

A photograph of a vineyard at sunset. The sun is low on the horizon, creating a warm, golden glow that filters through the trees in the background. The foreground shows rows of grapevines with green leaves, some supported by wooden stakes. The overall mood is peaceful and scenic.

oregon wine BOARD

Annual Report

2024-2025

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A Letter from the Executive Director.

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Dear Oregon Wine Colleagues,

Over the past year our wine community has experienced times of great reward alongside times of significant challenge. True to Oregon wine is the resilience that has been part of our industry for decades - one of persistence, determination and grit. Despite the headwinds, we shows up and make meaningful progress.

We are proud to highlight several of your notable accomplishments:

- A substantial increase in earned media coverage across both national and international markets (see “Top Media Highlights” for more).
- Oregon earned the top spot on Wine Enthusiast’s Top 100 Wines of 2024, with four Oregon sparkling wines recognized.
- The inaugural Method Oregon Grand Tasting in Dundee Hills, showcasing the state’s leadership in traditional method sparkling wine.
- A standout 2022 vintage, overcoming early season frost, with 24 Pinot Noirs scoring 96+ and a near-perfect Chardonnay.
- Four wines ranked in Wine Spectator’s Top 100, including a #6 placement.

OWB has also made some significant accomplishments in FY2024–25, which include:

- The release of the first Oregon Wine film, *We Are Oregon Wine*, aligned with Oregon Wine Month 2025, celebrating the people, places, and passion behind our industry.
- A strategic shift to integrated digital and print marketing, resulting in a 338% increase in impressions through cohesive seasonal campaigns.
- Oregon Wine Symposium 2025, which welcomed 1,212 attendees and delivered programming across viticulture, enology, business, and DTC marketing, including a keynote on U.S. trade policy impacts.
- Funding seven research projects totaling \$386,751 to advance viticulture and enology practices, as recommended by the OWB Research Committee.
- The launch of the OWB 2025–2030 strategic planning process, which will continue into the next fiscal year.

We remain committed to supporting you and your business. Thank you for your engagement and insight over the past several months — your input is being heard and is shaping our path forward.

Together, we will navigate these challenges, celebrate our wines, and emerge stronger.

Sincerely,



Gina E. Bianco | Executive Director

About Oregon Wine Board.

This Annual Report is designed to provide an overview of our work and accomplishments over the fiscal year July 1, 2024 to June 30, 2025.

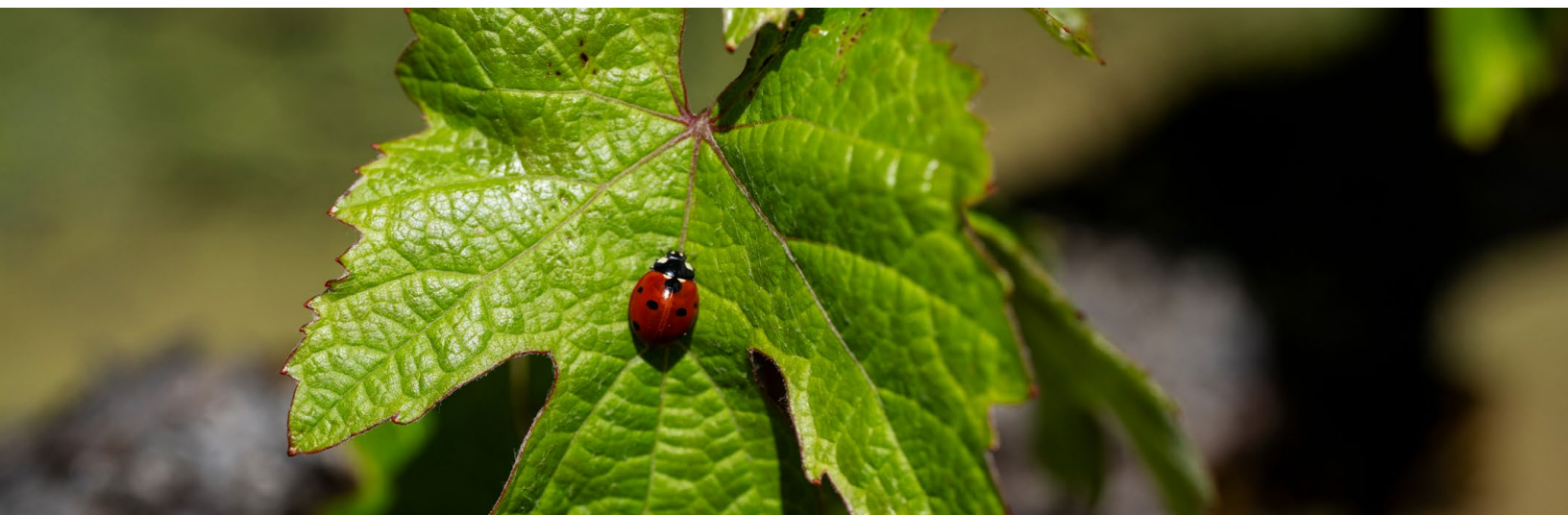
The Oregon Wine Board (OWB) is a semi-independent state agency established in Oregon statute to provide marketing, research, and education initiatives that support and advance Oregon's sustainable wine grape growing and winemaking industry statewide. As defined in the 2020–2025 Strategic Plan, the OWB's vision, equity commitment and strategic priorities are as follows:

OUR VISION

The Oregon Wine Board firmly believes that a rising tide lifts all boats. In its unique statewide position, the Oregon Wine Board is a critical partner to the Oregon wine industry, working to raise the tide by cultivating an environment in which our grapes and wines are coveted, winegrowers and producers are well-equipped to compete, all people are treated with equal respect, and all are buoyed by our industry's collective success.

OUR COMMITMENT TO EQUITY

During the 2024 calendar year, the OWB Board of Directors and staff completed equity training that provided participants with key tools and insights that have informed our work – fostering opportunities for greater collaboration within the industry. Together we strive to create a more supportive and welcoming Oregon wine community.



STRATEGIC PRIORITIES



ENHANCE THE REPUTATION OF OREGON WINE

Define, protect, and promote the reputation of Oregon Wine globally.

- Establish a well-defined Oregon Wine brand with focused messages, attributes, and brand guidelines
- Promote statewide alignment to amplify and ensure consistency of brand message to external audiences
- Increase global awareness of the quality and breadth of the Oregon wine category
- Fuel research that sustains and advances wine and grape quality



DELIVER KNOWLEDGE & INSIGHTS

Advance collective intelligence in support of growing, making, and selling quality wines.

- Commission and curate technical, business, and market research to advance industry practices
- Be the experts on the Oregon wine industry in support of telling its stories and communicating its impact
- Make data and insights easily accessible to industry members at all times
- Leverage funding and maximize knowledge-sharing through partnerships in research and education



PROVIDE LEADERSHIP & PARTNERSHIP

Harness statewide strength to unite and empower the Oregon wine industry.

- Prioritize activities that will have greatest impact on the advancement of the statewide industry
- Establish development opportunities for regional associations appropriate to their life stage needs and in service to the advancement of Brand Oregon
- Institutionalize venues for cooperation and input-gathering among regions and other industry groups

Enhance the Reputation of Oregon Wine.

Define, protect, elevate, and promote the reputation of Oregon wine and grapes domestically and globally.

Marketing and Communications.

CONSUMER MARKETING

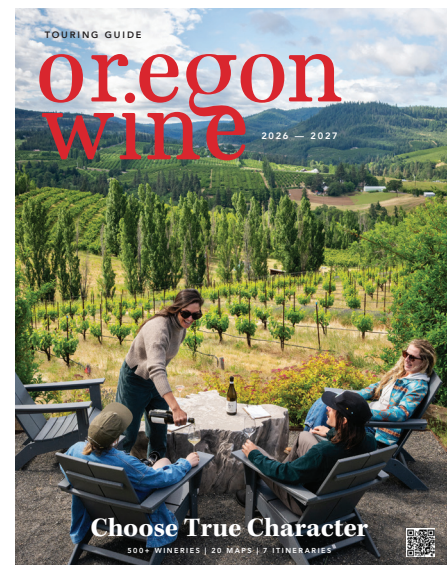
FY2024–25 marked a pivotal year for Oregon Wine marketing, defined by the establishment of a more cohesive, integrated strategy and the launch of high-impact creative and seasonal campaigns. OWB prioritized scalable awareness, stronger consumer engagement, and clearer alignment across paid media, owned channels, and trade activations.

