LETTER FROM YOUR RESEARCH COMMITTEE CHAIRMAN

Dear friends,

Greetings from the Oregon Wine Board’s treasurer and research committee chair. We just finished our busiest time of the year, after researchers from across the country responded to the OWB’s request by submitting a total of 18 proposals. The research committee, representing all areas of the state and all areas of responsibility in the industry, did a magnificent job of reviewing the presentations. We had an average of nine reviews for each proposal. On the review panel, we have trained scientists like David Beck, long term Oregon industry members like Ted Casteel and Allen Holstein, winemakers such as Anna Matzinger and Gina Hennen and even people who are both winemakers and vineyard managers like Herb Quady.

The time frame for reviewing proposals was very tight as we didn't receive them until the end of January, and we met to decide on Feb. 21. This is timeline is fairly standard year after year. However, everybody came through and not only scored the proposals but added comments that helped us all in the committee meeting to understand the reasoning behind the reviews.
Our annual review process is extensive. In preparation for our committee meeting, Jeanne Beck assembles all the data and presents it in an easily digestible spreadsheet. Some proposals distinguish themselves, but many are grouped with similar scores. As we sit in the meeting, we discuss each proposal and its strengths and weaknesses. We assess its relevance to our Oregon industry needs and its compatibility with the Board-approved criteria in the formal request for applications, which was itself the product of vigorous discussion among scientists and industry members. Everybody gets a chance to weigh in with their impressions and opinions. We ponder carefully the decisions on which proposals to fund. We know that the money we are devoting to these projects is the hard earned tax money contributed by the industry and everybody takes seriously the responsibility to spend it wisely.

For 2016-17, we were able to fund some very critical topics: Red blotch virus vectors, brettanomyces mechanisms, spray timing for mildew and mold at flowering, nitrogen component in must, crop load dynamics in Pinot noir, auxin response factor and fruit quality, cold soak factors and stressed vine off flavors. The Committee felt very good about the projects we were able to fund and the OWB increased the budget allocation another 11% from the current level due to the critical nature of the red blotch threat to our vineyards’ health.

We are always interested in adding critical thinkers to the OWB’s research committee. You must be willing to spend numerous hours in February every year reviewing proposals, but the reward is knowing you have an important role to play in this critically important function of our industry. Please contact me, David Beck or Tom Danowski at the OWB anytime to learn more.

Cheers,

John Pratt
Research Committee Chairman
OWB Treasurer
Owner, Celestina Vineyard
MARKETING
Tools, Tips and Strategies for Making the Most of Oregon Wine Month

There are five weeks left until Oregon Wine Month starts! The Oregon Wine Month Toolkit on the industry website has been updated and is full of information, assets and ideas that will help your business get ready for Oregon Wine Month this May. Find information and sell sheets to use with your distributors and accounts, point of sale available to print and graphics to use in your digital marketing channels, in addition to a link to submit your events to the consumer events calendar. A list of ideas for getting involved at your tasting room or in other sales channels can be downloaded here, and if you missed last week’s webinar, you can view it here under Education Tools. Your participation will help make this the best Oregon Wine Month yet!

Submit Your Events for Oregon Wine Month – May 2016

Oregon Wine Month is coming in May and now is the time to take advantage of the Oregon Wine Board’s robust marketing campaign to promote this 31-day, statewide celebration. All businesses – wineries, hotels, bars, restaurants or attractions – are encouraged to create Oregon wine-themed events and submit them here so that the OWB and Travel Oregon can promote them. The Oregon Wine Month Toolkit features downloadable point of sale and marketing materials to help you promote your events. Businesses are encouraged to post happenings on social media using #oregonwinemonth.

