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News for February 14, 2017

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LETTER FROM TOM DANOWSKI

Dear friends,

We're one week away from the [2017 Oregon Wine Symposium](#). Tickets are still available and Oregon Winegrowers Association members can still capture their discounts. This year, an all-access Symposium ticket includes the networking reception event on Feb. 21, which will be held on-site at the Convention Center to make it easier for all to attend.

The Symposium schedule is sensational. It is packed with timely, informative seminars featuring expert speakers on topics you have asked for such as red blotch virus, tasting room sales strategies, managing brand growth through the distribution system and much more. The industry awards luncheon will be a highlight again as we recognize some of our wine community's most valuable players. And, the experimental wine tasting returns with logistical improvements making it easier for you to evaluate more wines and connect directly with the presenting growers and winemakers.

Beyond the Symposium, here are some other important announcements:

- You have probably heard already from [Rikki Pritzlaff](#), project manager at Southern

Oregon University's Research Center (SOURCE), asking for your assistance with the 2016 Vineyard and Winery Census Report. This essential exercise provides us all with an invaluable dashboard highlighting our industry's vital signs including grape pricing by variety by region, tonnage by region, acreage by variety as well as basic wine sales and export data. The report is used by regional industry associations and researchers when making grant applications to justify a marketing or research proposal. This report is the authoritative source for information used to communicate about Oregon wine to media, lawmakers and regulators. You can submit your information for this report through this [online form](#).

- OWRI will be hosting webinar on grapevine red blotch virus on Mar. 2 from noon - 1 p.m. with Dr. Bob Martin, Dr. Vaughn Walton, Dr. Alex Levin and other esteemed Oregon Department of Agriculture research scientists. More information on how to register for this webinar will be announced soon.
- The Oregon Winegrowers Association hosted a presentation on Jan. 31 delivered by managers from Oregon OSHA, Oregon Bureau of Labor and Industries, and the U.S. Department of Labor's Wage and Hour Division. Department of Labor speakers reviewed the division's operating practices when dealing with vineyards, labor contractors and wineries during investigations of possible wage and hour compliance violations. Tom Silva from the Department of Labor suggested wine community members familiarize themselves with [fact sheet #44](#) as the first step to better understanding the Department's approach to both "directed" and "complaint-driven" inquiries. Some additional and useful documents can be viewed by OWA members [here](#), including guidance from OWA's legal counsel on what to expect from a Department of Labor investigation and how employers can prepare.
- Oregon OSHA and Oregon Department of Agriculture have announced a Southern Oregon training session for wineries using Airgas sulfur dioxide in their cellars on barrels and corks. This free four-hour training will be held at Umpqua Community College's Southern Oregon Wine Institute on Mar. 13 starting at 1 p.m. For more information, contact [Joel Mann](#) or OSHA's [Tim Capley](#).
- Longtime friend of Oregon's winemakers and growers, Kevin O'Brien, has authored a [compelling piece](#) published in Wine Business Monthly about mergers and acquisitions. Kevin analyzes the wine segment's "premiumization" as consumers continue trading up to higher-priced wines, and he takes a look at the implications of rapidly consolidating retail and wholesale channels. In this business climate, potential acquirers will be looking for strong and enduring brands. If you would like more information, contact [Kevin](#).

I look forward to seeing you at the Oregon Wine Symposium next Tuesday.

Cheers,



Tom Danowski
President & CEO

OREGON WINE SYMPOSIUM

Register for the 2017 Oregon Wine Symposium

Register now for the [2017 Oregon Wine Symposium](#), Feb. 21-22 at the Oregon Convention Center in Portland. The Symposium comprises two full days of industry thought leaders and experts covering the most relevant topics in viticulture, enology and wine business plus the Northwest's largest wine industry trade show, with more than 170 exhibitors.

The Symposium is a must-attend event for wine industry professionals, delivering cutting-edge technical and business intelligence trends across all aspects of the wine business.

[Click here](#) to get your tickets today!

Stay in the Loop by Following the Oregon Wine Symposium

Get live updates on speakers, sessions, exhibitors and more by following the Oregon Wine Symposium on Twitter [@ORWineSymposium](#) or Instagram [@ORWineSymposium](#). Join the conversation by chiming in using #ORWineSymposium.

