



**JUNE 9, 2022**

## **Oregon Wine Board Meeting Agenda**

Walla Wall, OR

<b>Time</b>	<b>Topic</b>	<b>Documents</b>	<b>Leader</b>
9:00 – 10:00 a.m.	<b><u>Executive Session</u></b> <ul style="list-style-type: none"> <li>• Annual reviews</li> <li>• Potential Conflict of Interest</li> <li>• Potential employee retirement matching contributions plan</li> </ul>		J. King
10:00 a.m.	<b><u>Public Board Meeting Opening</u></b>		J. King
10:00 – 10:30 a.m. (30 minutes)	<b>Matters for Decision</b> <ul style="list-style-type: none"> <li>• Approve April 21 meeting minutes</li> <li>• Approve May 13 meeting minutes</li> <li>• Finance Committee               <ul style="list-style-type: none"> <li>○ Employee retirement matching contribution plan</li> </ul> </li> <li>• Research Committee               <ul style="list-style-type: none"> <li>○ Final 2022-23 payroll</li> <li>○ Request to re-direct funds recovered from a COVID-delayed project</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• DRAFT minutes from April 21</li> <li>• DRAFT minutes from May 13</li> <li>• FINAL payroll 2022-23</li> </ul>	J. King  M. Chambers D. O'Donoghue  J. Tosch
10:30 a.m. – 12:30 p.m. (2 hours)	<b>Matters for Discussion</b> <ul style="list-style-type: none"> <li>• Presentation from Value Network Analysis Consultants (30 minutes)</li> <li>• Education Committee               <ul style="list-style-type: none"> <li>• OWS 2023</li> </ul> </li> <li>• Marketing Update               <ul style="list-style-type: none"> <li>• Oregon Wine Month Recap</li> </ul> </li> <li>• International Marketing Update</li> <li>• 2023 legislative session requests</li> </ul>	<ul style="list-style-type: none"> <li>• VNA materials</li> <li>• International Marketing Newsletter</li> </ul>	Glenda Turner Albie Beannacht B. Stock D. O'Donoghue D. Dewitt  B. Morus M. Chambers T. Danowski

## **ATTENDEES**

### **Board**

Justin King, Bob Morus, Dennis O'Donoghue, Jason Tosch, Tiquette Bramlett, Cristina Gonzales, Greg Jones

### **Absent**

Eugenia Keegan, Donna Morris

### **Staff**

Tom Danowski, Marie Chambers, David DeWitt, Neil Ferguson, Bree Stock, Stacey Kohler

### **Guests**

Glenda Turner & Albie Beannacht (Value Network Analysis consultants), Liz Knape & Shelby Pryor (Walla Walla Valley Wine), Devyani Isabel Gupta (Valdemar Estates), Dama Lammers (RockBar Vineyard)



APRIL 21, 2022

## Board meeting minutes **DRAFT**

[Recording Link](#)

### ATTENDEES

#### Board

Justin King, Bob Morus, Donna Morris, Eugenia Keegan, Jason Tosch, Tiquette Bramlett, Cristina Gonzales, Greg Jones

#### Absent

Dennis O'Donoghue (designated Justin King as his proxy)

#### Staff

Tom Danowski, Marie Chambers, David DeWitt, Stacey Kohler, Sarah Murdoch, Bree Stock

#### Guests

Dr. Thomas Henick-Kling (WSU), Elisa Ford & Julie Pond (NCFSR), Dai Crisp, Chad Vargas, Jessica Mozeico, Morgen McLaughlin, Ben Casteel & Scott Shull (WVWA)

### MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 10:05 a.m.

### MATTERS FOR DECISION

#### Review of meeting minutes

- The Board reviewed the minutes from the March 24 meeting.

**MOTION:** D. Morris moved that the March 24 meeting minutes be approved as submitted. J. Tosch seconded. The motion carried 9-0.