Two major initiatives anchored this shift: the launch of the “Give Oregon Wine” holiday campaign, which created a centralized digital destination for winery promotions and gift discovery, and the debut of the Oregon Wine Film series, a cinematic storytelling platform showcasing Oregon’s six wine regions. These cornerstone assets expanded Oregon Wine’s creative toolkit and provided versatile content for consumer marketing, trade outreach, and partner use.

Together with expanded digital advertising, strengthened Oregon Wine Month activations, and continued investment in owned media channels, these efforts advanced Oregon’s visibility, modernized the marketing approach, and built a stronger foundation for future growth.

Oregon Wine Touring Guide

The sixth edition of the Oregon Wine Touring Guide (2023–24) and its identical digital flipbook continued to be one of the OWB’s most visible tourism assets. The guide is designed to educate wine consumers, inspire travelers and locals, and facilitate travel to Oregon’s varied wine regions. Momentum was



sustained through targeted digital advertising, driving consumers into OWB’s broader ecosystem of email and social media communications.

Planning for the 2026–2027 Oregon Wine Touring Guide began in January 2025. OWB again partnered with MediAmerica to produce an updated edition with an increased emphasis on the natural beauty, outdoor adventure, and sense of place that define Oregon wine. Publication is scheduled for September 2025.

Inventory of the 2023–2024 guide was fully depleted by June 2025, with 70,000 copies (100%) distributed to wineries and consumers.

Oregon Wine Flies Free

The Oregon Wine Flies Free program is a partnership between Alaska Airlines, OWB, and Travel Oregon. This program encourages Alaska Airlines Mileage Plan members to visit tasting rooms and buy wines by allowing them to check up to one case of wine for free when departing Oregon, Washington, Idaho or California. Travelers also receive a complimentary tasting at any participating winery. This partnership has been running continuously since 2013, with OWB and Travel Oregon continuing to promote the program, which achieved 700,000 impressions in the 2025 Portland Visitor Guide.



Digital and Print Advertising

For FY24-25, OWB invested in larger digital and print campaigns.

Google paid digital advertising significantly expanded reach year over year, delivering 390,000 impressions, up from 89,500 impressions the prior year. This increase reflects a strategic emphasis on scale and awareness to reach a broader pool of potential Oregon wine travelers.

While the click-through rate (CTR) decreased to 2.5% compared to 9.5% in the previous year, performance remained strong within industry benchmarks for awareness-focused campaigns, supported by a cost per click of \$0.90. The shift in CTR is consistent with increased reach and broader audience targeting, which indicates efficient traffic generation at scale.

For the holiday season, OWB launched the “Give Oregon Wine” campaign, designed to drive consumer discovery and holiday purchasing. At the core of the campaign was a centralized online registry featuring winery holiday promotions, creating a single destination for Oregon wine gift ideas. Paid and organic calls-to-action directed consumers to a dedicated landing page on the consumer website, where they could explore holiday offerings and connect directly with participating wineries. The campaign was amplified through OWB’s owned social channels and in partnership with Travel Oregon’s social media platforms.

Consumer Newsletter

In FY24–25, the Oregon Wine consumer newsletter remained a key direct-to-consumer channel. The newsletter drove traffic to OregonWine.org, supported seasonal campaigns, and helped deepen consumer awareness and affinity for Oregon wineries statewide.

Ten newsletter editions were distributed to 50,000 subscribers, sharing seasonal storytelling, educational content, and winery features aligned with campaign priorities.

The program delivered strong engagement, achieving a 43.2% average open rate and a 4.5% click-through rate, exceeding industry benchmarks. These results reflect the strength of our content strategy and the continued interest in Oregon Wine.

Consumer Newsletter Key Metrics 2024-2025

CLICK RATE

4.5%

68.2% ↑

OPEN RATE

43.2%

64.7% ↑

DELIVERIES

500K

UNSUBSCRIBE
RATE

0.43%

3.1% ↓

Consumer Website

OWB continuously performs search engine optimization (SEO) as well as content and functionality updates to its consumer website OregonWine.org. Combined with advertisements consistently driving website traffic and user engagement, OWB has seen the following results:

- Users reached 121,000
- Page views totaled 350,000

OREGONWINE.ORG

Website Traffic Overview 2024-2025

KEY METRICS, USER ENGAGEMENT, AND TOP TRAFFIC SOURCES:

ACTIVE USERS

121K

NEW USERS

91K

AVERAGE ENGAGEMENT TIME

1m 22s

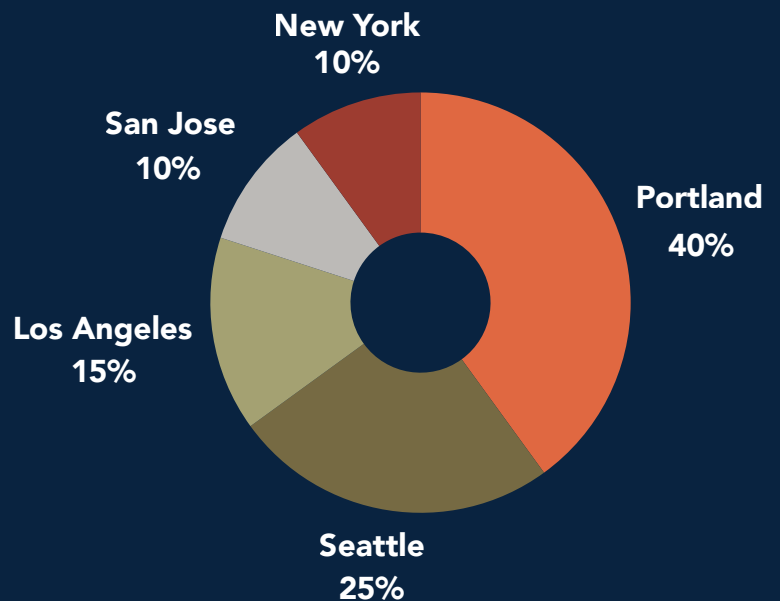
EVENT COUNT

1.7M

PAGEVIEWS

350K

TOP 5 USER LOCATIONS



Oregon Wine Month

In May 2025, the Oregon Wine Board executed its largest and most strategic multi-channel Oregon Wine Month (OWM) campaign to date, designed to elevate awareness of Oregon wines, drive consumer engagement, and support partner activations across destinations, retail, and hospitality. The strategy centered on broad visibility, high-impact partnerships, regional activations, and compelling storytelling to connect new and existing audiences with the world-class wines and experiences Oregon offers.

OUR OREGON WINE MONTH CAMPAIGN OBJECTIVES:

- Amplify awareness of Oregon wine and position May as the kickoff to wine country season.
- Inspire visitation and drive winery exploration across Oregon’s six major regions.
- Encourage consumer trial, purchasing, and sharing Oregon wine experiences.
- Support industry partners with a suite of assets and activation tools for retail, hospitality, and tasting rooms.

To achieve these goals, OWB deployed a multi-channel strategy that included paid media partnerships, experiential placements, social media activations (including the #OregonWineAdventure campaign), sweepstakes and digital promos, strategic content collaborations, and robust support for trade and retail partners with point of sale (POS) and toolkit resources.

CAMPAIGN HIGHLIGHTS

- Integrated Media Buys & Partnerships: The campaign featured high-visibility placements including airport wall wraps and digital kiosks, *Wine Spectator* ads, VinePair content and promotions, radio and broadcast spots, and sponsored content with regional media outlets.
- Collaborations: Strategic collaboration with Travel Oregon amplified reach and performance, delivering a notable increase in click-through rates compared to the prior year. A partnership with Tillamook Creamery resulted in a consumer activation at the Tillamook Graze & Sip event featuring eight Oregon wineries. OWB also sponsored Winebow’s Wonder Sessions in the Midwest, providing Oregon wine training and education to their sales team.



- Trade Marketing: OWM was promoted in trade accounts across the U.S. OWB supported several chain programs including:
 - o Wine.com postcard mailers sent to 50,000 wine-buying households.
 - o Costco Midwest OWM displays with custom in-store posters.
 - o Gary's Wine featuring OWM displays and digital promotions in 3 stores.
 - o Harris Teeter promotion with the Oregon Wine Film playing in 156 stores.
 - o Safeway / Albertsons dedicated Oregon wine sales tip sheets and in-store audio ads in all Oregon locations.
- Digital & Social Engagement: The social media campaign celebrated Oregon wine culture, highlighted consumer contributions, and grew community participation online.

