secure industry funding commitments for OSU Institute
- Launch Institute
- Heighten efforts to build a culture of innovation
- Secure incremental research funding

# Strategic Planning Timeline



Jan 15	Board approve draft plan & budget
Jan 21-Feb 15	Public commentary
Feb 19	Board approve revised plan & budget
w/o Feb 25	Submit plan and budget to OECDD



# Research and Education Goals

## Enology and Viticulture

- Improve the quality and consistency of Oregon grapes and wines while reducing risk
- Inspire and enable vineyard and winery innovation

## Business

- Improve vineyard and winery management and marketing expertise
- Raise industry awareness of emerging trends and opportunities



# Priority Viticulture projects

- Determining the influence of viticultural practices, in particular canopy management techniques, within the parameters of the climates and soils of Oregon on:
  - A. Vine balance, performance, fruit composition and wine quality with the objective of managing production while maintaining quality.
  - B. Soil and plant water status as it effects vine balance, performance, fruit composition and wine quality.
  - C. Vine nutrition and soil Mycorrhizal fungi: with the goals of identifying better methods, such as plant sap Brix measurements for precise monitoring and adjusting plant nutritional status.
  - D. Concurrently, or as a separate project, develop objective standards and metrics for vine performance and fruit and wine quality which can lead to better methods for monitoring fruit ripening and maturity
- Evaluate Short Shoot Syndrome (SSS), determining its cause(s), prevalence and incidence as well as devise methods for rapid, accurate diagnosis, control and eradication.
- Improve current sustainable and organic practices for prevention and management of powdery mildew, botrytis and other bunch rots and disorders, i.e. inflorescence necrosis, water berry, bunch stem necrosis, etc
- Improve sustainable and organic viticulture practices in a general sense but especially for integrated management and control of weeds and grasses in Oregon vineyards.
- Develop or improve current methodologies and practices for crop load and yield prediction.
- Develop or improve existing methods for rapid field detection, identification, and education about potential importation of pests and management of other vine diseases and abiotic stress conditions.
- Given the potential effects of climate change on the current wine growing regions of Oregon, evaluate variety, clone and rootstock selection(s) for potential future site-specific requirements for optimal wine quality and yields.

# Priority Enology projects



- Effect of viticultural practices and grape nutritional makeup on fermentation conditions with different wine grape varieties on:
  - A. Extraction, timing, and retention of individual tannin compounds and their influence on wine texture and mouth feel.
  - B. Must and wine pH, acid balance and their effect on cellar and bottle stability.
  - C. Extraction, timing and retention of anthocyanins and their effects on wine color stability.
  - D. Extraction, timing and retention of aroma and flavor precursors or other constituents that enhance wine quality and influence wine style.
  - E. Concurrently, or as a separate project, develop objective methods to measure wine texture, mouth feel, quality and wine style that could provide metrics for measuring the effect of research variables.
- To optimize wine quality in this time of global warming by investigating methods to reduce generation of, or mitigate, alcohol levels in wines from high sugar musts, including selection and utilization of unique yeast(s), mechanical extraction, aqueous dilution, organoleptic balancing and other strategies.
- Define wine oxygen utilization parameters during fermentation and cellaring that are associated with achievement of different wine styles and qualities.
- Improve filtration technologies for juice and wine to eliminate unwanted compounds consistent with maximizing wine quality.
- Devise better fermentation management techniques to minimize sulfide aromas and microbial taints such as *Brettanomyces*, volatile acidity and aldehydic/oxidized character.



## Overview

- Enables unprecedented levels of industry guidance and cooperation
- Broadens our reach beyond enology and viticulture to potentially include business, marketing, plant pathology, entomology, soil sciences, etc.

## Funding

- State legislature
  - committed \$1 mil to fund new researchers
- OSU
  - committed its four existing positions in viticulture and enology
  - provides infrastructure, offices, research vineyard, pilot plant winery, and labs
- Industry
  - \$2 mil over 5 yrs. covers start-up costs plus salaries/benefits of the director +asst.