### MATTERS FOR DECISION

#### Finance Committee

Potential employee retirement matching contributions plan

- The Board directed the Finance committee to draft detailed program guidelines for further discussion.

#### Research Committee

- Research Chair J. Tosch presented the V&E Research project proposal for 2022-23.
  - The request was made to the Board to fund at least seven projects totaling \$359,892.



- If additional funding becomes available from other sources for any of the Committee's priority projects, the proposed list will be amended and re-presented for final approval by the Board on June 9.

**MOTION:** E. Keegan moved to approve funding of the seven recommended projects for \$359,892 and invite the Research Steering Committee to present an updated payroll, if needed, for final approval at the June 9 Board meeting. D. Morris seconded. The motion carried 9-0.

Industry requests for OWB communications support

- At the Board's request, management brought up draft criteria for evaluating continuing third-party requests for assistance using OWB's industry or consumer communications channels.
  - After discussion, the Board deferred on any decisions.

## MATTERS FOR DISCUSSION

### Education Committee

OWS 2023+

- The Board talked about the April 15 version of a proposed letter of agreement between OWB and OWA for the 2023 Symposium but deferred any action.
- The Board considered D.o.J. advice on the possibility of either a Joint Venture agreement or an establishment of a Limited Liability Corp. as structural solutions defining the rights and responsibilities of each party with respect to future Symposia.
- A working group comprised of the OWA & OWB Board Treasurers and some staff members. has been organized to move forward towards an agreement for 2023.

Upcoming Board meeting schedule

- T. Danowski reviewed the remaining 2022+ Board meeting schedule.
  - The Board gave input on whether an in-person Board meeting in December 2022 or during the first half of 2023 was preferred to virtual meetings.
  - The discussion surrounded the value of having at least one face-to-face meeting each year to engage with industry members in a different region each year versus an in-person strategic planning meeting primarily including Board Directors and management.
  - There was general Board agreement that OWB would host an in-person Board meeting in Southern Oregon in the first half of 2023 and also keep open the possibility, pending budget circumstances, of an in-person meeting in December 2022 in the Salem/Eugene area.

Budget Wish List

- Management recommended that the Board revisit its draft Budget Wish List after the close of the 2021-22 budget year. The list was first presented at the March 3 Board mtg. After the current year closes, the implications of recent weather on 2022-23 harvest yields will be better understood.



#### Industry Labor Survey

- Dr. Jeff Peterson with Linfield University gave a snapshot of how the survey is conducted and how it aggregates the data.
- Dr. Peterson discussed ways in which he would like to obtain more diversified responses and participation.
- Dr. Peterson will be presenting the survey findings during the June 14 all industry forum.

#### Research Committee

- D. Crisp and C. Vargas gave a review and update on the annual Washington, D.C. trip in support of agricultural research funding managed by USDA ARS.

#### **MEETING FINALIZATION**

- Chair J. King adjourned the Oregon Wine Board public meeting at 12:33 p.m.

#### **APRIL 21, 2022**

#### **Executive Session**

9 – 9:45 a.m.

The Oregon Wine Board Directors met in Executive Session with an Oregon Savings Growth Plan representative and discussed the annual OWB staff review process.



MAY 13, 2022

## Board meeting minutes **DRAFT**

[Recording Link](#)

### ATTENDEES

#### Board

Justin King, Bob Morus, Donna Morris, Jason Tosch, Tiquette Bramlett, Greg Jones

#### Absent

Cristina Gonzales, Eugenia Keegan, Dennis O'Donoghue

#### Staff

Tom Danowski, Marie Chambers, Bree Stock, Stacey Kohler

### MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 4:05 p.m.

### MATTERS FOR DECISION

#### Education Committee

- The Board met to discuss the 2023 Oregon Wine Symposium.

**MOTION:** J. Tosch made a motion to approve the pro forma budget as presented for OWS 2023, with direction to the Dept. of Justice to use it in drafting a joint venture agreement between OWB and OWA for Board review at a future date. J. King seconded. The motion carried 6-0.

### MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 4:25 p.m.



## JUNE 2022 BOARD PACKET

# Education update

Prepared by: Bree Stock

### Oregon Wine Symposium 2023 update

#### Strategic objectives

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

Harness statewide strength to unite and empower the Oregon wine industry

Define, protect, and promote the reputation of Oregon wine globally

#### Overview

- The Oregon Wine Symposium in 2023 will return to an in-person event at the Oregon Convention Center on February 14 and 15.
- The OWB co-host and co-present the event with the OWA as voted by the OWB and OWA board directors May 13<sup>th</sup>, 2022. The OWA will work on the Tradeshow with OWB presenting the Education curriculum for the event, both organizations will share responsibility for the General Sessions and Soiree.

#### Status

- Event date and venue confirmed for 2023
- The OWS23 Steering Committee is made up of Bree Stock, Marie Chambers, Eugenia Keegan, Denis O'Donohue, Jana McKamey, Jessica Blauert, Maria Ponzi and Andy Steinman. The first was held on May 25 ([view recording](#)) the meetings will be held bi-monthly to address budget, marketing, event management partners to ensure a seamless and successful Oregon Wine Symposium in 2023.
- The format will follow the successful 2020 Symposium. Each day will begin with a 45-60min General Session and welcome from each organization. A 60min tradeshow break will follow and then a 90min education seminar in each of the three tracks of viticulture, enology and sales/marketing. Lunch will be 90min with a presentation day given to each organization.
- OWS Program Format 2023



Day 1/Feb 14th - Tuesday					Day 2/Feb 15th				
8:00 AM	Registration & Tradeshow Coffee				8:00am	Registration & Tradeshow b/fast			
9:00 AM	General Session: Welcome & State of The Industry	Intro both Presidents/Chairpersons			9:00 AM	General Session & Climatology Report	Intro Assoc Eds		
10:00 AM	Tradeshow Break				10:00 AM	Tradeshow Break			
11:00 AM	Session 1 Vit (90min)	Session 1 Eno	Session 1 Sales	Add-on CB Wkshp	11:00 AM	Session 1 Vit	Session 1 Eno	Session 2 Sales	Add-on Prft Plnrr
12:30 PM	Lunch				12:30 PM	Lunch			
1:00 PM	General Session				1:00 PM	General Session			
2:00 PM	Tradeshow Break	Tradeshow Break		Add-on Sustainable Add-On TRM Roundtable	2:00 PM	Tradeshow Break	Tradeshow	Tradeshow	Add-on WISE
3:00 PM	Session 2 Vit (60min)	Session 2 Eno	Session 2 Sales		3:00 PM	Session 2 Vit	Session 2 Eno	Session 2 Sales	
4:00 PM	Session 3 Vit (60min)	Session 3 Eno	Session 3 Sales	Add-on	4:00 PM	Session 3 Vit	Session 3 Eno	Session 3 Sales	
5:00 PM	Tradeshow Break				5:00 PM	End of Symposium			
5:30 PM	Soiree								
7:00 PM	End Day 1								

- Do the OWB Directors wish to have the OWB lunch general session devoted to the Industry Awards Ceremony?
- The viticulture and enology committees have already met and identified seminars of interest. These will be confirmed by August 2022.
- The sales and marketing committee are meeting in mid-June.
- The steering committee will meet again in early July.

## Specialty Crop Block Grant: OWB partners with Community Benchmark and WISE Academy

### Strategic objectives

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

Harness statewide strength to unite and empower the Oregon wine industry

### Overview

Two-year program delivering a statewide benchmarking dashboard for producers and regional associations with expert DTC consultations and regional townhall quarterly. The integration of this technology coupled with coaching from WISE Academy and Community Benchmark will ensure producers expand DTC sales and develop successful DTC programs.