This campaign successfully advanced Oregon Wine's visibility, supported industry partners with actionable engagement tools, and reinforced Oregon's reputation as a must-visit wine destination. The results demonstrated strong consumer interest and provided a foundation for future seasonal and annual marketing initiatives.

Results & Impact

The 2025 Oregon Wine Month campaign delivered significant visibility and engagement:

- 16.5 million paid impressions across media partnerships.
- 183 million total media reach during May.
- 90 earned media mentions enhancing earned exposure.
- 11,000+ entries in the Oregon Wine Month Sweepstakes.
- 2,000+ new social followers resulting from campaign engagement.
- Participation from 250+ wineries and associations across activations.
- A 1700% increase in impressions year-over-year, underscoring the expanded scale and effectiveness of the 2025 program.

Social Media

FY24–25 was a rebuilding year for Oregon Wine Board’s social media program. During the first half of the fiscal year, the agency contracted to support OWB’s social media campaign ceased to operate without warning, leaving OWB temporarily without access to several platforms and paused regular posting while staff worked to regain control, restore security, and reestablish administrative documentation.

In January 2025, OWB engaged a new social media contractor to provide social media marketing support. Initial efforts focused on securing accounts, organizing digital assets, clearing outstanding messages, and relaunching consistent posting across Instagram, Facebook, and LinkedIn.

Beginning in February, OWB restored regular activity and strengthened engagement through coordinated content, partner tagging, collaborative posts, and expanded use of Stories. Posting cadence became consistent, community management improved, and content was aligned across platforms while tailored to each audience.

April marked the strongest month of the fiscal year, reflecting triple-digit percentage growth in key engagement metrics on Instagram and Facebook following the establishment of a consistent posting cadence and strategic partner amplification.

By the end of the fiscal year, full account access was restored, strong documentation and security practices were in place, and a stable, measurable, and growth-oriented social media program was rebuilt. The organization entered FY2025–26 with improved operational controls, renewed audience engagement, and clear performance momentum across digital channels.

Results (Second Half of FY24–25)

Following the January relaunch, performance improved steadily across all channels:

- Instagram (April 2025): 55.1K views, 20.3K reach, 2.4K interactions, and 563 new followers.
- Facebook (April 2025): 20.2K views, 6.4K reach, 358 interactions, and 181 new followers.
- LinkedIn (April 2025): 8.7K impressions, 291 page visits, 50 new followers, and a 10.6% engagement rate.

Oregon Wine Film

OWB contracted with Six-Eight Films to produce a film series for Oregon Wine. The *Oregon Wine Film* is a visually stunning, cinematic video project that takes viewers on a journey through Oregon's six major wine regions, highlighting each region's unique terroir, climate, winemaking traditions, and the people who make Oregon's wine story exceptional.

The series includes a full-length statewide film and individual regional films for the Columbia Gorge, Portland, Rogue Valley, Umpqua Valley, Walla Walla Valley, and Willamette Valley. Each film is available in both long-format and 30-second edits, ensuring flexibility for a wide range of uses.

Since its release, the Oregon Wine Film has been integrated across OWB's marketing ecosystem:

- Shared widely across social media platforms to engage consumers and build awareness of Oregon wine's diversity and beauty.
- Featured in paid media buys and digital placements, including airport kiosks and targeted video advertising during Oregon Wine Month and other campaigns.
- Used in trade activations, industry events, and partner presentations to elevate Oregon's profile with buyers, media, and influencers.

All films are freely available on the [OWB website](#) and [YouTube channel](#) and can be downloaded from the [OWB Media Library](#) for use by wineries, regional associations, tourism partners, and other stakeholders, further amplifying Oregon wine's story across channels and audiences.



MEDIA RELATIONS

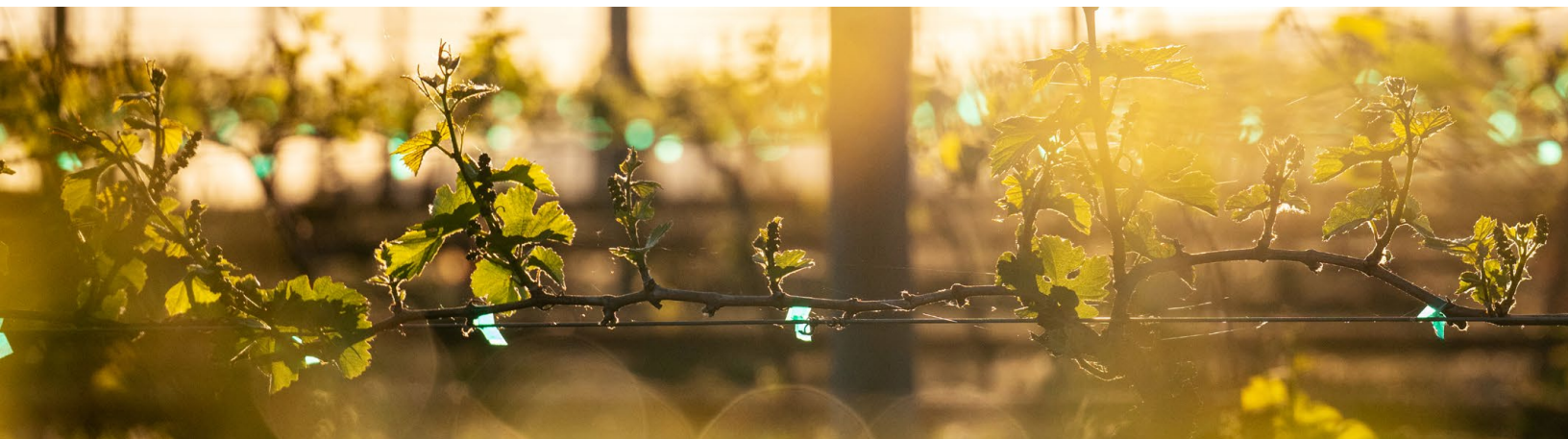
Throughout FY2024–25, Oregon Wine Board strengthened national and regional visibility for Oregon wine through proactive media outreach, critic tastings, press release distribution, and strategic story amplification. From maintaining and promoting the statewide Media Library to hosting leading wine critics, supporting targeted media visits, and elevating high-impact coverage through the Grapevine newsletter and Meltwater monitoring, OWB ensured consistent and meaningful exposure for Oregon wineries. Coverage this year spanned top-tier wine, travel, lifestyle, and business publications, reinforcing Oregon’s reputation for quality, sustainability, resilience, and leadership across multiple varietals and regions.

Media Library

OWB actively maintained the [Media Library](#), which was created through a culmination of a statewide photography project partially funded by [Travel Oregon’s Wine Country License Plate \(WCLP\) grant program](#).

Calls for Wine

The OWB regularly alerts wineries and winemakers about media and wine reviewer opportunities on its [Calls for Wine](#) page, as well as through dedicated emails, and highlighted information in the Grapevine newsletter. More than 18 Calls for Wine were relayed this fiscal year.