OWB Announces OpenTable Partnership for Oregon Wine Month

OWB is excited to announce a new partnership with leading restaurant reservations company OpenTable to promote on-premise events during Oregon Wine Month. All restaurants committing to a month-long promotion of Oregon wine during May will be promoted through dedicated marketing activity in OWB’s digital channels, while all OpenTable restaurants will receive additional exposure on OpenTable’s new Oregon Wine Month promotional page and through OpenTable’s consumer newsletter. Finally, OWB is offering participating Oregon Wine A-List restaurants an added server incentive to increase exposure of Oregon wine at these accounts. To learn more and find out how to get involved with this exciting new aspect of Oregon Wine Month, read this post on the OWB blog. A sell sheet to use with your distributors and accounts can be downloaded here.

EDUCATION
Symposium Presentation Slide Shows Now Available

The 2016 Symposium page on the industry website has been updated and now includes access to the slide shows presented during the 2016 Oregon Wine Symposium. Video and audio recordings of the sessions are still to come and will be uploaded to this same location.
so check for those soon!

**View the Recent Oregon Wine Month Webinar and Slide Show**

In case you were not able to participate in the [2016 Oregon Wine Month webinar](http://example.com) presented on Mar. 24, you can view the recorded presentation and slide show on the [Education Resources page](http://example.com) on the industry website. This presentation provides a comprehensive overview of all of the tools, resources and incentive programs available to help you engage with Oregon Wine Month. The presentation also provides clear and actionable strategies and examples for you to utilize in your business.

**OWRI 2016 Vineyard Scouting Workshop**

Join OWRI on May 4 from 8:30 a.m. - 3:30 p.m. at Seven Hills Vineyard in Milton-Freewater for a full-day, hands-on workshop focused on various components of disease, insects, pests and sprayer calibration. Four modules are designed to give you practical information to help hone your vineyard scouting skills and increase your knowledge of plant health and protection from economically important and emerging pests. The modules will include new and regionally important information based on findings from WSU, USDA-ARS and OWRI researchers.

A boxed lunch, handouts, printed publications and scouting tools (magnifying loupe and mini-microscope) will be provided. Pre-registration before Apr. 27 is required and no late or on-site registration will be allowed! For more information, [click here](http://example.com).

**Registration Now Open for Viticulture Workshop with Dr. Richard Smart**

[Register now](http://example.com) for a viticulture workshop with Dr. Richard Smart on May 10 from 10 a.m. - 3:30 p.m. at Linfield College. The morning session will cover what is new with canopy management and methods on limiting trunk disease in your vineyard. After lunch at Linfield, attendees will travel to a nearby vineyard for a practical demonstration on low cost methods to solving trunk disease damage. Registration is $20 and free for OWA members due to a generous sponsorship provided by Advanced Vineyard Solutions. The registration code was sent out to OWA members in the Mar. 24 OWA member bulletin. Space is limited to the first 50 registrants, so make sure to sign up early! For questions, contact Carrie Hardison.

If you are unable to attend the workshop, consider participating in the evening presentation where Dr. Smart will be a guest speaker for the Wine Lecture Series at Linfield College on May 10 at 8 p.m. in Jonasson Hall. Dr. Smart will speak about what he has learned in the wine industry during the past 50 years. This event is free and open to the public. No registration is required.
**Linfield to offer new Wine Immersion Program**

Linfield College will launch a wine industry immersion program this summer, adding another component to its wine education offerings. This program is open to Linfield students interested in exploring the wine industry, as well as students from other colleges and universities and members of the general public. The eight-week program, beginning Jun. 14, will be based on a series of field trips to local vineyards and wineries. In addition to meeting with key wine industry experts, the visits will include hands-on experiences in the various aspects of grape growing, winemaking, marketing, sales and hospitality. Participants completing this program will get a behind the scenes understanding of what it takes to be successful in this dynamic and growing industry. For more information on this program or to register, [click here](#).