### Status

[Community Benchmark Grant Toolkit](#) posted to OWB industry website 12 November

[View recorded webinars, marketing materials, and see claimed accounts](#)

By the cut off Dec.15 there were 167 producers signed up for the CB program

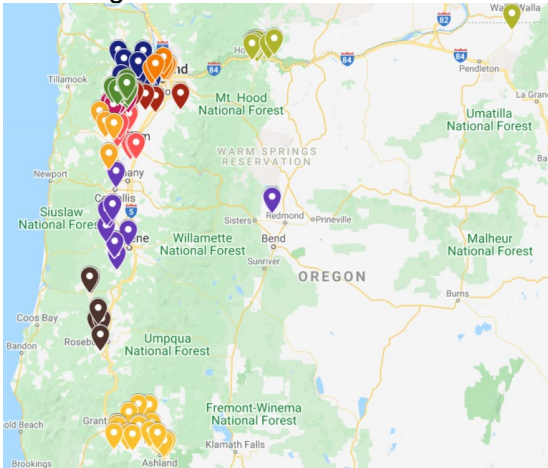
Data uploads as of the end of January were 120 producers

[WISE Academy Metrics Activation Workshop January 24, 2022](#)

48 producers attended live webinar and 20 watched the recording

Dashboards for regional groups and producers currently being uploaded with data and

## AVA/neighborhood cohorts.



## Next steps and timing

- Community Benchmark has set up a dashboard for the OWB and we will be presenting DTC trends updates in the coming Grapevines.
- Second tranche of sign-ups continues, please continue to message to your colleagues and regional associations.
- Community Benchmark is working on identifying dates to travel around Oregon to deliver workshops later this year.

## Oregon Wine Month Trade Education Webinars & Certification Development Update

### Strategic objectives

Define, protect, and promote the reputation of Oregon wine globally

Engage with trade influencers and importers to increase availability of Oregon wine

### Overview

- Oregon Wine Expert Certification was updated with new AVAs and vineyard and winery production details for Oregon Wine Month promotions with Online Wine Academy/NVWA
- 7 webinars were developed and delivered for Oregon Wine Month promotion which began the first week of April
  - [Oregon Overview April 4th](#)
  - [Discover Willamette Valley April 11th](#)
  - [Uncover PDX Urban Wineries April 18<sup>th</sup>](#)
  - [Discover Rogue Valley April 28th](#)
  - [Discover Umpqua Valley May 4th](#)
  - [Discover Oregon's Northern cross-border AVAs May 9th](#)
  - [Discover Oregon's Future Farmers](#)



- Masterclass on Southern Oregon Wines being developed to present to the IPNC inbound tour in Eugen at Civic Winery

#### **Status**

- Translated content for the international certifications to be developed.
- Wine selections to be made and shipped IPNC group
- In development and assessing grant application opportunities to update AVA maps?

#### **Next steps and timing**

- Content development of OWM masterclasses with regional input
  - Meetings held with regional associations February/March
  - Visits to regions to plan OWM webinar in March

### **Oregon Emergency Education Frost Seminars**

#### **Strategic objectives**

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

Harness statewide strength to unite and empower the Oregon wine industry

Define, protect, and promote the reputation of Oregon wine globally

#### **Overview**

- On April 14 and 15 the entire pacific northwest, and specifically the Willamette Valley and Southern Oregon AVAs were impacted by a rare weather occurrence, anvection frost which damaged many newly budded sites in Oregon. In response to a panicked industry the OWB gathered Oregon State University Extension Agents Dr. Patricia Skinkis and Dr. Alec Levin to deliver a review of the frost event itself and what growers can expect in the coming weeks. The webinar was attended by 180 industry members from around the state. [View first webinar here](#)
- The 2<sup>nd</sup> industry webinar was set for a month after the first to allow the vineyards time to grow and for research and growers to have a better understanding of what was damaged in their vineyard. Dr. Greg Jones opened the second webinar with a review of the weather event and a forecast for the continued season. Dr. Patty Skinkis followed up with a presentation on her field observations and FAQs from the industry, her paper on how to conduct crop estimations before lag phase was cited as a resource for the industry in the coming weeks as the vines continue to grow. [Crop Estimation Method Allows Growers to Estimate Yields Earlier than Lag Phase](#) this was followed by industry questions and answers for the two speakers. OWA Executive Director, Jana McKamey, then provided an update on the [Emergency Relief Program for specialty crops](#) it was also noted that damage reports of crop loss should be reported to the county that growers reside in for future funding. [View second webinar here](#)