## Next steps

- Secure remaining industry funding
- Develop Director job spec
- Hire up and launch

# Oregon Wine Industry Symposium



## Education

- Applicable, relevant content delivered to a growing audience
- Seminars, poster session, CD, follow-up workshops

## Trade show

- Expansion generates more revenue, adds breadth

## Sponsorship

- Increased opportunities for vendors
- Underwrites major operating costs

## OWA Support

- Industry education about OWA's mission and agenda
- Annual meeting, member recruitment, silent auction

# Managing Responsible Growth



We will strive to encourage and influence quality development and growth that is in line with the Oregon wine industry's established character and proven growth philosophy. The OWB will be a key resource, providing potential developers, and especially newcomers, with guidance and the overall industry vision before a project breaks ground.

Through our marketing and promotional activities, the OWB will focus on its core mandate to support the demand side in a manner that mirrors the traditional character of the wine industry. The end goal is that Oregon wine is never commoditized on either the supply or demand side.

The OWB will serve as a conduit of information and provide tools to help the industry make informed supply side decisions that are congruent with how the industry has historically managed growth. When available, the Oregon Wine Board will disseminate market data to our industry. We will also help facilitate forums to encourage discussions with appropriate supply side players (investors, banks, development companies, regulatory suppliers, third-party certifiers, etc.).

# Oregon Winegrowers Stewardship Pledge



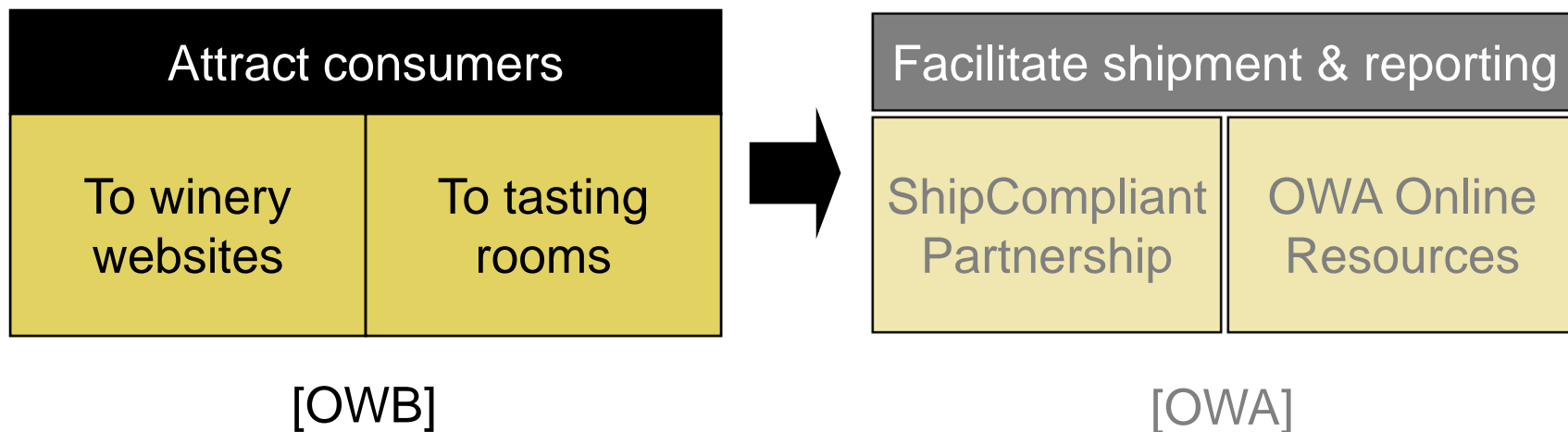
## I pledge:

- To farm my land responsibly with the knowledge that the soil is a living thing; that the healthier the soil, the healthier the plant.
- To endeavor to put back into the land that what the vines take out by composting the vineyard and winery organic waste and planting cover crops that, when tilled in will improve the nutrient profile of the land.
- To minimize soil erosion by planting cover crops and avoiding planting vines on steep slopes.
- To minimize use of vineyard chemicals.
- To protect ground water by minimizing the use of chemical pre-emergents and full containment of fuel and chemical spillage.
- To nurture my workforce by paying them a competitive wage and providing a safe work environment.
- To endeavor to plant riparian areas where possible.
- To recycle and minimize the use of fossil fuels.
- To proudly post this Pledge in my place of business and acknowledge it on my website.

# Marketing Goals

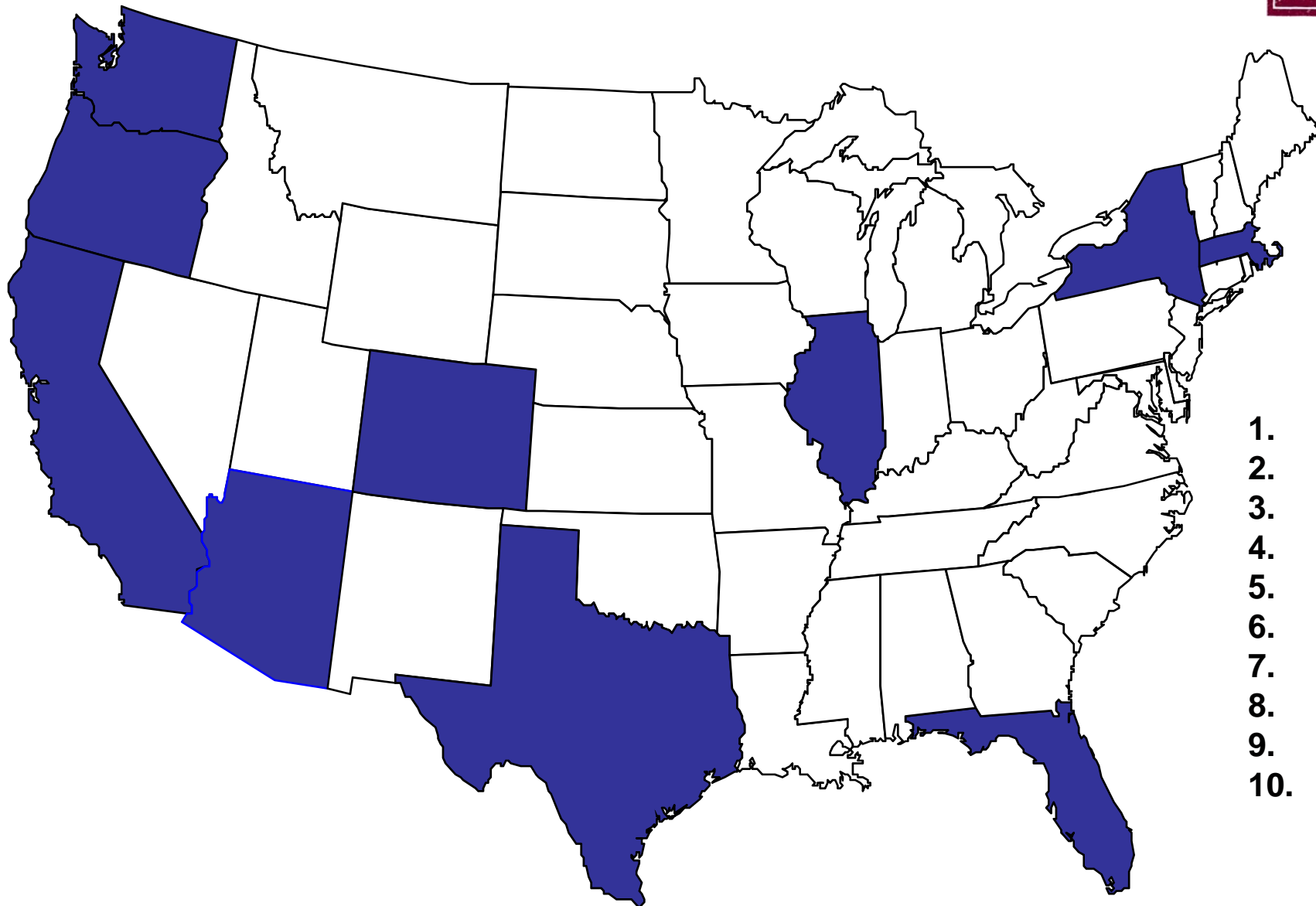


- 1.) **Raise the prestige and desirability of all OR grapes and wine**
- 2.) **Attract targeted consumers to tasting rooms and winery websites**



- 3.) **Facilitate quality distribution in UK, Japan and Canada**

# Key US Target Markets



1. NY
2. CA
3. WA
4. TX
5. FL
6. OR
7. IL
8. CO
9. AZ
10. MA

# Messaging



Unique Place	Artisanal Wine	Sustainability Leadership	Promotes Health <i>(secondary)</i>
<ul style="list-style-type: none"> <li>• Cool nights</li> <li>• Ideal soils</li> <li>• Long growing season</li> <li>• Small vineyards, tended by hand</li> <li>• “Discovery” destination for adventurous travelers</li> </ul>	<ul style="list-style-type: none"> <li>• Predominantly family owned vineyards &amp; wineries</li> <li>• Known for hand sorted grapes, hand-crafted wines</li> <li>• Distinctive acid profile enables food friendliness</li> <li>• Strict labeling laws: you know what’s in the bottle</li> </ul>	<ul style="list-style-type: none"> <li>• 23% of acreage certified sustainable</li> <li>• Leadership LIVE certification</li> <li>• “Oregon Certified Sustainable” helps consumers make informed choices</li> </ul>	<ul style="list-style-type: none"> <li>• Part of a healthy lifestyle</li> <li>• High resveratrol levels</li> <li>• Antioxidant; cancer prevention and cardiovascular benefits</li> <li>• May reverse negative effects of obesity</li> </ul>