Hosting Wine Critics and Tastings

JAMES SUCKLING — MARCH 2025

778 Wines presented

Report: [A 'Miraculous' Vintage Raises the Bar in the Pacific Northwest](#)

Published, June 6, 2025

VINOUS — MAY 2025

1,000+ Wines presented

Report: [Unpacking Oregon's Multi-Faceted 2023 Vintage](#)

Published, July 31, 2025



OWB Press Releases

Throughout FY2024-25, OWB continued to increase awareness of our work and the greater Oregon Wine industry by drafting and distributing various press releases. These releases highlighted key announcements and successful initiatives from OWB. In FY2024-25, OWB distributed five press releases. These releases included:

- [Oregon Wine Industry Members Honored at the 2025 Oregon Wine Symposium](#)
- [Oregon Wine Industry Unites to Kick Off Oregon Wine Month](#)
- [Oregon Wine Board Releases its first-ever Oregon Wine Film](#)
- [Oregon Wine Board awards more than \\$350,000 for Industry Research Grants](#)
- [2024 Oregon Vineyard and Winery Census Report Published](#)



Top Media Highlights

To keep the wine industry updated on wine media coverage featuring Oregon's wine regions and producers, OWB shares top media coverage through the Grapevine newsletter. The OWB receives a daily report from its media monitoring service, Meltwater, that tracks Oregon wine industry coverage on a statewide and regional level. Stories throughout the year that moved the needle with large publications included:

- "Wine & Fireworks: Your Ultimate PNW Fourth of July Pairing Guide" in [Sip Magazine](#).
- "18 Wines Made In America To Drink On July Fourth" in [Forbes](#).
- "America's Best Small Towns for Wine Lovers" in [AFAR](#).
- "5 wine trips to take when you're not a wine pro" in [TripAdvisor](#).
- "23 Ideas for the Perfect Romantic Fall Getaway" in [Travel+Leisure](#).
- "Wine tasting on a budget: 10 affordable wine regions that aren't Napa" in [USA TODAY](#).
- "The 5 US states with the best wineries, according to a sommelier" in [Business Insider](#).
- "This Oregon pinot noir tops Wine Enthusiast's list of the best 100 budget-friendly wine buys of 2024" in [The Oregonian](#).
- "Rising Oregon wine grape variety surges to new heights" in [Portland Business Journal](#).
- "The Enthusiast 100: The Best Wines of 2024" in [Wine Enthusiast](#).
- "The Most Memorable Wines of 2024" in [The New York Times](#).
- "The 50 Best Wines of 2024" in [VinePair](#).
- "These High-Scoring White Wines Make Great Gifts" in [Wine Enthusiast](#).
- "The 7 Best Red Wines to Gift This Holiday" in [VinePair](#).
- "Oregon sparkling wines for New Year's Eve" in [Decanter](#).
- "The Launch of the Method Oregon Grand Tasting" in [Sip Magazine](#).

International Marketing.

OWB's International Marketing program is primarily designed to support the Market Expansion component of OWB's Strategic Plan. Secondly, the OWB's grant-funded global events and in-bound tours for high-value trade partners reinforce the Leadership and Partnership imperative where statewide coordination maximizes efficiency and effectiveness.

The program is primarily funded by grants from USDA including Market Access Program, Regional Agricultural Program Promotion and Global Broad-Based Initiatives and allocates those funds to promote awareness of Oregon wines globally. OWB works closely with the Washington State Wine Commission (WSWC) under the Northwest Wine Coalition (NWC), which receives and manages the USDA grant funds.

Together OWB and the WSWC have hosted various trade tastings and in-bound tours targeting key members of the international trade, and participated in several industry shows. The NWC partnership allows OWB to optimize funding by sharing marketing agents and costs in markets throughout the world.

OWB also continues to collaborate with the California Wine Institute (CWI) and New York Wines at Vinexpo Paris and with CWI at Vinexpo Asia, under the larger USA umbrella while still maintaining our own branding. This joint approach allows us to have a larger presence while offsetting costs for large trade shows. This year was our third year of anchoring our programming around three large trade shows and continuing our robust programming throughout the year.

IN-MARKET PROGRAMMING

Canada

Canada remains a key market for OWB despite current challenges in the market due to the ban on sales of US alcohol in all provinces but Alberta and Saskatchewan. Because of this, OWB was forced to cancel the trade tastings scheduled for Toronto and Montreal. OWB continues to work with our in-market team, Predhomme Strategic Marketing, as well as the in-market teams for Washington, New York and California to align strategies for a return to the market when it reopens.

United Kingdom

In the UK, OWB continued our collaboration with LOTUS for our public relations, consumer, and trade marketing. In the Fall, Oregon Wine Board partnered with Washington State Wines to host a targeted masterclass, hosted by Bree Stock MW, in Edinburgh, marking the first time we hosted programming in that market.

Prior to Vinexpo Paris, OWB returned to the UK, again with WSWC to host a trade tasting and masterclass, led by Natasha Hughes MW, in Manchester as we continued to explore markets in the UK beyond London. We followed the Manchester tasting with a combined tasting and masterclass, hosted by Bree Stock MW, in London. It was attended by key media and trade and resulted in post-event coverage in various media outlets. The UK is one of OWB's oldest export markets and continues to be an important pillar in our international strategy.

Korea and Japan

OWB and WSWC returned to Japan after a year's absence to host trade tastings in both Osaka and Tokyo. Japan remains one of our most important target markets as it is one of OWB's original export markets and we continue to support our partners there. We worked with our in-market team, Aviareps to continue to promote Oregon's renowned wine quality.

Norway

Prior to ProWein in March, OWB returned to Oslo to host a masterclass and trade tasting in this up-and-coming market for Oregon wine. This is a relatively small wine market, yet the turnout was very strong for the masterclass and the tasting. Our in-market team, WineHub, was essential for ensuring this good turnout as well as confirming the attendance of our monopoly buyer there. In May, the new world wine buyers from the Norwegian Monopoly visited Oregon for 5 days and were able to taste wines across different regions of the state. OWB is enthusiastic about the growth potential in this market.

Denmark

In the Fall, OWB and WSWC completed the Level 1 of our PNW Wine Certification in Aarhus, Denmark. This program is an in-depth masterclass, hosted by Bree Stock MW. The course is conducted over two days and culminates with an exam to certify the attendees as having passed the first hurdle in becoming a PNW

Wine Specialist. All 21 attendees passed their first level and are enthusiastic about our return in the Fall of 2025 in order to complete Level 2.

We also hosted a small, targeted trade tasting in Copenhagen prior to ProWein. Denmark remains a vital international market for Oregon, and we want to continue to have a presence in the largest wine market there. We worked with our in-market representative, WineLab on both events and are excited about this new partnership and future programming.

International Tradeshows.

Wine Paris

OWB, CWI and NYW returned to Paris in 2025 along with WSWC, who participated after a hiatus. OWB hosted a sold-out masterclass with a deep wait list, demonstrating a strong interest in our region. This year Oregon grew our space to accommodate 17 participating wineries. Wine Paris continues its ascendancy to becoming the premier wine show in Europe and OWB is committed to returning in 2026.

ProWein

OWB returned to the largest wine show in the world, ProWein in Dusseldorf in March. The Oregon booth was next to Washington's and adjacent to California's in the New World Hall. We saw decent traffic and participating wineries had valuable meetings.

Vinexpo Asia

OWB returned to Singapore, this time sharing a booth with CWI. This partnership was beneficial to both regions as it allowed us to have a larger presence there. The Singapore show is becoming the premier show for trade from Southeast Asia and many of the wineries there had meaningful meetings.

Inbound Trade Tours.

Korean Trade Inbound

OWB and WSWC hosted an inbound tour for 12 Korean trade in the Spring. Our in-market team, Wine21, helped us assemble an enthusiastic group, made up of sommeliers, media, importers and retailers. For most, it was their first time in the Northwest and it was a very effective way of educating these key decisionmakers about Oregon, which may result in some new Oregon wineries entering the Korean market.

Inbound Summer Tour 2025

OWB continued programming anchored by Oregon Pinot Camp (OPC), bringing a group of 19 wine trade from nine countries across the globe. The tour was kicked off in Southern Oregon, followed by a masterclass focusing on wine regions outside the Willamette Valley hosted by Bree Stock MW. The group then headed to the Willamette Valley to attend OPC. To maximize their time in Oregon, the event was capped with a dinner in Portland with wineries that did not participate in OPC. This high caliber group will forever be ambassadors for Oregon wine.



Deliver Knowledge & Insights.

Advance collective intelligence in support of growing, making and selling quality wines.

Wine Business Resources.

OWB offers data, insights, and tools to support wine businesses in making more informed strategic business decisions.

Community Benchmark & WISE

Since 2021, Oregon Wine Board, along with select regional wine associations, has had a partnership with Community Benchmark and WISE to aggregate tasting room and direct-to-consumer (DTC) sales data across Oregon. This alliance combines data tracking and diagnostics with expert advice on management practices to increase DTC sales. Through support from OWB and other associations, individual wineries can join the program for a nominal one-time setup fee of \$150. Participating wineries and regional associations are equipped with information to help grow visitation and sales through the DTC channel.