#### **Next steps and timing**

- ***Industry requests and needs will determine if a third webinar will be scheduled for the end of June***
- ***Should the OWB work with OWA and OWC to create a frost impact survey for the industry on the chance that there will be federal disaster funding available in the future?***



## **JUNE BOARD PACKET**

# **Trade relations update**

**Prepared by:** David DeWitt

### **Oregon Wine Month Trade Updates**

#### **Strategic objectives**

Market Expansion, Brand Equity

#### **Overview**

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May as a promotional period of focused trial and awareness.

#### **Status**

The OWB will review and analyze market efforts for 2022. We will collaborate with trade partners nationally to solicit information on program strengths and areas for improvement.

- The OWB conducted 7 unique trade/consumer webinars to an international audience over 1,000 participants.
- Printed POS fulfillment was executed for on/off premise, distributors, and tasting rooms shipping nationwide.
- Social and digital ad campaigns were executed April/May/June.
- Alaskan Airlines Lounge conducted tasting events for May from producers statewide. Additional outlets at PDX Airport are executing tasting events utilizing OWM/OWB POS.
- Alaskan Airlines initiated a “relaunch” of Wine Flies Free promoting Oregon Wine Month through social and digital advertising. This has been communicated to Industry members.
- 3 Regional sweepstakes offered nationwide – delivered through social media, digital advertising, printed POS, and regional association efforts.
- OWB sponsored Napa Valley Wine Academy Oregon Wine Expert certification program offering for 100 trade/industry individuals.

#### **Next steps and timing**

- 7.12.22 OWM recap and planning meeting. Trade invites sent. Meeting prep and sales data being collected ongoing.
- Deliver regional sweepstakes details to fulfill commitments and analyze reach of program by mid-June.
- Conducting education webinar survey for 2023 planning – survey sent to attendees and panelists.
- OWB will deliver Napa Valley Wine Academy scholarships through trade and association members for the balance of 2022.



## **TEXSOM 2022 – Teksom International Wine Awards**

### **Strategic objectives**

Brand Equity, Market Expansion

### **Overview**

TEXSOM is regarded as one of the premier trade/industry conferences in the country with international participation. TEXSOM Awards brings the industry together to identify and champion beverages of quality and distinction from around the world, invests in brand-building for all award-winners, and creates additional avenues to market and exposure through the extensive sommelier and beverage industry network.

### **Status**

We will be following up with industry members and planning for TEXSOM 2022 Trade event in August.

- Submissions and awards have been steadily increasing since OWB's involvement.
- Since 2016 OWB has participated in the conference and awards process.
- In 2020 174 wines were awarded medals from all regions.

### **Next steps and timing**

- Collate 2022 TIWA results and communicate success to Industry.
- Planning education offering and OWB involvement for TEXSOM 2022.
- OWB will secure similar level of support to year's past.

# International Marketing

## Marketing Oregon to the world

The expansion of Oregon's export business is important to raising awareness of the state's growing reputation as a world class wine producing region and increasing the market for our wines.

The Oregon Wine Board develops and supports programs that assist wineries in gaining access to key markets around the world. Broad market trade shows, industry specific tastings, and educational programs provide the foundation of our efforts. As wineries gain representation and Oregon wines are imported, the OWB establishes partnerships with in-market representatives to assist with communication and growth while providing access to Oregon for wine, food, and lifestyle media.

The export program focus is currently on markets in Europe, Japan, and Canada with increasing efforts within Mexico and other markets in Asia.