***People: Honest, collaborative, friendly, accessible, authentic***

# Export Marketing



Japan	UK	Canada	Other and All
<ul style="list-style-type: none"><li>• New opportunities for wineries not yet in market</li><li>• Events in Tokyo and Osaka</li><li>• Increased incentives for Enjoy Oregon Wine Fair</li><li>• Press/trade tours and relations</li></ul>	<ul style="list-style-type: none"><li>• Continued distributor matchmaking</li><li>• London Wine Fair</li><li>• January trade tasting</li><li>• Press/trade tours and relations</li></ul>	<ul style="list-style-type: none"><li>• Summer trade visit focusing on Ontario, Quebec, Alberta</li><li>• Industry education on Canadian market</li><li>• Press/trade tours and relations</li></ul>	<ul style="list-style-type: none"><li>• Ongoing market activity support</li><li>• Ongoing trade and media hosting and assistance</li></ul>

# Tourism



## Sustainable travel package

- Partner w/ Travel Oregon, airlines, rental car companies

## Oregon Wine Explorer

- Add more interactive travel planning features

## Oregon Bounty

- Can accommodate over 100 Oregon wineries
- Shift to 100% pay-to-play
- Travel Oregon manages program
- OWB offers recruitment support
- Included in OWB media relations work

# Touring Brochure



## Distribution

- Subsidize fulfillment and shipping costs for online distribution
- Maintain efficient e-commerce portal
- Solidify relationships with tourism partners as we expand reach
- Increase general depletion rates throughout the state

## Online Promotion

- Drive traffic to site and encourage packet purchase
- Attract travelers likely to purchase super-premium wine
  - Increase Google Ad Words spend
  - Develop banner ad campaign
  - Purchase targeted consumer leads from Travel Oregon

# Media Relations



## '08 Road Show

- Build relationships with key influencers during market events
- Follow up with personal invites for in-state media tours

## Focus on one-on-one inbound journalist visits

## Continue to build upon Oregon “Case Study” program

- Representative Oregon case mailers illustrating key messages

## Expand tourism message with coverage in major broadcast outlets

- Travel Channel, Fine Living Network, etc.

