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News for January 31, 2017
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LETTER FROM TOM DANOWSKI

Dear friends,

As you review your business results from 2016 and plan out the coming year, you might find some of these topline benchmark numbers helpful for comparison.

Nielsen data for 2016 measuring off-premise wine sales reflect dollar volume growth of 4.4% for the wine category overall. Case volume was up 1.8%, with wine representing 18% of the total \$234 billion U.S. beverage alcohol segment. The Oregon Wine Board is contracting with Nielsen for year-end reports specific to Oregon wines in several high-potential markets and will share that information next month.

An early look at national direct-to-consumer analytics (including tasting room, wine club and phone/web sales) from ShipCompliant and Wines & Vines indicates direct sales dollar volume grew 18.5% for the year. Case volume was up 17.1%. California consumers continue to significantly outspend fine wine buyers in other states accounting for 31% of direct-to-consumer sales, while Texas and New York state represent 9% and 6% respectively. This channel is of particular interest to Oregon producers because the average price paid by consumers per bottle is about \$39 versus just over \$10 for off-premise sales as reported by Nielsen. More detailed direct-to-consumer reporting specific to individual producing states will be published in February.

It's also that time of year when the Southern Oregon University Research Center (SOURCE) begins to confidentially gather and analyze important information for the Vineyard and Winery Census Report. This report is essential for communicating industry grape pricing, economic impact, market growth and much more. 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](#).

Looking ahead, the OWB marketing team is hard at work preparing for Oregon Wine Month 2017 in May. Program elements will include POS merchandising printed by OWB, the continuation of our joint promotion with OpenTable and consumer advertising as well as incentive programs targeting consumers, trade members and wholesale sales representatives. The initial response from Northwest wine distributors has been positive and the distributors ask that we urge wineries to supplement these initiatives by bringing them your brand-specific support activities. Watch your inbox in the coming weeks for more details on the program and how to maximize it for your business.

Finally, a few items of interest to the industry from the Oregon Winegrowers Association:

1. If your winery is one of the hundreds in Oregon that owed less than \$50,000 last year in federal excise tax and expects to be below that threshold again this year, you probably are no longer required to hold a bond covering operations or wine withdrawals. [Click here](#) for some very important details from the TTB on this change.
2. OWA has also worked with the California Wine Institute and our state's congressional delegation to raise the issue of discriminatory trade practices in British Columbia with the Office of the U.S. Trade Representative (USTR). The USTR recently took up the cause with the World Trade Organization filing a formal challenge to the province's 2014 decision to allow its retail stores to shut out imports and shelve only B.C. wines.
3. OWA held its annual membership meeting followed by a well-attended legislative reception a few weeks ago in the state Capitol giving members a chance to meet the

2017 Board Directors and share perspectives on their businesses directly with Governor Brown, key lawmakers and regulators including OLCC's Executive Director Steve Marks. Thank you all who attended from across the state.

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!

2017 Symposium Trade Show Sponsorships Available

The Oregon Wine Symposium is the premier educational event and trade show for the Northwest wine community. This event brings wine industry professionals together to discuss current issues, discover new tools or techniques and network with service providers and peers. Participation as a sponsor will give you access and exposure to more Oregon wine industry members than at any other time during the year. If you offer a service that directly relates to the Oregon wine industry, consider participating as a sponsor now. Space is limited and exhibit booths for non-sponsors are now on a wait list. [Click here](#) for more information.

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 & 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](#).

As an added incentive, those returning a completed census by **Feb. 3** will be entered into a drawing to win a pair of tickets to the 2018 Oregon Wine Symposium. Two sets of tickets will be awarded.

MARKETING

Oregon Pinot Camp International Nominations

The selection process for international 2017 Oregon Pinot Camp candidates is underway and OWB has extended the deadline for qualified nominations to **Feb. 10**. To submit your nominations, contact [Margaret Bray](#) with the following information:

- Candidate name
- Title
- Reason for nomination
- Short bio

You can submit as many nominations as you like but please review the [candidate requirements](#) before making your submission. OWB will take all candidates into consideration during the selection process.

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

View the Recent Consumer Research Study Webinar

On Jan. 18, the Oregon Wine Board 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](#).

Respiratory Protection for Agriculture Operations

On Feb. 9, the Northwest Wine Studies Center at Chemeketa Community College will introduce the requirements from both Oregon OSHA and the Oregon Department of Agriculture that apply when using newly EPA registered Airgas SO₂ to gas wine barrels and corks. Oregon OSHA will provide information on the required elements of respiratory protection and PPE. Practical experience with calibrating and using air monitoring equipment will be presented. The Oregon Department of Agriculture will present the specific licensing requirements which will be required to purchase and use the product. The cost to participate is \$45. Four pesticide recertification hours available. [Click here](#) to register for for CRN 61744. For questions, contact Chemeketa Community College at 503.399.5139.

April 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 Oregon Tourism Studio program. [Learn more and register for the workshops](#).

Attend the Seminar Maximize Potential: Transform Everyday Conversations

Create and change your future through a coach approach to conversation on Feb. 10 in Portland presented by Invite Change. Learn to balance the relational while getting results at this seminar such as:

- Improving interpersonal communication confidence
- Increasing personal effectiveness in any context or relationship

- Implementing the positive impact of a coach approach to relating

A transformative conversation enlivens people because we work with each other, not at each other, optimizing time and resources. [Click here](#) to learn more about this full day seminar.