The funding structure for the export program is unique in that the OWB, as part of the Northwest Wine Coalition, receives funding from the U.S. Department of Agriculture's Market Access Program. These funds are specifically earmarked for the promotion of Oregon wines outside the U.S.



## International newsletter

To learn more about OWB's international marketing activities and be added to our email list, contact [info@oregonwine.org](mailto:info@oregonwine.org) (<mailto:info@oregonwine.org>). Be sure to include your first and last name, business affiliation, and role.

[See past industry news on international programming.](https://industry.oregonwine.org/news-and-media/category/international-marketing/) (<https://industry.oregonwine.org/news-and-media/category/international-marketing/>)

## International Marketing Committee overview

The International Marketing Committee meets at least 3 times per year, usually in April, June and October. There is an open invitation to any industry member interested in attending committee meetings. Contact [info@oregonwine.org](mailto:info@oregonwine.org) (<mailto:info@oregonwine.org>) for meeting details.

An Export Advisory Committee that includes the committee Chair and Vice Chair has been formed to guide the specific goals and objectives of the OWB marketing team.

[See the current international marketing committee roster](https://industry.oregonwine.org/about-the-oregon-wine-board/committees-task-forces/) (<https://industry.oregonwine.org/about-the-oregon-wine-board/committees-task-forces/>)

## **Committee meetings**

*There are currently no scheduled committee meetings*

## **2022 International program calendar**

2022		
January	February	March
<i>No programming planned</i>	<i>No programming planned</i>	<p>March 21</p> <p>Stockholm targeted trade programming (full details to be provided shortly), <i>no in-person winery participation</i></p> <p>March 22</p> <p>Denmark targeted trade programming (full details to be provided shortly), <i>no in-person winery participation</i></p> <p>March (date TBD)</p> <p><i>Japan Importer Tasting with WSW; no winery participation</i></p>
April	May	June
<p>April 25 &amp; 27/28</p> <p>Tastings in Mexico City and Cabo San Lucas <i>winery participation with WSW</i></p> <p><i>Japan Promotion</i></p>	<p>May 9</p> <p>Stockholm Tasting Event <i>Oregon only; winery participation</i></p> <p>May 12</p> <p>Paris Tasting US Embassy Event <i>with CWI; winery participation</i></p> <p>May 15-17</p> <p>ProWein <i>with WSW; winery participation</i></p> <p>Japan Promotion</p>	<div style="border: 1px solid black; padding: 5px;"> <p>NW Wine Expeditions</p> <p>June 6 &amp; 8 Toronto &amp; Montreal</p> <p>June 13 &amp; 15 Calgary &amp; Vancouver <i>with WSW; winery participation</i></p> </div> <p>June 26-28: Oregon Pinot Camp</p> <p>June 23-29: Summer Tour <i>Oregon only</i></p>
2022		
July	August	September
<p>Asia tour – Japan and Korea</p> <p>Dates TBD</p> <p>possible Osaka addition <i>with winery participation</i></p> <p><i>Tokyo and Seoul with WSW</i></p> <p><i>Osaka Oregon only</i></p> <p>Korea NW Wine Certification Level 2</p> <p>GBI UK Sommelier Inbound Tour</p>	<i>No programming planned</i>	<i>No programming planned</i>
October	November	December
<i>No programming planned</i>	<i>No programming planned</i>	<i>No programming planned</i>

Every year, OWB hosts 18-20 international trade on a visit to Oregon and attendance at [Oregon Pinot Camp](https://www.oregonpinotcamp.com/) (<https://www.oregonpinotcamp.com/>), a program produced by the Willamette Valley Wineries Association. The Summer Tour provides in-depth education and exposure to Oregon's major winegrowing regions, and fosters buyer relationship building for those Oregon producers interested in export sales channels.

Hosted campers are chosen each year from among nominations made by industry members.