## New pitches

- OCS launch, Health initiatives

## Explore viability of statewide AVA tasting for core wine writers

# Oregon Certified Sustainable Overview



## Industry survey results

- 72% interested in integrating into their marketing materials
- 52% interested in putting logo on their label
- 55% willing to pay a small fee – say \$0.01 per bottle – to use brand

## Objective

- Showcase our commitment to responsible agricultural and winemaking practices
- Make certified sustainable practices less confusing to consumers.

## Focused on LIVE, Demeter, Tilth, and Food Alliance common ground

- Independent third party certification
- Responsible agriculture
- Responsible winemaking

## Fall 2008 launch, with the release of the 2007 red wines

- Demeter and Oregon Tilth certified wines will qualify to be OCS certified
- LIVE certified wines will be released in 2009

## OCS usage fees and a tentative \$300K VAPG will fund initial marketing:

- Create and market the OCS website
- Develop and disseminate OCS trade education materials
- Launch OCS to the media
- Create point-of-sale materials to educate consumers

# Oregon Certified Sustainable

## 3 main Message Points



Shared Principles (Main Message Points)	Supporting Details (Only to describe Shared Principles)
Independent Certification	<ul style="list-style-type: none"><li>• <i>Highest environmental standards are achievable only when certified</i></li><li>• <i>Certification fosters careful attention to ag. practices and results</i></li><li>• <i>Ultimate expression of honesty, integrity and truth in labeling</i></li><li>• <i>Enforced via a comprehensive third party verification process including inspections and rigorous record keeping, which ensures strict compliance</i></li></ul>
Responsible Agriculture	<ul style="list-style-type: none"><li>• <i>Respect natural processes in the vineyard, reducing or eliminating synthetic products</i></li><li>• <i>Encourage native biodiversity and protect wildlife habitat</i></li><li>• <i>Promote soil stability, health and fertility</i></li><li>• <i>Protect the health and well being of the farmworker, the environment and our communities</i></li><li>• <i>Conserve natural resources including soil, water and energy while protecting our watersheds</i></li></ul>
Responsible Winemaking	<ul style="list-style-type: none"><li>• <i>Respect natural processes in the winery, reducing or eliminating synthetic products</i></li><li>• <i>Conserve natural resources such as water and energy throughout the entire production process</i></li><li>• <i>Minimize waste streams while maximizing reuse and recycling of materials, protecting our watersheds and promoting ecological balance</i></li></ul>

# Carbon Neutrality Program



*Governor Kulongoski's office, the Oregon Environmental Council and the OWB have joined together to develop an initiative for Oregon wineries and vineyards to assess and reduce their carbon footprint, with the ultimate goal of becoming carbon neutral.*