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 the UC Davis Extension Current Wine and Winegrape Research Course

UC Davis Extension is offering its [Current Wine and Winegrape Research](#) course on Feb. 13. Enjoy a full day of brief, 20-minute presentations by researchers describing their new and broad-reaching research on issues relating to wine grapes and enology projects. A wine reception, co-sponsored by the American Vineyard Foundation and the National Grape and Wine Initiative, during which you can meet the researchers, will follow the presentations.

UC Davis Extension is looking for researchers to speak at this event. Presentations will be 15 minutes long with five minutes allowed for questions. If you are interested in sharing your current wine and winegrape research at this venue, [please complete this form](#). Accepted speakers do not need to register as attendees to the course. For questions, contact [Kristen Farrar](#).

Attend a Wine Marketing Workshop in Southern Oregon

Capiche Wine Marketing is offering a [wine 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. Early bird pricing of \$75 ends Feb. 10. 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.

A 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 the OWRI.

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.

CALLS FOR WINE

Submit Wines for The Drinks Business' 2017 Global Pinot Noir Masters

The 2017 Global Pinot Noir Masters will be this year's biggest and most extensive blind tasting of Pinot noir from around the world. The Drinks Business has organized an expert panel of MW judges, including Editor-in-Chief Patrick Schmitt MW. Only 100% single varietal expressions of Pinot noir will be accepted for this competition. The results and analysis of the competition will be published in The Drinks Business magazine, online, social media outlets and in the Hong Kong edition of the magazine. The deadline for samples to arrive has been extended to **Feb. 8** and the cost to participate is \$150 per wine. The Drinks Business requires three (3) samples of each wine you would like to submit. For questions, contact [Sophie Raichura](#).

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.

- **Los Angeles** – Feb. 10 at Terroni in West Hollywood. The cost to participate is \$300 U.S. for the trade master class.
- **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 it becomes 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.

Submit Wines to the International Wine Report

The International Wine Report is looking to increase the number of wines reviewed for Oregon wineries. The Oregon reviewer for this online publication Owen Bargreen also runs the second largest blog in Washington state, Washington Wine Blog, and is currently studying for his Level 3 somm certification. Some wines and wineries reviewed as part of the Oregon report will also be featured on Washington Wine Blog. The second Oregon report later this spring will focus on the 2013 and 2014 vintages for Oregon Pinot noir, and 2014 and 2015 vintages for white wines. Other varieties will also be accepted at this time for the spring report. Bottle duplicates, while not necessary, are helpful in case of bottle variation. Wines should be sent to:

Owen Bargreen
81 Clay St., #223
Seattle, WA 98121

For more information, contact [Owen Bargreen](#).

OTHER NEWS

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 Pavillion 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 the WVWA 2017 Annual Membership Meeting

Willamette Valley Wines had an incredible 2016! Join the Willamette Valley Wineries Association on Feb. 7 from 2 - 5:30 p.m. at the Chehalem Cultural Center to celebrate the region's many accomplishments and welcome the new year. Learn about branding and marketing initiatives made possible by the success of the first trade auction, review the WVWA's 2017 budget and strategic plan, and revel in the honor of Wine Region of the Year. Special guest speakers include Steve Slater of Southern Glazer's Wine & Spirits and Fritz Hatton, the country's foremost wine auctioneer. Appetizers will be provided by Red Hills Market for a reception with Willamette Valley Industry Partners following the meeting. Each winery is asked to bring one bottle of wine to share during the reception. [Click here](#) to RSVP. For more information, contact [Emily Nelson](#).

Attend the OSU Food and Fermentation Sciences Career Fair

If you have internship opportunities or are looking for full time employees, the OSU Food and Fermentation Sciences Career Fair is set for Feb. 7 from 4 - 6 p.m. As in the past, participating companies are given a table to set up information, which provides students and alumni an opportunity to stop by and chat about potential jobs or positions within your company. If your company would like to participate, contact [Holly Templeton](#) with the names of the representatives from your company who will attend, the type of positions you are recruiting for (i.e. summer jobs vs. permanent positions, or if they may be R & D, QA, regulatory, manufacturing, etc.). The fee to participate is \$95, which helps defray food and other costs during the event. Any additional funds collected as part of the career fair will serve as fundraising efforts for the Food and Fermentation Science Club.

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

JANUARY 31
ROUND TABLE WITH US

MARCH 19 - 21
PROWEIN

DEPARTMENT OF LABOR
Linfield College in McMinnville

FEBRUARY 6
OREGON WINE SEMINAR AND
TRADE TASTING
Seoul, Korea

FEBRUARY 7
WILLAMETTE VALLEY WINERIES
ASSOCIATION ANNUAL
MEMBERSHIP MEETING
Chehalem Cultural Center in Newberg

FEBRUARY 8
OREGON WINE SEMINAR AND
TRADE TASTING
Tokyo, Japan

FEBRUARY 9
OREGON WINE SEMINAR AND
TRADE TASTING
Osaka, Japan

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 13
LONDON SELF-POUR
London, England

Dusseldorf, Germany

MARCH 31 - APRIL 1
SECOND ANNUAL WILLAMETTE:
THE PINOT NOIR BARREL AUCTION
The Allison Inn & Spa in Newberg

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

MARCH 15
GO WEST TASTING
Stockholm, Sweden

*Thank you to our
2017 Oregon Wine Symposium Sponsors*



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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