OREGON VINEYARD & WINERY CENSUS REPORT

Support Our Industry by Completing Your Census

Every year the Oregon wine industry receives an important request for census information. The data is confidentially gathered and analyzed by the Southern Oregon University Research Center (SOURCE) and is essential for communicating industry grape pricing, economic impact, market growth and much more.

The OWB has worked closely with SOURCE to streamline the census form to save you time. The questions asked represent the best balance between our wine community's information needs and our commitment to reduce the time and effort it takes you to complete the form. Please support our industry by submitting information for your vineyard and/or winery. You may have received the form already by mail, but you can also complete a [digital version](#). If you have questions about the census, please direct them to [Rikki Pritzlaff](#) or [Marie Chambers](#).

MARKETING



Pre-Order the 2017 Official Oregon Wine Touring Guide Now

The 2017 Official Oregon Wine Touring Guide is printing today. Now is your chance to [pre-order a box of this comprehensive 88-page magazine](#) for your tasting room. This guide is full of compelling editorial, beautiful photography, six regional itineraries and – importantly – tasting room listings with maps that have been redesigned to improve the user experience. This publication not only helps people find their way, but it inspires them to travel throughout all of Oregon's diverse winegrowing regions. Pre-orders should arrive within 2-3 weeks. A digital version of the guide will be available to share electronically the first week in March. For questions about the guide, contact [Kai McMurtry](#).

A Taste of What's to Come for Oregon Wine Month 2017

May is right around the corner, and OWB has a full schedule of activities planned for Oregon Wine Month. Over the next couple of weeks, keep an eye out for tools and inspiration you can use to maximize Oregon Wine Month 2017 for your business, including the Oregon Wine Month toolkit and point-of-sale ordering instructions.

In the meantime, [click here](#) for a rundown of how OWB is building on the successes of previous years while incorporating feedback from the industry to create a program that will help drive sales across all channels – from restaurants and retail shops to tasting rooms and wine clubs.

Call for International Success Stories

As always, OWB needs your international success stories. Showing the USDA that Market Access Program funds are being used effectively and that activities are resulting in increased international sales and representation for Oregon wineries is essential for continued grant funding. If you have participated in any OWB-sponsored international activities, including inbound trade tours or outbound events that have resulted in securing representation or sales abroad, contact [Margaret Bray](#) with your success story details.

EDUCATION

Register for the 2017 Oregon Wine Month Webinar

[Register now](#) to attend the Oregon Wine Month 2017 webinar on Mar. 2 at 10 a.m.

and learn how you can get involved with this year's program. The OWB marketing team will present the elements of the 2017 activity plan, including consumer advertising and promotions, restaurant engagement, retailer programs, regional association activities and point of sale materials.

Attend this webinar and walk away with tools and ideas for taking advantage of the OWB-sponsored trade and consumer programs to drive sales and engagement with your Oregon wine brand, whether through direct-to-consumer or distributed sales channels. [Click here](#) to register. For questions, contact [Carrie Hardison](#).

Attend an Upcoming Agricultural Labor Laws Forum

The State of Oregon's WorkSource Yamhill is hosting an agricultural labor laws training forum for growers, farm labor contractors, agricultural supervisors and crew leaders on federal and state labor and safety requirements on Feb. 23 in McMinnville. This free training will be offered in English and Spanish to help you protect you and your migrant, seasonal and H-2a workers. The forum will cover wage and hour requirements, safety in transportation and housing, field sanitation and more. Training is provided by the U.S. Department of Labor Wage and Hour Division and the State of Oregon's OSHA, brought to you by the Oregon Employment Department at WorkSource Yamhill. [Click here](#) for information on the training provided in English. [Click here](#) for information on the training provided in Spanish.

Registration Now Open for the Third Annual Southern Oregon Grape Symposium

The third annual Southern Oregon Grape Symposium is scheduled for Mar. 14. The program will be held at Southern Oregon Research and Extension Center in Central Point. The cost to attend is \$25 for members and \$50 for non-members. [Click here](#) to view a list of speakers and topics or to register.