[Learn more and make a nomination](https://industry.oregonwine.org/marketing/international-marketing/international-trade-summer-tour-and-oregon-pinot-camp/) (<https://industry.oregonwine.org/marketing/international-marketing/international-trade-summer-tour-and-oregon-pinot-camp/>).

## Resources and information

### – International activities funding

The funding structure for the export program is unique in that the Oregon Wine Board, as part of the Northwest Wine Coalition, receives funding from the US Department of Agriculture's Market Access Program that is specifically earmarked for the promotion of Oregon wines outside the US. Additional funding comes from targeted grant opportunities and winery fees for participation in tradeshows, tastings and other programs during the year. Below is a description of the various grants that are utilized to fund our activities

#### **Market Access Program (MAP)**

Through the Market Access Program (MAP), FAS partners with U.S. agricultural trade associations, cooperatives, state regional trade groups and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.

MAP reaches virtually every corner of the globe, helping to build markets for a wide variety U.S. farm and food products. FAS provides cost-share assistance to eligible U.S. organizations for activities such as consumer advertising, public relations, point-of-sale demonstrations, participation in trade fairs and exhibits, market research and technical assistance. When MAP funds are used for generic marketing and promotion, participants must contribute a minimum 10-percent match. For promotion of branded products, a dollar-for-dollar match is required.

Each year, FAS announces the MAP application period and criteria in the Federal Register. Applicants apply for MAP through the Unified Export Strategy (UES) process, which allows eligible organizations to request funding from multiple USDA market development programs through a single, strategically coordinated proposal. FAS reviews the proposals and awards funds to applicants that demonstrate the potential for effective performance based on a clear, long-term strategic plan.

#### **Global Broad-Based Initiative (GBI)**

The Global Broad-Based Initiative (GBI) encourages cross-promotional activities that feature more than one USDA commodity group. If awarded, grants are often re-funded for up to three years. There are no country restrictions on eligibility.

How it Works: The NWC applies for program specific grants, such as the current program in Seoul. OWB receives 40% of the funds for that specific program.

#### **Emerging Markets Program (EMP)**

The Emerging Markets Program (EMP) helps U.S. organizations promote exports of U.S. agricultural products to countries that have — or are developing — market-oriented economies and that have the potential to be viable commercial markets.

Through the EMP, FAS provides cost-share funding for technical assistance activities such as feasibility studies, market research, sectorial assessments, orientation visits, specialized training and business workshops. The EMP supports exports of generic U.S. agricultural commodities and products, meaning projects that endorse or promote branded products or specific companies are not eligible.

Each year, FAS announces the EMP application period and criteria in the Federal Register. U.S. non-profit, for-profit and government entities are all eligible to apply. Applicants submit proposals through the Unified Export Strategy (UES) process, which allows eligible organizations to request funding from multiple USDA market development programs through a single, strategically coordinated proposal.

There is no fixed list of "emerging market" countries, but the legislation defines an emerging market as any country that "is taking steps toward a market-oriented economy through the food, agriculture, or rural business sectors of the economy of the country" and "has the potential to provide a viable and significant market for United States commodities or products of United States agricultural commodities." Guidance on qualified countries is provided each year in the program application announcement.

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+ **Target market strategy**

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+ **Market reports**

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+ **Winery resources**

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INTERNATIONAL NEWS

oregon  
wine BOARD

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February 8, 2021

## International marketing news

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### 2022-2023 Calendar of events

#### Event calendar

OWB is pleased to share our draft calendar of events for the 2022-2023 fiscal year. We are working to confirm the dates outlined and of course will be monitoring the regulations in different countries for travel and events due to the ongoing pandemic but we are hopeful that we will be able to complete much of this programming by June 2022.

You can find the calendar [here](#). Please continue to check our website and watch for communications about updates and possible changes.

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### Upcoming Programming

#### Prowein postponement update and Europe schedule change

As you have all heard by now, Prowein 2022 has now been postponed until May 15-17. Due to this schedule change, we will also be postponing our other European program to coincide with these new dates. We are still working to finalize the dates but please see below for the tentative new schedule. We should be able to confirm these dates in the next week.