**Farm Labor Contractor Agricultural Labor Laws Forum**

Are you a farm or forest labor contractor, or interested in becoming one in Oregon? Do you have employees who furnish, recruit, employ, solicit, hire or transport migrant or seasonal farm/forestry workers? Do you provide or control housing for migrant workers? Do you want to learn more about the various state and federal labor and safety requirements involving the employment of migrant and seasonal farm and forestry workers? If you answered “yes” to any of the above questions, then this FREE training from the Department of Labor will benefit you. Wage, hour, safety in transportation and housing and field sanitation information will be included and provided by various federal and state agencies. In addition, there will be onsite federal contractor licensing registration if you bring your fingerprint cards. The training event will take place on Mar. 30 from 8 - 11:30 a.m. at Chemeketa Community College, Woodburn Campus. Seating is limited so register by contacting [Marine Vonn](#) or call 503.378.4889.

**Winery Practices Enrichment Courses at Linfield College**

Linfield College will offer the Successful Winery Practices enrichment program this spring, geared toward working professionals or for personal enjoyment. This series of workshops will focus on three of the key components necessary to run a successful wine business. Learn the basics of how to create and communicate your unique brand story, how to use your wine club to increase your direct to consumer revenue, and gain a basic understanding of how to track and interpret the key financial indicators that are crucial to making sound financial decisions to develop a profitable and sustainable business model. All classes will be held on Tuesday evenings. For more information on this series, [click here](#).

**Sparkling Wine Symposium and Tutored Tasting**

Join the Oregon Wine Research Institute at Ponzi Vineyards on Apr. 14 for an all day
sparkling wine symposium led by experts from Oregon, California and Champagne, France. This symposium is designed for wine industry members seeking a comprehensive understanding of sparkling wine by covering the theories and economics behind sparkling wine production and guiding participants through two wine tastings. By working through several sparkling examples, participants will review the climate, soils, sub-regions and winemaking process of sparkling wine in an interactive format. Come prepared to sip, savor and discuss the factors that make sparkling wine unique and distinctive. The deadline to register is Apr. 1. For more information, contact Danielle Gabriel.

Access OWB Webinar Tools
The Oregon Wine Board has started offering webinars on a variety of topics. These webinars provide rich content and a variety of helpful tools that are now available to everyone via the OWB industry website even if you were not able to participate in the webinar when it took place. In the Education section, under Education Resources you will find a variety of helpful tools available for your use. Expand the Education Tools bar to reveal access to recordings of both webinars as well as supplemental materials used during each presentation. The OWB will continue to conduct webinars on a variety of topics throughout the year. For questions or suggestions on future content, contact Carrie Hardison.

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
2016 Pest Management Guide for Wine Grapes Now Available
The 2016 Pest Management for Wine Grapes in Oregon report is now available. This publication is updated annually by extension experts and reviews the growth stages of grapes. For each growth stage (or group of growth stages), the document lists the more effective pesticides used to control insects, weeds and disease, their rates and application timing for Oregon grape growers. It also covers the effectiveness of various fungicides for control of grape diseases; strategies for controlling powdery mildew, botrytis bunch rot and spider mites; methods of controlling vertebrate pests and weeds in vineyards; and resources for organic growers. It also includes a vineyard airblast sprayer calibration worksheet.
This and other OSU Extension Publications are available for download on the Oregon Wine Research Institute (OWRI) website under "Extension." OWRI hopes you continue to find these publications helpful in your viticulture operations!

**Research Update - Chiral Terpenes: Why Does That Wine Smell So Good?**

The scents of aromatic white wines like Riesling, Gewurztraminer, Pinot gris and others seem to leap out of the glass into your nose. Winemakers often seek full expression of these attractive aromatic qualities in white wines and approximately 550 volatile compounds have been identified in grapes and wine with many contributing to the aromatic qualities in wine. Terpene compounds are among the most expressive of the aromas that include floral, rose-like, coriander, camphorous, green and herbaceous. Dr. Elizabeth Tomasino is a sensory scientist in the OSU Food Science and Technology department and at the Oregon Wine Research Institute. An Oregon Wine Board-funded project has taken her around the world in search of chiral terpene compounds in aromatic white wines.