Attend the Climate Extremes Research Symposium

In the Pacific Northwest, recent warmer spring and summer temperatures have led to earlier harvests, early fall frosts are happening before vines are fully dormant, generally mild winters are experiencing several cold snaps, and sharp declines in temperature are happening through early spring. These heat and cold extremes can be damaging to grapevines, impact fruit quality and influence winemaking decisions. Attend the Climate Extremes Research Symposium to hear world-renowned researchers and wine industry leaders discuss climate trends, impacts of extreme weather, solutions for mitigating damage and resources available. This symposium, on Mar. 17 in the East Auditorium at Washington State University Tri-Cities, is hosted by the WSU viticulture and enology program. Registration is \$100 and includes a social reception to follow. [Click here](#) for more

information and to register. For questions, contact [Kaury Balcom](#).

View the 2017 Consumer Research Study Webinar

On Jan. 18, the OWB produced a webinar in conjunction with Christian Miller of Full Glass Research highlighting the newly commissioned national consumer research study. Access to the webinar video, the slide show and the original report can be found in the Education section of the industry website under [education resources](#). For questions or suggestions on future webinar content, contact [Carrie Hardison](#).

Register Now for 2017 Grape Day

Join the Oregon Wine Research Institute and its researchers on Apr. 6 at Oregon State University for its annual event highlighting research relevant to the Oregon wine industry. The speaker and topic lineup for Grape Day includes:

- Dr. José Ramón Úrbez-Torres, research scientist, Agriculture and Agri-Food Canada will present his world-renowned research on trunk disease
- Dr. Anita Oberholster, cooperative extension specialist in enology at UC Davis will talk about her current red blotch research
- Dr. Vaughn Walton, OSU extension entomologist, will discuss his current research on red blotch insect vectors
- Dr. Laurent Deluc, OSU associate professor, will discuss genetic markers for grapevine leafroll associated virus
- Brent Warneke, OSU department of botany and plant pathology grad student, will talk about powdery mildew fungicide resistance research

The cost to register is \$65 and includes lunch plus a research abstract booklet. The full agenda will be available soon. [Click here](#) to register.

Culinary and Agritourism Workshop Set for the Umpqua Valley

Are you interested in growing or developing the Umpqua Valley's culinary scene? Have you considered adding a farm stand, farm tour, event venue or lodging option to your farm, ranch, or wine-related business? If you've answered yes to either of these questions, Travel Oregon encourages you to attend the Culinary and Agritourism workshop in Roseburg on Apr. 6. This workshop is one of three workshops being delivered between March and April as part of the Umpqua Valley Rural Tourism Studio program. [Learn more and register for the workshops](#).

Wine Studies Workshops Offered at Chemeketa Community College

Chemeketa Community College is offering a variety of workshops about vineyard

management and wine business from late January through June. Some workshops are offered in Spanish. [Click here](#) for a full list of workshops, locations and costs. For questions, call 503.584.7255.

Attend a Wine Marketing Workshop in Southern Oregon

Capiche Wine Marketing is offering a [workshop](#) on Mar. 13 from 9 a.m. - 1 p.m. at the Ashland Hills Hotel. Learn how to create loyal customers using a combination of branding, marketing and sales, how to capture and convey your unique brand and how to get recognized through targeted marketing. This workshop will provide detailed information on creating a strategic marketing plan that encompasses advertising, PR, internet and tasting room best practices. The presenters will share inspiring examples with proven results based on solid methodology, market insights and brand-driven identity. Attendees will learn new techniques to improve employee performance, increase per-transaction sales and dramatically grow wine club membership. This presentation is designed to help you increase your winery's direct-to-consumer and retail sales. The cost to attend is \$90. To register, [complete this short form](#) and send it along with payment to [Chris Cook](#).

Offering an Industry Educational Event?

The OWB is dedicated to providing members of our community with educational offerings as part of its mandate. In addition to the educational seminars sponsored by the OWB, educational opportunities hosted by third-party organizations can also be promoted in the Grapevine and on the industry website. If your organization is hosting an industry educational event please contact [Carrie Hardison](#) so the OWB can help you spread the word to members of our community.

