



April 15, 2026

Sally Crawford
Chief Financial Officer
Oregon Wine Board
5550 S Macadam Ave, Suite 100
Portland, OR 97239

Dear Ms. Crawford:

The Oregon Business Development Department is required by statute ORS 576.768 to review and approve the annual strategic plan and budget of the Oregon Wine Board. The strategic plan and budget are recommended annually by the Board for promotion and research.

The Oregon Wine Board has developed a 2025-30 strategic plan to meet its mission of supporting Oregon wine grape growing and wine making industries. Current strategic objectives focus on defining, protecting, and promoting the reputation of Oregon wine globally, advancing the industry's collective intelligence in support of growing, making, and selling quality wines, and harnessing statewide strength to unite and empower the Oregon wine industry.

Business Oregon evaluated the Oregon Wine Board's 2026-27 budget from a business perspective without specialized knowledge of the wine industry. Looking at your budget proposal we believe that the Oregon Wine Board's budget as proposed supports the current mission, vision, and objectives of the Board within a financially healthy organization.

Business Oregon approves the 2026-27 budget and 2025-30 strategic plan as recommended by the Board.

Sincerely,

Sophorn Cheang
Director