

From: Oregon Wine Industry <info@oregonwine.org>

Sent: Saturday, November 20, 2021 1:55 PM

To: Oregon Wine Board <info@oregonwine.org>

Subject: New Entry: Blank Form (ID #35626)

1) Are you submitting this as:

a winery & vineyard owner/manager

2) In which region does your business primarily operate:

Umpqua Valley

3) Tell us the functional area your suggestion or idea for the Wine Board most closely relates to: (check all that apply)

Education

Communications and Media Relations

Scientific Research

Marketing

4) If this is Marketing or Communications input, which of the industry's strategic focus areas does it support? (check all that apply)

Brand Equity

Tourism

Market Expansion

Insights & Integration

5) If this is input for the Viticultural & Enology Research Committee, which strategic focus area does it support? (check all that apply)

Wine Quality
Sustainable Production
Changing Climate

6) Describe in a couple sentences the suggestion or request you'd like considered during the 2022-23 budget planning cycle)

I am of the belief that the core areas that the OWB is chartered to work on for the Oregon wine industry are all appropriate and should continue, Education, Marketing, which includes Communication and Media Relations and Research and are the the best use of the Grape Tax to promote Oregon wines.

7) Briefly summarize how the idea or suggestion supports the statewide industry constituency OWB is accountable to?

Please pay attention to all regions and seek out their individual needs. I'm fine with promoting Brand Oregon, it just needs to be seen as fair to all and help all regions prosper. Over the tumult of the last couple of years, what I have most heard is the sentiment that all regions do not get what they see as their fair share.