RESEARCH

Research Update: Statewide Crop Load Project Continues Long-Term Research to Understand the Complex Yield-Quality Relationship

The Statewide Crop Load Project is a long term industry-collaborative study that scientifically evaluates the impact of yield on wine quality across Oregon vineyards. The project focuses on Pinot noir, as [a recent study](#) in Oregon indicated that it is more commonly crop thinned to specific yield goals in an attempt to reach a higher fruit quality level compared to other varieties in the state. That study revealed how narrow those yield targets are and how universal their application across the state. Considering diverse vineyards and variability of growing seasons, the Oregon Wine Research Institute (OWRI) team began investigating the yield-quality relationship to develop yield management guidelines for Pinot noir producers across different production scales. [Click here](#) to read the full update.

Year in Review - An OWRI Recap of 2016

The faculty of the Oregon Wine Research Institute were busy with research and outreach in 2016. [Click here](#) to sit back and enjoy a video recap of the activities and major findings from OWRI.

CALLS FOR WINE

Join the Oregon Malbec Association

A group of Malbec producers are forming the Oregon Malbec Association. The goal of the association is to promote Oregon Malbec in all aspects, from advancing vineyard management and winemaking techniques, to developing and nurturing production and sales in both domestic and international markets. If you are interested in learning more or becoming a member, contact [JP Valot](#).

Participate in Minnesota Monthly's Food and Wine Experience

Join Minnesota Monthly's 23rd Annual [Food and Wine Experience](#) in Minneapolis, MN. Taking place Mar. 4 - 5, this two-day upscale culinary sampling event is a great opportunity to showcase your brand to more than 5,500 wine enthusiasts and grow your sales in the upper Midwest. Registration is closing soon so contact [Jamie Flaws](#) for more information on how to participate.

Participate in Volcanic Wines Seminar Led by John Szabo MS

John Szabo MS, author of [Volcanic Wines: Salt, Grit and Power](#), winner of the André Simon 2016 drink book award, is offering Volcanic Wine events for the top trade and media in New York City, San Francisco, Los Angeles, Vancouver, Calgary, Montreal and Toronto in 2017. These events will be formal (presentation, slide show, panelists, 12 wines, 30-40 attendees) and informal (walk-around trade tasting with stations, 30-40 wines, 30-60 attendees) depending on the market.

These events are a great opportunity to have your wines poured alongside other great volcanic wines from around the world in a seminar led by an acknowledged expert in the field.

- **San Francisco** – Mar. 24 at the San Francisco Wine School. The cost to participate for individual wineries is \$500 for the trade master class, or \$600 if you would also like to have your wines featured in a consumer walk around tasting to follow the seminar.
- **New York** – Mar. 26 at Rouge Tomate in Chelsea. The cost to participate for individual wineries is \$300 for the trade master class.

All events are restricted to 12 wines total; regional maximum is four wines. If you are interested in participating in one or all of these events, contact [Alexandra Szabo](#) to confirm participation and availability.

Sip Northwest Live with Brian Bushlach Now Booking Guests

Sip Northwest Live is currently booking guests for its [broadcast show](#) syndicated in Portland and Seattle. As a bonus, any winery to book a 10-minute segment will be featured on a Sip Northwest podcast and in social media. Sip Northwest Live does all the work and each guest gets broadcast, podcast, social and digital content for the special offer price of \$495 until Feb. 15! Contact [Mackenzie Andeline](#) to book your segment. These slots fill quickly so reserve yours today!

Enter Wines in the Rosé Today Wine Competition

Rosé Today is the West Coast's preeminent rosé wine competition. Scheduled for Mar. 22 at Soda Rock Winery in Healdsburg, Rosé Today celebrates the bounding popularity of the wonderfully wide world of rosé styles as they become the preferred toast to food, fashion and fun. Domestic and international producers are invited to submit in dry, sparkling and a little sweet categories. The deadline to submit wines is Mar. 10 and the cost to participate is \$65 per wine. [Click here](#) to learn more or register for the competition.

OTHER NEWS

Attend the 6th Annual PDX Urban Wineries Industry Tasting

The PDX Urban Wineries Association invites all members of the Oregon wine industry to join them for the 6th annual industry wine tasting on Feb. 22 from 4:30 - 6:30 p.m. at Enso Winery. This tasting is a great time to unwind after the Oregon Wine Symposium and have a chance to check out what is going on in the Portland wine scene. This event is not open to the general public and there is no charge for those in the wine trade or media.