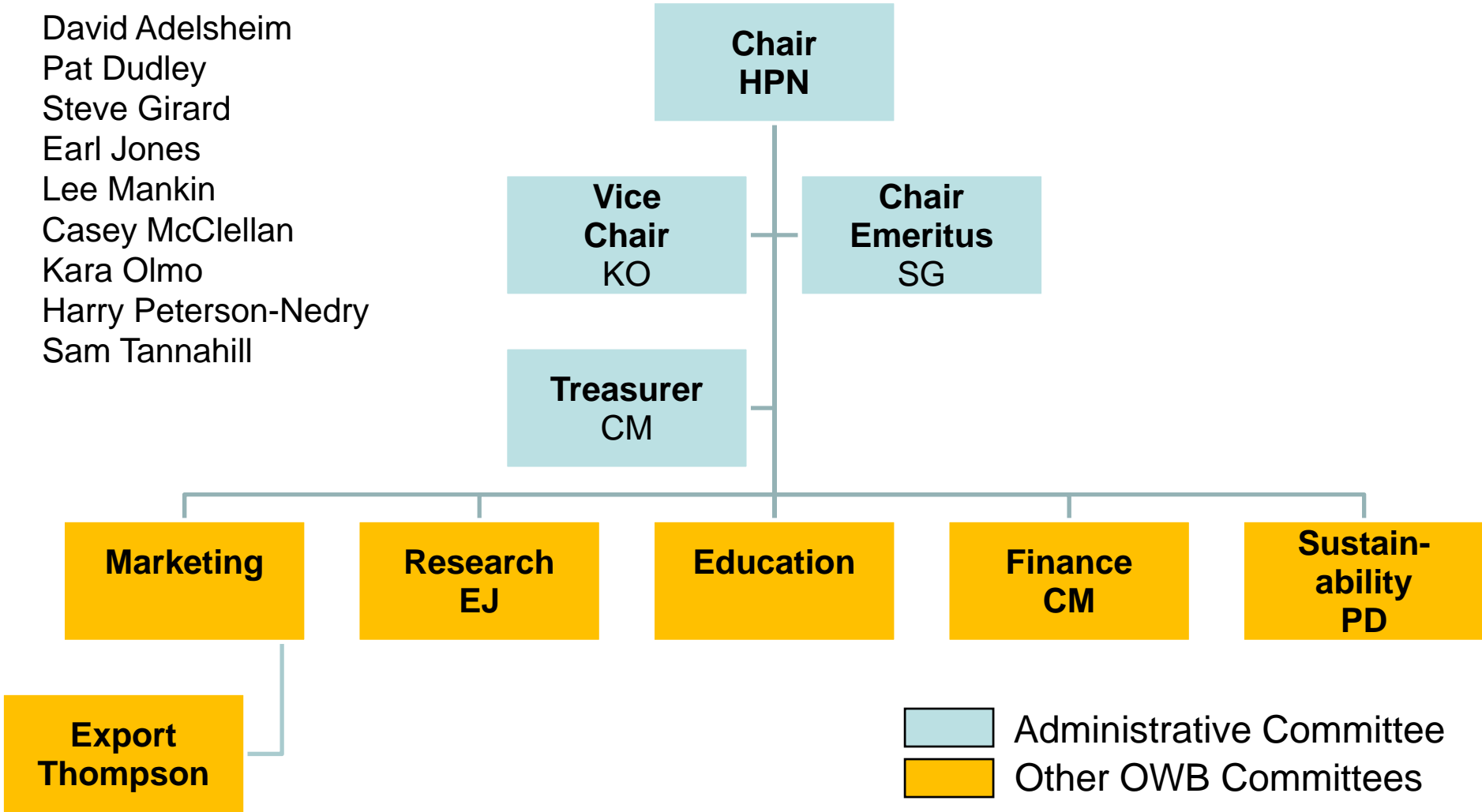
- 30 wineries participating in pilot program; expandable for FY '08-'09
- Begin by conduct an energy audit
  - reducing energy use is the most important step to reduce carbon emissions and costs
- Implement international GHG accounting tool - Q1 '08
- Mitigation planning after the inventory process is complete – Q2 '08
- Leverage work from:
  - The Energy Trust
  - GHG inventories
  - Industry best practices
  - On-site audits

# Governance



## OWB Directors

David Adelsheim  
Pat Dudley  
Steve Girard  
Earl Jones  
Lee Mankin  
Casey McClellan  
Kara Olmo  
Harry Peterson-Nedry  
Sam Tannahill



**Bold** denotes Committee Chair

# 2007 - 2008 Harvest Forecast