[Click here to read Dr. Tomasino's full update.](#)

---

**CALLS FOR WINE**

**Submit Wines for Honest Cooking Spring Wine Articles**

Honest Cooking is working on two articles for summer. These articles will be shared on the Honest Cooking’s website, social media platforms and newsletters. The two articles are as follows: Summer Rosés and Summer Whites. Both articles will feature great wines that fit into these different categories:

- For the perfect welcome
- For the picnic
- For the BBQ party
- For the seafood dinner
- Just because

If you are interested in submitting wines for either article, send samples along with product descriptions and pricing to the following address by Apr. 23:

Honest Cooking Media  
Kalle Bergman  
2000 Main St. Suite #352  
Santa Monica, CA 90405
OTHER

Come Share Your Winery’s Story with the Oregon Wine Board!
The staff at OWB are always striving to know the wineries and vineyards they represent. Wineries are invited to come to OWB’s office to conduct a tasting and educate the staff about their wines and brand story at 3:30 p.m. on Fridays. This is also a great opportunity for you to give feedback about support you need or ask questions you might have for us. One hour appointments at 3:30 p.m. are being scheduled for the first and third Friday of each month. If you’re interested, contact Carrie Hardison for more information or to schedule a time to share your wine and story.

Attend the LIVE Annual Meeting
The 2016 LIVE Annual Meeting will be held on May 5 from 9 a.m. - 3:30 p.m. at the Salem Convention Center. The meeting is open to anyone who would like to attend. This year’s keynote speaker, renowned researcher Dr. Jack Gilbert from the University of Chicago, will speak about the importance of the microbiome in agriculture. The meeting will also include a panel discussion on conservation projects in practice, a celebratory luncheon with awards and an annual meeting of the membership. For questions, contact LIVE or click here to register.

Items for Sale on New Industry Marketplace
Every day new items are being listed on the Industry Marketplace. Located on the Oregon Wine Industry website, the Marketplace replaced the Grape Matching Service. Based on industry feedback, the Marketplace has been expanded to include listings for bulk wine, equipment and job opportunities. If you have items for sale:

- Complete the short form
- Include the seller information so that readers know how to contact you if they are interested in your listing
- All listings will be up on the site for 30 days. However, if you have not found a buyer when your listing is removed, you can repost it for an additional 30 days

For questions, contact Michelle Kaufmann.

UPCOMING EVENTS

MARCH 29
GRAPE DAY
OSU LaSells Stewart Center in

APRIL 27 - 28
OWA WASHINGTON D.C.
ADVOCACY TRIP AND
Corvallis

APRIL 2
WILLAMETTE: THE PINOT NOIR BARREL AUCTION
The Allison Inn & Spa in Newberg

APRIL 4 - 6
WOMEN OF THE VINE GLOBAL SYMPOSIUM
The Meritage Resort and Spa in Napa

APRIL 14
OWRI SPARKLING WINE SYMPOSIUM
Ponzi Vineyards in Sherwood

APRIL 17 - 18
REVEAL WALLA WALLA VALLEY WINES
Various locations in Walla Walla

APRIL 24 - 26
OREGON GOVERNOR’S CONFERENCE ON TOURISM
Wildhorse Resort & Casino in Pendleton

CONGRESSIONAL WINE TASTING
Capitol Hill in Washington D.C.

May 1 - 30
OREGON WINE MONTH
Throughout Oregon

JUNE 25 - 28
OREGON PINOT CAMP
Throughout the Willamette Valley

JULY 10 - 14
INTERNATIONAL TERROIR CONGRESS
Linfield College in McMinnville

JULY 29 - 31
IPNC
Linfield College in McMinnville

AUGUST 22 - 28
OREGON WINE EXPERIENCE
In Jacksonville

Thank you to our
2016 Oregon Wine Symposium Sponsors

Wines & Vines  Wine Business Monthly  amcor  Pihl Excavating

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.