OregonSaves is a New Way for Oregonians to Save for Retirement

Starting in July 2017, workers in Oregon will have a new, easy way to save for retirement. [OregonSaves](#) is for all workers who do not have a retirement savings option at work. It allows employees to save part of their paycheck in their own personally-managed accounts that go with them from one job to the next. The plan will also benefit employers, who won't need to offer a retirement plan of their own. For more information about this program, contact [Joel Melten](#).

Attend the USA Trade Tasting and Conference

USA Trade Tasting (USATT) will be held May 16-17 at the Metropolitan Pavilion in New

York City. This annual trade event helps producers connect with importers, distributors, retailers and the U.S. press. The event is thematic so that all participants in the trade are open to business. The event is B2B ONLY with the sole purpose of exposing brands to connect with new buyers and vice versa. [Click here](#) to learn more or to register.

Attend ORLA's Taste Oregon Legislative Reception

Learn how you can make a difference in Oregon by joining hospitality industry peers at the Oregon Restaurant and Lodging Association's [Taste Oregon Legislative Reception](#) on Feb. 28 from 5 - 7:30 p.m. at the Salem Convention Center. This is the hospitality industry's opportunity to showcase its strength before lawmakers in Salem. Taste Oregon provides a unique opportunity to provide industry members a casual forum to meet face-to-face with the legislators who decide laws that impact hospitality businesses. For more information, contact the [Oregon Restaurant and Lodging Association](#).

An Update Regarding Industry Requests of the Oregon Wine Board for Funding

The Oregon Wine Board is committed to effectively investing the resources with which it is entrusted to support technical research, education and marketing programs consistent with its mission to advance the interests of all grapegrowing regions and grape varieties across the state.

The Board and its Research Committee have a proven RFA process for soliciting and evaluating submissions that deal with viticultural and enological research projects. The Board does not publish or administer an RFA process outside of the industry's Research Committee.

However, the Board has found that various groups are sometimes interested in making formal requests for support or funding of projects unrelated to technical research. If your non-profit organization plans to submit such a proposal to the OWB, [click here](#) for some important background information and a summary of the Board's position on considering such proposals.

Items for Sale on the Industry Marketplace

Every day new items are being listed on the [Industry Marketplace](#). Located on the [Oregon Wine Industry website](#), the Marketplace has been expanded to include listings for bulk wine, equipment and job opportunities. To list items for sale, complete this [short form](#). For questions, contact [Michelle Kaufmann](#).

UPCOMING EVENTS

FEBRUARY 21 - 22

OREGON WINE SYMPOSIUM

Oregon Convention Center in Portland

FEBRUARY 25

**OREGON CHARDONNAY
CELEBRATION**

The Allison Inn & Spa in Newberg

MARCH 3

OREGON WINE SEMINAR

Shanghai, China

MARCH 4

GREATEST OF THE GRAPE

Seven Feathers Casino Resort
in Canyonville

MARCH 13

LONDON SELF-POUR

London, England

MARCH 14

**SOUTHERN OREGON GRAPE
SYMPOSIUM**

Southern Oregon Research and
Extension Center in Central Point

MARCH 15

GO WEST TASTING

Stockholm, Sweden

MARCH 19 - 21

PROWEIN

Dusseldorf, Germany

MARCH 31 - APRIL 1

SECOND ANNUAL WILLAMETTE:

APRIL 6

**CULINARY AND AGRITOURISM
WORKSHOP**

Roseburg

APRIL 9 - 10

**REVEAL WALLA WALLA VALLEY
WINE**

Throughout the Walla Walla Valley

MAY 1 - 31

OREGON WINE MONTH

Throughout Oregon

MAY 4 - 6

MW TOUR

Throughout Oregon

MAY 5 - 7

SPRING RELEASE

Throughout the Walla Walla Valley

JUNE 24 - 27

OREGON PINOT CAMP

Throughout the Willamette Valley

JULY 28 - 30

IPNC

Linfield College in McMinnville

AUGUST 21 - 27

OREGON WINE EXPERIENCE

Throughout Jacksonville

THE PINOT NOIR BARREL AUCTION
The Allison Inn & Spa in Newberg

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The Oregon Wine Board's Grapevine newsletter is a great way to make members of the wine community aware of relevant opportunities, programs and events. However, OWB does not endorse or profit from any third party supplier, materials, events, programs or institutions mentioned here.



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