In this latest year, 112 tasting room businesses around the state were enrolled with Community Benchmark. From this cohort, we can see that the average Oregon tasting room saw just over 7,000 visitors, down 7.5% from the prior 12 months, accounting for an average of about \$548k in wine sales, an increase of 1.7%. This growth in revenue, despite fewer average visitors, was driven by an increase of \$5 in Average Order Value.

Business Planning – Profit Planning Tool Kit

The Profit Planner from [Wine Business Education](#) is a web-based tool designed by Tim Hanni MW to empower small vineyards and wineries to make business decisions – from pruning to pricing and packaging to personnel – that positively impact their bottom line. Thanks to a partnership between Wine Business Education and the Oregon Wine Board, the Profit Planner can be accessed free of charge by employees of Oregon wineries and vineyards (a \$99/year value).



Oregon Wine Resource Studio

The Oregon Wine Resource Studio is a toolkit that was developed to equip anyone interested in growing their Oregon wine knowledge, to learn about, train others and sell Oregon wine. This website offers a comprehensive collection of free downloadable and customizable presentations, Oregon maps, statistics and facts.

Created by the Oregon Wine Board in 2016, the Resource Studio is a collaboration among Oregon winemakers, winegrowers and world-renowned climate, soil and wine experts to tell the uniquely compelling story of Oregon’s premium winegrowing regions. Topics span Oregon’s AVAs, climate, geology, environmental stewardship, history and more.

In the upcoming year, we will be working to bring this website, and the valuable resources within it, up to date for improved accuracy and functionality.

Trade Education.

TEXSOM Sponsorship

In August 2024, OWB continued its longstanding activation at the annual TEXSOM conference. This event champions the cause of elevating professional wine standards, charting pathways for advanced beverage education and certification, and raising public awareness regarding the importance of sommelier credentials. As in years past, OWB hosted the Somm Volunteer luncheon for over 100 wine buyers, guided by outgoing OWB Director of Education, Bree Stock MW. This focused event put a spotlight on 10 Oregon wines representing different regions and styles from around the state, providing this influential audience with dedicated education about Oregon wines.



Wine Industry Education.

Oregon Wine Symposium

The 2025 Oregon Wine Symposium took place on February 3-4 at the Oregon Convention Center in Portland. Produced in partnership between OWB and the Oregon Winegrowers Association, the Symposium has been a pillar of the Oregon wine industry for over two decades, providing a unique opportunity for wine industry professionals from around the state to gather, learn, and discover new solutions.

The 2025 event was hosted over a day and a half and attracted 1,212 attendees. The educational content, which OWB develops in partnership with committees of industry volunteers, spanned four tracks: Viticulture, Enology, Executive Business, and DTC Sales & Marketing. General Session speakers included a keynote address from Callum Williams of The Economist, who provided a timely overview on what to anticipate in terms of economic policy impacts of the new federal administration. A trio of industry analysts – Danny Brager of Azur Associates, Liz Thach MW of Wine Market Council, and Liz Mercer of WISE – provided a look at wine industry trends across different channels.

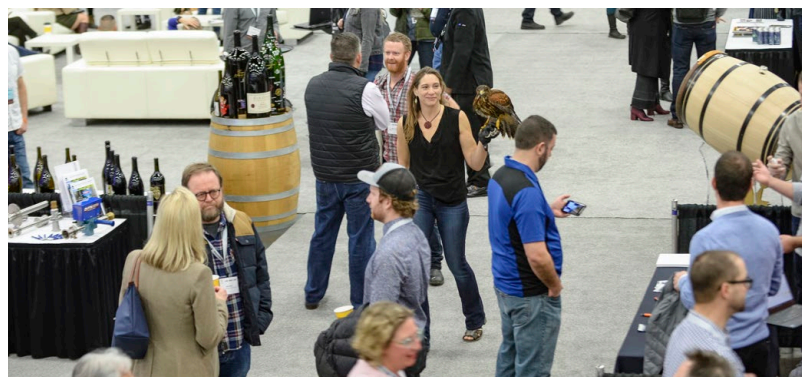
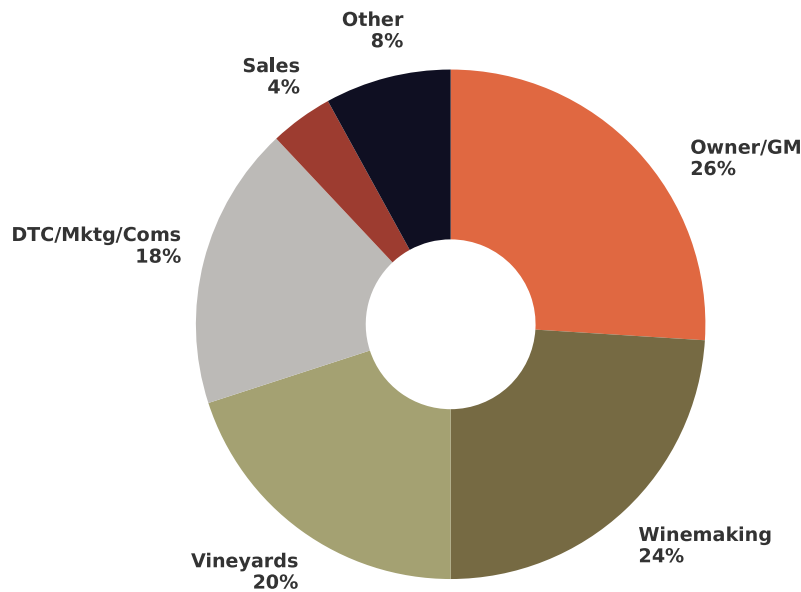
More than 330 attendees responded to the post-event survey. Survey feedback reflected both strong foundational performance and clear opportunities for improvement and refinement. Attendees continue to place high value on the networking and community-building components, reinforcing the event's role as a perceived "tentpole" gathering for the Oregon wine community. The keynote and state of the industry presentations were particularly well received, as was the trade show.

At the same time, respondents indicated that the overall value proposition could be strengthened, particularly in relation to ticket pricing, perceived attendance levels, and the quality and consistency of breakout sessions. Overall, there was a repeatedly stated desire for fresher ideas, more advanced material,

stronger case studies, and concrete tools or action-oriented takeaways directly addressing current industry challenges. Feedback also highlighted opportunities to revisit event structure and length, return the Climatology Report to the Main Stage, and create a more engaging Awards ceremony — all in service of enhancing both perceived and delivered value in future years.

With this guidance in mind, the OWB and OWA planning team put into motion planning for the 2026 event. A request for proposals was issued in April to identify a new event management partner to help infuse fresh ideas into the event production; this contract was confirmed in May. In June, we kicked off development of updated, modern branding to reflect a renewed event. Finally, with detailed feedback in hand, kick off meetings were held with program committees for viticulture, enology, and DTC sales & marketing.

PRIMARY ROLE: SYMPOSIUM 2025 REGISTRANTS



Industry Webinars

To better understand shifting grape market dynamics in the 2025 growing season, in the spring OWB conducted a grower questionnaire asking about farming approaches leading up to harvest, how much crop was under contract compared to a typical season, and what support would be helpful to growers.

In June, OWB offered two related webinars for growers. The first, “Critically Evaluating Vineyard Productivity: Considerations for 2025 and Beyond,” was put on partnership with Dr. Patty Skinkis, Viticulture Extension Specialist at Oregon State University and attracted 63 attendees. The second, “Making Informed Decisions with the Vineyard P&L Profit Planner Tool,” featured Tim Hanni MW who shared how the Profit Planner Cash Flow and Vineyard P&L workbooks can be used to model different planting and farming decisions, showing impacts on cash flow and bottom line. There were 25 individuals enrolled in this webinar.

State of the Industry Updates

As part of an ongoing response to the industry’s request for real time market data, OWB has contracted with Danny Brager, a veteran beverage alcohol industry analyst and Managing Director of Category & Consumer Insights at Azur Associates. Danny sources data from multiple sales channels – retail, on-premise, wholesale and direct-to-consumer – providing a comprehensive picture of Oregon wine trends within the marketplace.

Danny presented data and analysis twice in this fiscal year: first, at a July 17 webinar in conjunction with a review of the full 2024 Oregon Wine Month campaign results; and second at the 2025 Oregon Wine Symposium in February, providing a look back at the 2024 calendar year.

OWB will continue to engage with Danny in the upcoming fiscal year to provide more opportunities for timely Oregon wine industry insights and data sharing with our community.