- May 9– Stockholm Tasting
- May 12 – Paris Embassy Tasting

For those of you registered for Prowein, if you have conflicts with the new dates or do not think that you will attend, please contact Margaret at your earliest convenience. This information is important as we are continuing to build our booth for this event.

Additionally, our programming for Sweden and Denmark scheduled for February will now take place on March 21 and 22 respectively. These events do not require winery travel but are aimed to create a buzz leading up to the May programming and to make sure that we

target audience will be wine journalists, sommeliers and importers.

### Asia schedule change due to Europe

Because of the change in scheduling for Prowein, we need to move our scheduled programming for Korea and Japan that was scheduled for May. We are working with our partners there to determine the best options and will share them as soon as we have new dates. It is likely that these will need to be pushed back into summer 2022 or events will be held in May but without winery in-person participation. The Level 2 NW Wine Certification will also be included in the programming in Korea.

### Canada and Mexico

#### Updates and call to register with shipment deadlines looming

The good news is that we are on schedule for both our programming in Mexico and Canada. Shipping will need to start shortly, so all wineries interested in participating in any of these events are encouraged to register as soon as possible. **The deadline for these registrations is Feb. 9 due to shipment deadlines.**

- April 25 – Mexico City – [Event information](#) / [Registration](#)
- April 27-28 – Cabo San Lucas – [Event information](#) / [Registration](#)
- June 6 – Toronto – [Event information](#) / [Registration](#)
- June 8 – Montreal – [Event information](#) / [Registration](#)
- June 13 – Calgary – [Event information](#) / [Registration](#)
- June 15 – Vancouver – [Event information](#) / [Registration](#)

### Inbound updates

#### GBI UK Sommelier Multi-State Inbound

OWB in conjunction with WSWC and CWI will be hosting a group of 10 sommeliers from the UK using funding from a GBI grant. The original dates for this tour were the first week in March, but after discussing this with our partners we think it prudent to postpone due to the new wave of the pandemic. We are looking at finalizing dates but it is looking like the group will tentatively be in Oregon July 13 and 14. We will confirm these dates once they are finalized.

#### Oregon Pinot Camp Update

OWB looks forward to returning to our annual programming around Oregon Pinot Camp. As in years past, OWB will be bringing 18 key international trade members to Oregon to attend OPC as well as participate in a tour of the non-participating wineries prior to OPC. The invitations have been sent out and we will communicate the final list of attendees once they are confirmed. We are targeting trade from all sectors from seven different countries that have been nominated by wineries throughout the state.

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## Market Recaps

### In-market contractor updates: LCBO and SAQ

year. In addition, social media ad campaigns positioned on Facebook and Instagram contributed to over 9,000 clicks to the Oregon landing page at the LCBO.

### Product Tender Call Information

The LCBO has opened their product call for 2022-2023. This call has been sent out to all agents and trade by the LCBO, however, we encourage you to contact your agent in Ontario to register their interest and supply products for sampling by the dates outlined [here](#). For more information please visit their [website](#).

The SAQ also has a product call currently. For more information, visit the [SAQ website](#).

### United Kingdom

Our partners in the UK, LOTUS has been working on various campaigns focusing on consumers and PR since we started working with them last year. To read a brief market update, which includes potential impacts of Brexit and tax increases as well as a summary of the programming we have been conducting, please see the [full report](#). You can also [access images and examples](#) of their content creation for social media and our UK content hub. We look forward to continuing to collaborate with the team in the UK and look forward to a busy year of programming to appeal to the consumers in the UK market.

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### Call for success stories

As always, OWB is in need of your success stories. If you have increased sales or have secured a new import partner in a market as a result from our programming, please let us know. It is an essential piece of reporting back to the USDA to ensure we continue to get funded at our same levels. We do not share this information beyond the USDA. If you have a success story to share, please email [Margaret Bray](#). The template to submit your success stories is available [here](#).



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