



OREGON  
WINEGROWERS  
ASSOCIATION

# YOUR ADVOCATES

IN LOCAL, STATE AND NATIONAL GOVERNMENT

PRESENTED BY:

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Government Affairs and  
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OWA

**PATTIE BJÖRNSON**

Owner  
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Owner  
Utopia Vineyard



# OWA MISSION

The Oregon Winegrowers Association advances and protects the investments of its members. Harnessing the power of statewide consensus, the OWA stands as a vital advocate for the health, growth and economic sustainability of Oregon's wine grape growing and wine production community.



# THE REASONS TO JOIN

## LEGISLATIVE

OWA is the only statewide organization scanning the horizon for emerging issues and **advocating to policymakers at the state and federal levels** to ensure the Oregon wine community's continued success.

## REGULATORY

As the regulatory landscape becomes more complex, OWA members **stay informed** through timely compliance guidance and updates.

## SAVINGS

**Capture saving** through preferred pricing with various benefit partners.



# OWA & OWB

## WHAT ARE THE DIFFERENCES?



- Funded by membership dues
- State and federal legislative and regulatory advocacy
- Compliance updates and guidance
- Cost savings



- Tax funded
- Marketing Oregon wine
- Viticulture and enology research
- Education



# A SMART INVESTMENT

“The Oregon Winegrowers Association isn’t funded by grape taxes, it is our industry trade organization and **if you are not a member you have no voice** in the most important regulatory, legislative and policy issues affecting Oregon’s wine industry. Membership in the OWA is a **smart investment and critical to our business plan.**”

**Hilda and Earl Jones, Abacela Winery**

# WE'RE HERE FOR YOU!

“When an asphalt batch plant was proposed near numerous vineyards in the Eola-Amity Hills, timely legal guidance from OWA’s land use counsel at Davis Wright Tremaine LLP played a key role in the application being withdrawn. **Knowing I can call on OWA when critical industry issues arise is invaluable and well worth the investment in membership.**”

**Pattie Björnson, Björnson Vineyard**

# REGIONAL INITIATIVES

## Washington County

Lined up with Washington County growers and wineries to delay consideration of a proposed ordinance that could have required existing wineries to seek new permits and subject their basic operating practices to a new county review process

## Eola-Amity Hills

Provided legal support to growers and winemakers in the Eola-Amity Hills threatened by a new asphalt batching operation near their vineyards

**We're here  
for you!**

## Southern Oregon

Drafted food service guidelines for wineries located on farmland that has been endorsed by the DLCD and the OLCC, responding to a need for clarity around food service at wineries in Southern Oregon and other regions

## Walla Walla Valley

Partnered with the Walla Walla Valley to craft a tailored alternative to a TTB proposal that could have jeopardized Oregon's stringent labeling rules. The alternative would allow for wider use of The Rocks District of Milton-Freewater AVA while protecting Oregon's labeling laws

## Willamette Valley

Intervened with Oregon's congressional delegation on behalf of growers and wineries in the area targeted by intrusive and extended U.S. Department of Labor investigations



# 2017 STATE ISSUES

## Issues To Watch

- Increased wine taxes to help pay for state's estimated \$1.8 billion biennial budget shortfall
- Transportation package
- OSU's \$9 million Quality Foods & Beverages Center capital project
- Employment policies:
  - “Predictive Scheduling” for hourly, shift workers
  - Paid Oregon Family Leave



# 2017 STATE ISSUES

## **Market Access & Research Investment Strategy (MARIS)**

- Allocates \$1.5 million to the OWB for innovative programs to create new market access opportunities for Oregon wineries.
- Also funds specific vineyard related research (e.g. red blotch associated viruses).
- Monies come from existing wine taxes that go to the state general fund.

## **Music Licensing Reform**

- Seeks to reign in unscrupulous representatives of Performance Rights Societies (BMI, ASCAP, SESAC) that harass wineries and other establishments where copy written music is performed or played.



# 2017 FEDERAL ISSUES

## Craft Beverage Modernization and Tax Reform Act

Worked with Senator Wyden to draft and build support for the bill.

If passed, it would:

- Reduce federal excise taxes for **every** Oregon winery.
- Raise the ABV threshold that triggers higher wine excise tax rates from 14% to 16%.

### Possible Savings by Winery Size

SIZE OF WINERY	ANNUAL EXCISE TAX	WYDEN TAX PROPOSAL	SAVINGS
5k Case	\$2,021	\$832	\$1,189
20k Case	\$8,085	\$3,329	\$4,756
50k Case	\$37,223	\$10,213	\$27,010

*Annual tax savings would exceed OWA dues*



# COMPLIANCE GUIDANCE

OWA members receive guidance from our expert legal team at **Davis Wright Tremaine LLP** on topics like:

- Licensing requirements for live and recorded music
- Navigating the social media landscape legally
- Labor laws and investigations
- DTC enforcement

*Visit booth 122 for more information*







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REFERENCE TOOLBOX

ENTER SEARCH CRITERIA



Reference TOOLBOX



VINEYARDS



WINERIES

**OWA Reference Toolbox Coming in 2017!**



# REFERENCE TOOLBOX: VINEYARDS

## **Employment**

- Wage and Hour
- Worker Accommodations
- Hiring
- Safety
- Farm Labor Contractors

## **Business/Financial**

- Trademarks
- Tax
- Financial Management
- Insurance
- Grape Contracting

## **Land Use and Natural Resources**

- State/County Zoning Rules
- Water
- Environmental Considerations
- Vineyard Appellations/ Certifications

## **Vineyard Operations**

- Chemical Application
- Neighbor Relations
- Safety
- Disease/Climate/Pest Management



# HERBICIDE DRIFT

- OWA has undertaken a significant outreach campaign to raise awareness.
- Please communicate with your neighbors this growing season.

**Visit Booth 124** to learn more about preventing drift and reporting a problem, including **split sampling**.





# CAPTURE SAVINGS

## FEDEX PREFERRED PRICING

# Up to 53% off

select FedEx services

**VISIT BOOTH 318**

## LEGAL GUIDANCE

# Free

access to attorneys for “mailbag”  
legal or regulatory questions and  
information

**VISIT BOOTH 122**

## OFFICE DEPOT DISCOUNT

# Average savings of 25%

plus, free next-day delivery on orders  
more than \$50

**VISIT BOOTH 612**

## OREGON WINE SYMPOSIUM

# \$60 off

event tickets

See full benefit details on [www.oregonwinegrowers.org](http://www.oregonwinegrowers.org)



# RETURN ON INVESTMENT

“The OWA offers many great benefits to its members and the FedEx shipping discount is one that cannot be overlooked. This program alone has saved me far more than what I pay in annual dues. **When members use the programs offered by OWA, there is no question the value OWA provides.**”

**Dan Warnshuis, Utopia Vineyard**





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# JOIN US!

**PROTECT YOUR BUSINESS, CAPTURE SAVINGS  
AND HELP ADVANCE OUR INDUSTRY**

**VISIT US AT BOOTH 124!**

**JOIN ONLINE: [WWW.OREGONWINEGROWERS.ORG](http://WWW.OREGONWINEGROWERS.ORG)**