Viticulture & Enology Research.

The vision of the OWB’s viticulture and enology research program is to champion continuous improvement of Oregon’s capacity to produce world-class wines that reflect a sense of place by sponsoring industry-leading research in the development of sustainable practices and climate-adaptive skills. This is primarily achieved through an annual grant proposal solicitation, review, and awards process, facilitated by OWB.

Guided by four priority areas defined by our statewide industry-developed research plan and outlined below, the Research Committee annually revises the request for proposals and evaluates proposals accordingly. More than 40 volunteer grape growers and winemakers from across Oregon participate on the Research Committee, the primary role of which is to recommend a slate of projects for funding to the Oregon Wine Board of Directors each year.

The Viticulture & Enology Research Committee also maintains close collaborations with other research-funding organizations in Oregon and neighboring states. These relationships enable the OWB to extend the range of projects funded and the efficiency of the tax receipts dedicated to viticulture and enology research.

STRATEGIC PILLARS FOR VITICULTURE & ENOLOGY RESEARCH

WINE QUALITY

Support advancements in wine quality and site expression by enhancing markers of quality in the vineyard and winery.

SUSTAINABLE PRODUCTION

Lead in developing sustainable practices to minimize inputs and reduce impact.

CHANGING CLIMATE

Facilitate adaptation of vineyard and winemaking practices to future climatic conditions.

FOUNDATIONAL RESEARCH

Foster V&E discovery that has the potential to provide foundations for future applications that address the other three strategic pillars.

RESEARCH GRANT PROGRAM

In the fiscal year 2024-25, the OWB committed \$386,751 to seven worthy viticulture and enology projects based on the recommendation of the Research Committee to OWB's Board of Directors. These projects included vineyard-focused topics such as rootstock sustainability, mealybugs, and red blotch virus, while enology projects aimed to study quality impacts, notably spoilage potential of *Brettanomyces* strains as well as malolactic fermentation impacts on sensory attributes. All were recommended based on their scientific rigor and applicability to Oregon's grape growers and winemakers.

These projects are listed below. The OWB commits to funding the full lifecycle of a project so long as it is largely on track, frequently for three years. The list below outlines four ongoing projects and three projects receiving their first year of funding in this cycle.

2024-2025 Funded Research Projects

More about the funded research projects can be found [here](#).

Continuing Grant Projects

Determining the Spoilage Potential of *Brettanomyces* Strains Isolated from Oregon Vineyards and Cellars (Year 2 of 2)

Christopher Curtin, Assistant Professor, Oregon State University.

Through genome sequencing and micro-fermentations this research will evaluate the prevalence of sulfite-tolerance and spoilage potential of *Brettanomyces* strains isolated from Oregon vineyards. Results generated through this work will inform a workshop focused on methods of *Brettanomyces* detection and control.

Developing an RNAi Topical Application to Combat Grapevine Red Blotch Disease (Year 3 of 3)

Laurent Deluc, Associate Professor, Oregon State University

Grapevine Red Blotch Virus (GRBV) is a harmful pathogen for grapevines. There is no current effective strategy to limit its spread. We aim to develop

a new bio-pesticide to boost plants' immune system to limit GRBV spread and its negative impact on fruits. Findings from this study will offer a cost-effective and specific solution to Red Blotch disease.

Field Evaluation of Drought Tolerant Rootstocks Using Stable Isotopes (Year 2 of 3)

Alec Levin, Viticulturist and Assistant Professor, Southern Oregon Research and Extension Center and Department of Horticulture, Oregon State University

Introduced to protect wine grapes against soil-borne pathogens, this research aims to characterize the drought tolerance of 10 common rootstocks. This research will be foundational for growers when choosing rootstocks best suited for drought-prone areas.

Grapevine Trunk Diseases (GTD) Management for Conventional and Organic Production (Year 3 of 3)

Achala N. KC, Associate Professor, Southern Oregon Research & Extension Center, Oregon State University

This research compares the efficacy of both conventional and organic registered fungicides and sealants in protecting pruning wounds.

New Grant Projects

Biorational Control of Mealybugs in Vineyard (Year 1 of 3)

Vaughn Walton, Professor, Oregon State University

This project applies core Integrated Pest Management (IPM) principles to control grape mealybug using innovative tools such as mating disruption and entomopathogenic nematodes. The goal is to support grower adoption of environmentally friendly practices that promote sustainability amid evolving climate conditions, regulations, and pest pressures.

Is timing everything? The consequences of malolactic fermentation timing on the chemical and sensory properties of Pinot noir wine. (Year 1 of 2)

Dr. James Osborne, Professor and Enology Extension Specialist, Oregon State University

In this project, different ML strains are used to conduct concurrent or sequential malolactic fermentations (MLFs) in Pinot noir wine. Findings from this study will help determine the implications of MLF timing and ML strain on Pinot noir chemical and sensory properties, providing valuable information for winemakers regarding the management of MLF during red wine production.

Understanding Rootstock Impacts on Pinot Noir Vine Balance and Fruit Chemistry (Year 1 of 3)

Dr. Patricia Skinkis, Professor and Viticulture Extension Specialist, Oregon State University

This is the first year of a three-year trial to understand Pinot noir performance on 18 rootstocks with the goal of determining which rootstocks are best suited to future planting scenarios and wine production goals. The project will look at a range of drought tolerance, nutrient uptake, vine vigor and yield. Plant growth, vine water and nutrient status, fruit yield, and fruit composition will be evaluated to determine vine size and fruit yield relationships.



INTERNATIONAL VITICULTURE AND ENOLOGY SOCIETY

In 2024, to fulfill the OWBs Research Committee’s request for an accessible database funded research, the Board of Directors approved the organization’s membership to [International Viticulture and Enology Society \(IVES\)](#) This subscription began on July 1, 2024.

IVES is a non-profit association dedicated to the dissemination of scientific research in viticulture and enology. It publishes 3 online journals: OENO One, a peer-reviewed journal, IVES Technical Reviews, a journal to transfer current research to end users, and IVES Conference Series — a platform for proceedings from international conferences in viticulture and enology. All three media are published on free online publishing platforms independent of private publishers.

With this partnership, Oregon grape growers, vineyard stewards and winemakers will benefit from the wealth of free high quality technical resources covering in-depth viticulture and enology research. All articles are available on IVES in six languages including English and Spanish.



Wine Business Insights.

2023 AND 2024 VINEYARD AND WINERY CENSUS REPORTS

As part of its research mandate, the Oregon Wine Board commissions an annual Oregon Vineyard and Winery Census. The annual census, conducted since 1981, collects data on harvest, production, and sales for the statewide wine industry. The information provided by wine and winegrape businesses enables the creation of a robust report of grape and wine production trends in Oregon, providing regional- and varietal-specific detail where possible. Since 2017, the Oregon Wine Board has contracted the University of Oregon's Institute for Policy Research and Engagement (IPRE) to conduct this study.

For state and regional wine associations, the information in the report is used in a variety of ways, such as educating trade partners, informing advocacy messaging, preparing grant applications, and responding with data-based information to media inquiries. The information is also valuable to individual businesses in negotiating grape contracts, considering varietal trends, understanding sales channel performance, and other business planning applications.

In the 2024-25 fiscal year, the OWB published both the 2023 and 2024 Vineyard & Winery Census Reports. The 2023 report was published on historical timelines in September 2024. The timeline for data collection, analysis, and production of the 2024 report was updated to be more responsive to industry needs, providing data earlier in the following growing season to help with planning.

2023 VINEYARD & WINERY REPORT

Oregon grape production decreased in 2023, while crush was flat and case sales increased.

- Total wine grape production in 2023 decreased 5% from 2022's record of 137,065 tons to 130,592 tons.
- Harvested acreage decreased by 1% from 2022. Yield per harvested acre in 2023 decreased by 4% over 2022.
- The estimated value of wine grape production in 2023 increased 6% or by \$19 million to about \$349 million.
- Total tons crushed in 2023 was roughly flat compared with 2022, at 97,116 tons.
- Case sales increased 5% across all channels from 5.7 million to 6.0 million cases.

2023 OREGON VINEYARD & WINERY REPORT

View the full report [here](#).

