



***News for May 19, 2016***

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## **LETTER FROM TOM DANOWSKI**

Dear friends,

It has been a busy few months for OWB international activities and we are heading into a busier summer. As you know, Oregon's export volume is surging with international sales up more than 50% according to the most recent Oregon wine industry vineyard and winery report.

Included in this newsletter are a recap of recent activities and details about upcoming ones. As always if you have any questions about the items below, please do not hesitate to contact [Margaret Bray](#), [Marie Chambers](#) or [me](#) at the Oregon Wine Board.

Cheers,

Tom Danowski  
President

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## **GENERAL UPDATES**

### **Export Advisory Committee Meeting and 2016 – 17 Schedule of Events**

On Apr. 21, the Oregon Wine Board Export Advisory Committee met in Salem to discuss export strategy and the schedule of events for the 2016 – 17 fiscal year. Attached are the [schedule](#) and [meeting notes](#).

### **Call for International Success Stories**

As always, OWB is in need of your international success stories. Showing the USDA that we are using our MAP funds intelligently and that our schedule is resulting in international sales representation for Oregon wineries is essential for us to continue to get funded at the same level every year. If you have participated in any OWB-sponsored international activities including inbound tours that have resulted in securing representation and sales abroad, please send the details to [Margaret Bray](#).

### **OWA Washington DC Meetings**

A delegation of Oregon Winegrowers Association members visited Washington, D.C. Apr. 27-28 for lobbying appointments and the "Taste the Wines of Oregon" reception on Capitol Hill.

The group met with Oregon's Congressional delegation including Senators Wyden and Merkley, as well as Representatives Blumenauer, Bonamici, DeFazio, Schrader and Walden. In addition, meetings were held with Jonathan Cordone, USDA Deputy Undersecretary of Farm and Foreign Agricultural Services to discuss Oregon wine exports, and Janet Scalese, Director of TTB's Advertising, Labeling and Formulation Division.

The OWA shared economic impact information and trends in the Oregon wine industry and weighed in on a wide range of issues including international trade. Since Canada is the top destination for Oregon wine exports, the OWA registered concern about trade barriers in British Columbia. Grocery stores in British Columbia were authorized to sell exclusively B.C. wines as of Apr. 1, 2015, and limitations persist restricting the amount of U.S. wine a B.C. resident can bring home after visiting Oregon wine regions. The OWA and our colleagues in Washington State believe these policies and restrictions should be withdrawn or modified to allow for a more equitable wine trade relationship between our two countries. Please contact [Tom Danowski](#) or [Marie Chambers](#) if you have any questions about these items.

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## **INBOUND TOURS**

### **Oregon Pinot Camp Tour**

Once again the OWB will be bringing a group of key trade from various countries to attend Oregon Pinot Camp. They will also participate in a two-day tour of Oregon leading up to the event so that they will experience other regions of the state. This year OWB is hosting the largest group ever, from many sectors of the wine trade, including retailers, importers, educators and sommeliers. The guests represent eight different markets: Canada, Japan, Korea, Hong Kong, Denmark, Sweden, Australia and the U.K. These inbound trips to Oregon are an invaluable piece of export program. Through direct immersion into the Oregon wine community, this program creates lifelong international ambassadors for Oregon wine. Please [click here](#) to see their bios.

### **Japanese Harvest Tour**

OWB will host a group of Japanese trade Aug. 17-20. This group includes Japanese trade and media who have successfully represented Oregon wine in their markets. If you are interested in having this group to your winery, please contact [Margaret Bray](#).

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## **EUROPE**

### **Go West and ProWein Tour**

This year's Europe tour included tastings in Hamburg, Germany; Copenhagen, Denmark; London, England; Stockholm, Sweden; and finally ProWein in Dusseldorf, Germany. It was a tough schedule with many back-to-back tastings but a successful trip overall. To read more about the trip, [click here](#).

Planning for the 2017 Europe tour is in the works and will most likely include tastings in London on Mar. 13 with Washington and in Stockholm on Mar. 15 with California and Washington. The export committee has decided to shift participation in Copenhagen and Stockholm events to a biennial cycle (e.g. Stockholm in 2017 and Copenhagen in 2018). ProWein is scheduled for Mar. 19-21 in Dusseldorf.

The schedule has been crafted to leave more time for attending wineries to work the markets in between events. The overall schedule is still tentative. If you have any questions or are interested in participating, please contact [Margaret Bray](#).

### **OWB International Representatives in United Kingdom**

The OWB has a great resource available to support Oregon wineries in the United Kingdom, Hilltop Wines. Mike Coveney and Kate Sweet have worked with OWB and lots Oregon wineries in this market for many years. They are available to support in-market activities for wineries that already export to the U.K., as well as those looking for representation or answers to general questions about entering the market. For questions, contact [Mike Coveney](#).

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## ASIA

### 2017 Asia Tour

OWB will once again be hosting trade tastings in Tokyo, Osaka and Seoul in January 2017. The tastings in Japan will be importer focused but will have space available for wineries looking for representation. Seoul will be an American food and wine tasting, which will include other American agricultural associations and technical seminars. In addition, there will be an event in Mainland China, most likely Shanghai. If you are interested in participating in any of these events please contact [Margaret Bray](#).

### OWB International Representatives in Japan

After three years of excellent work on behalf of Oregon and Washington in Japan, Akemi Harima has decided to step down to focus on her primary import business. With Akemi's support, the OWB is happy to announce that Todd Stevens will take over as the in-market event contractor. Todd is currently organizing the annual Wine Fair and associated trade tastings in Tokyo and Osaka. You will have the opportunity to meet Todd when he visits Oregon in August during the Harvest Tour. Todd has a solid background in the beverage industry and worked in the Northwest as a sommelier and wine importer before moving to Japan.

### Important Information about Exporting to Korea

Registration is now required for wineries exporting to Korea.

The U.S. government recommends that U.S. wineries register no later than **Jul. 19**, with the final deadline of Jul. 25. The U.S. winery may register, or Korean importers may register on behalf of a winery, with previous permission from that winery. After Aug. 3, South Korea will not accept imports that come from facilities that have not been registered. You can find information on how to register in the pdf entitled [GAIN Special Act](#) and access the [registration website](#). For questions, contact [Marie Chambers](#).



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