GRAPE
PRODUCTION
-5%



CASE SALES
+5%



NUMBER OF
OREGON WINERIES
+2%



2024 VINEYARD & WINERY REPORT

Oregon grape production, crush, and crop value decreased in 2024.

- Total wine grape production in 2024 decreased 1% compared with 2023 from 130,592 tons to 129,739 tons.
- Harvested acreage decreased by 3% in 2024 while yield per harvested acre increased by 2%.
- The estimated value of wine grape production in 2024 decreased 6%, or by \$19.9 million, to about \$329 million.
- Tons of wine grapes crushed by Oregon wineries decreased 2% from a record 97,116 tons in 2023 to 95,603 tons in 2024.
- Case sales across all channels decreased 4% from 2023 to 5.8 million. The value of wine sales across all channels decreased 2% to \$913 million, with the average price per case increasing slightly less than 2%.

2024 OREGON VINEYARD & WINERY REPORT

View the full report [here](#).

GRAPE
PRODUCTION
-1%



CASE SALES
-4%



NUMBER OF
OREGON WINERIES
-6%



2024 HARVEST REPORT

Following each harvest, the OWB surveys and interviews growers from around the state to compile the annual Harvest Report. The report comprises a summary of growing season observations, a snapshot quantifying winegrowing around Oregon, and reflections from individual winegrowers across the state's primary growing regions. The 2024 report can be found on the [OWB website](#).

2024 LABOR AND SALARY SURVEY

The OWB sponsors a Labor and Salary Survey to collect data for Oregon winery and vineyard businesses to use in benchmarking and planning for labor costs. It is modeled on the Wine Business Monthly national survey and provides a more detailed look at Oregon-based data. The study collects data on 21 positions and offers gender-based pay equity insights along with regional-specific information. This study has been conducted at least biannually since 2017 by Dr. Jeff Peterson of Vinum Docet.

The report produced with data collected in 2024 was presented at the 2025 Oregon Wine Symposium as well as four regional workshops in March 2025. The report can be found on the [OWB website](#).

WINE MARKET COUNCIL MEMBERSHIP

In 2024, the Oregon Wine Board rejoined the [Wine Market Council](#) to increase our access to timely research on the U.S. wine consumer. This year, Wine Market Council published the following studies:

- Wine Club-DTC Consumer Study
- Young Adult & Multicultural Consumer Study – Literature Review, Shop Alongs, and Research Report
- Eco-Friendly Wines Consumer Awareness, Attitudes, Usage

A benefit to the Wine Market Council membership is giving Oregon representation on the Council's research committee, which guides the Wine Market Council research team in prioritizing topics and determining study methodology. The OWB solicits industry input to inform its Wine Market Council recommendations and ensures the market research and consumer insights needs of Oregon wine businesses are addressed.

Provide Leadership & Partnership.

The Oregon Wine Board will harness statewide strength to unite and empower the Oregon wine industry.

Industry Relations.

INDUSTRY ASSOCIATION GRANT PROGRAM

Umpqua Valley Winegrowers Association Harvest Tour

\$2,000

Supported with funds for marketing assistance for the annual Umpqua Valley's Harvest Tour.

Oregon AAPI Food & Wine Fest

\$2,000

Supported Wine 101 education during the inaugural AAPI Food & Wine Fest, a two-day food and wine festival taking place in the Pacific Northwest during Oregon Wine Month and Asian American Pacific Islander (AAPI) Heritage Month.

LIVE

\$2,000

Supported with funds for a regional marketing campaign to encourage trade and consumers to look for sustainability certification logos on the back of Oregon wine.

COURT OF MASTER SOMMELIERS VISIT

In early 2025, OWB was approached by the Court of Master Sommeliers (CMS) about their annual meeting and Master Sommelier exam, which was taking place in Portland in late April. Their interest was in bringing a group of Master Sommeliers to the Willamette Valley following their meeting to get an in-depth understanding of the terroir and the wines' expression of place.

The OWB team quickly engaged the Willamette Valley Wineries Association (WVWA) to collaborate on the event. Together, a plan and itinerary developed that included 33 master sommeliers, 61 wineries, and one and a half days of learning, tasting panels, and wine dinners – including a dinner that focused on wines from other Oregon regions, such as the Columbia Gorge, Rocks District of Milton-Freewater, Rogue Valley and Umpqua Valley.

The event was a tremendous success, showcasing wines from AVAs spanning the state all while highlighting the world-class quality, sustainability practices and passion of our winegrowers and winemakers across Oregon.



OWB COMMITTEES

The Oregon Wine Board is indebted to the dozens of community members who volunteer to help plan and produce programming that benefits the entire Oregon wine industry.

See [Committee Rosters](#) for full list.

Marketing Committee

The Marketing Committee was created with the purpose of elevating the Oregon wine brand through unified strategies, tactics and programming, which are aligned with OWB's strategic marketing pillars, and that seek to engage Oregon grape growers, winemakers and key partners. The Marketing Committee began meeting in May 2024 with co-chairs Maria Ponzi with Laurelwood Vineyard Management and Gary Mortenson with Stoller Family Estate.

International Marketing & Export Committee

The International Marketing & Export Committee consolidates industry input on strategic programs and priorities. It is comprised of wine businesses that export to international markets.

Education Committee

The Education Committee advises and participates in the development of an annual education calendar primarily centered on the Oregon Wine Symposium held each February.

Viticulture & Enology Research Committee

The Viticulture & Enology Research Committee reviews and recommends research priorities. This Committee also is responsible for: reviewing research proposals submitted in response to OWB's annual RFP; determining which research projects should receive funding; and evaluating the progress of funded research.

Oregon Wine Industry Partnership Committee (IPC)

This committee's primary purpose is to provide a structured feedback loop between the OWB Board of Directors and Oregon-based industry associations (including cross-border AVAs), as well as non-affiliated wine industry participants. The committee offers an opportunity for open discussion and statewide alignment of OWB programs. The IPC also provides a forum where all associations involved in the growth of the Oregon wine industry can share their priorities and unify efforts for the advancement of Oregon wine.

Finance Committee

The Finance Committee oversees financial practices and procedures, previews and advises on financial reports before external disclosures.



Financial Overview.

Budgeting Process

Oregon Wine Board’s financial year runs July 1 to June 30. As a semi-independent state agency, OWB is required to hold public meetings during budget development for input. A recommended budget is presented to the Finance Committee and then to the Board of Directors. All budgets are voted on and approved by the Board of Directors. By April 1, the board approved budget for the upcoming fiscal year is submitted to the Executive Director of Business Oregon for the State’s approval. The budget may be updated during the fiscal year with the Board’s approval.

OWB is working to create a more transparent and interactive budget process for our stakeholders. Over the last two years, we have actively worked to enhance transparency in the input, planning, and review process by adding July public review and input sessions prior to major adjustments voted on by the Board of Directors in August. Additionally, the Industry Partnership Committee (IPC) provides direct input during the budget process in February and July for the Board’s consideration. The FY2024-25 budget process followed the timeline outlined below:

NOV-DEC	JAN-FEB	MARCH-APRIL	MAY-JUNE	JULY	AUGUST
<ul style="list-style-type: none"> Request industry input Review year to date budget Develop initial budget 	<ul style="list-style-type: none"> Post proposed budget Hold public budget forum & IPC input Finalize proposed budget 	<ul style="list-style-type: none"> Board votes/ approves budget April 1 – Budget due to State 	<ul style="list-style-type: none"> Forecast fiscal year end Revise budget for upcoming fiscal year June 30 – End of Fiscal Year 	<ul style="list-style-type: none"> July 1 - Start of Fiscal Year Hold public budget forum & IPC input Proposed budget updates finalized 	<ul style="list-style-type: none"> Board votes/ approves budget updates

2024-2025 Year-End Financial Summary

The year finished in a solid financial position with revenue 20% ahead of budget and expenses 17% under budget producing \$332,000 of net income versus the planned deficit spend of \$840,000. A total of \$888,000 will be rolled into the FY25-26 programming budget.

Overall, revenue of \$3.35 million surpassed budget by 20% or \$550,000. Grape assessment tax revenue of \$2.66 million was \$550,000 or 26% ahead of budget. The 2¢/gallon wine privilege tax of \$311,000 was essentially at budget. Symposium revenue was \$276,000 and under budget by \$54,000, or 16%, due to low sponsorship. Grant revenue of \$50,000 represented two Wine Country License Plate Matching Grants; an additional \$50,000 will be paid out during FY25-26. The valuation of wine in OWB's inventory was added to the financials this fiscal year at \$48,000 as a non-cash item. The office lease was added to the Balance Sheet as an asset this fiscal year.

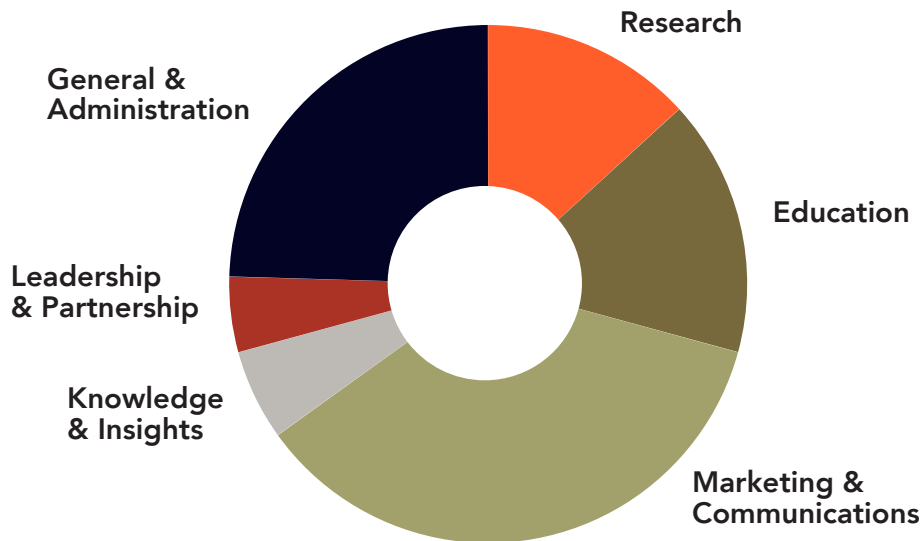
Expenses finished 17% under budget. Employee compensation and travel expenses were underspent as only six full-time employees were on staff in lieu of the seven planned. The total for compensation and expenses was \$1.13M, \$308,000 under budget. Symposium expenses were \$32,000 below budget due to careful expense management; this helped to offset lower than budgeted revenue from sponsorships. Marketing and Communications programming was \$98,000 or 15% under budget driven by lower media programming costs, smaller spend on fall programming, and low spend on point-of-sale materials for Oregon Wine Month.

Nearly 80% of OWB's annual expenditures were invested in funding research grant awards, industry educational offerings, and marketing. Work this year included Oregon Wine Month marketing; Oregon Wine Symposium; delivery of DTC sales dashboards; insights; administration of the Vineyard and Winery Survey; and the grant funding program used to support regional marketing organizations.

Outside of OWB's financials, \$1.2 million of USDA grant funding was utilized to promote and expand Oregon Wine in international markets, which was directly supported with \$180,000 from the OWB marketing budget. OWB along with Washington State Wine Commission, are the members of Northwest Wine

Coalition (NWC), which qualifies and applies for USDA grants to facilitate growth in current and new export markets. This fiscal year, OWB utilized the following grants during the fiscal year: \$520,000 of Market Access Program (MAP), \$540,000 of Regional Agriculture Promotion (RAPP) and \$140,000 of Global Broad-Based Initiatives (GBI).

FY 2024-2025 EXPENSES



INCOME	BUDGETED	ACTUAL
Grape Assessment (\$25/ton)	2,106,000	2,660,484
Wine Tax (2¢/gal)	309,700	311,358
Symposium Revenue	330,000	276,110
Grant Revenue (excluding MAP/ATP)	50,000	50,000
Other Income	55	63
Wine Cellar Valuation		47,756
TOTAL INCOME	2,795,755	3,345,771
EXPENSE	BUDGETED	ACTUAL
RESEARCH		
Viticulture & Enological Research Grants	386,751	386,751
Research. Administration	16,000	13,368
Compensation, Admin and Travel	79,000	108,504
TOTAL RESEARCH	481,751	508,623
EDUCATION		
Symposium	330,000	298,393
Education Projects	100,000	80,000
Compensation, Admin and Travel	162,000	113,368
TOTAL EDUCATION	592,000	491,761
MARKETING & COMMUNICATIONS		
Brand Equity & Identity	43,000	29,372
Tourism	325,000	263,559
Market Expansion	192,500	226,704
Communications & Media Relations	254,200	177,987
Compensation, Admin and Travel	470,000	209,266
TOTAL MARKETING & COMMUNICATIONS	1,284,700	906,888
KNOWLEDGE & INSIGHTS		
Marketing Research	93,512	28,662
Industry Research	135,000	133,333
Compensation, Admin and Travel	55,000	84,237
TOTAL KNOWLEDGE & INSIGHTS	283,512	246,232
LEADERSHIP & PARTNERSHIP		
Industry Contributions	59,000	34,384
Industry Relations	108,000	100,508
Compensation, Admin and Travel	70,500	61,958
TOTAL LEADERSHIP & PARTNERSHIP	237,500	196,850
GENERAL & ADMINISTRATION		
Board Administration	36,000	27,445
Rent	75,000	40,846
Compensation, Admin and Travel	645,000	595,052
TOTAL GENERAL & ADMINISTRATION	756,000	663,343
TOTAL EXPENSE	3,635,463	3,013,697

INDUSTRY AWARDS

LIFETIME ACHIEVEMENT AWARD

Recognizes individuals whose extraordinary dedication, inspiration and advocacy for the Oregon wine community span a personal lifetime.

Bill Stoller, Stoller Wine Group

FOUNDERS AWARD

Given to an individual whose pioneering, groundbreaking work has deeply influenced and advanced the interests of Oregon winegrowers and winemakers, fostering statewide collaboration.

Cliff Anderson, Anderson Family Vineyard

VINEYARD EXCELLENCE AWARD

Given to a vineyard employee who demonstrates outstanding collaborative support under the supervision of vineyard directors and viticulturists. This person exemplifies remarkable technical knowledge, professionalism and an outstanding work ethic.

Juan Cruz, Stirling Wine Grapes, Inc.
Jose Garcia, Benton-Lane Winery
Artemio Tentzohua, Celestinos Vineyard Maintenance

OUTSTANDING INDUSTRY LEADERSHIP AWARD

Recognizes an individual whose exemplary commitment and innovative leadership have contributed significantly to the advancement of the Oregon wine industry.

Remy Drabkin, Remy Wines
Janie Brooks Heuck, Brooks Winery
Morgen McLaughlin, Willamette Valley Wineries Association

BOARD SERVICE AWARD

Given in recognition of industry members who have dedicated their time and expertise to the Oregon wine industry through Oregon Wine Board service.

Justin King 2019-2024, King Estate Winery

INDUSTRY PARTNER AWARD

Given to a person working in a field tangential to the wine industry whose cooperative approach has positively influenced the success of the Oregon wine industry and its members.

Leda Garside, ¡Salud!
Bob Hackett, Travel Southern Oregon

Board of Directors.

TIQUETTE BRAMLETT
VICE CHAIR
Our Legacy Harvested
AVA | Willamette Valley

CRISTINA GONZALES
Gonzales Wine Company
AVA | PDX Urban

DIONNE IRVINE
Irvine & Roberts Vineyards
AVA | Rogue Valley

GREG JONES
BOARD CHAIR
Abacela Winery
AVA | Umpqua Valley

JUSTIN KING
CHAIR EMERITUS
King Estate Winery
AVA | S. Willamette Valley
Term ended 12/31/2024

AUSTIN KRAEMER
Kraemer Family Farms
AVA | Willamette Valley

ROBERT MOSHIER
NW Wine Company
AVA | Willamette Valley
Appointed January 2025

GARY MORTENSEN
TREASURER
Stoller Wine Group
AVA | Willamette Valley

MARIA PONZI
Laurelwood Vineyard Management
AVA | Willamette Valley

ADAM RAMIREZ
Sixmile Canyon Vineyards
AVA | Columbia Valley

Management Team.

GINA BIANCO
Executive Director

STACEY KOHLER
Executive Assistant

CARISSA COOK
Marketing Director

KATIE VON BARGEN
Communications Director

SALLY CRAWFORD
Chief Financial Officer

JESS WILLEY
Research & Education Director



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