Dear Friends,

This past year tested and rewarded Oregon’s wine community in some memorable ways.

We came into it after the Spring, 2022 frost which gave us a good scare. However, the vines recovered heroically, and sensational fall weather set up an historic vintage after what initially looked catastrophic.

Growers, winemakers and managers also continued adapting to the new post-pandemic normal. Many partnered with the Oregon Wine Board to build new capabilities and resurrect proven initiatives.

In this 20th year since becoming a semi-independent state Board, OWB:

- Leveraged federal funds for a tasting room performance tracking and staff training suite with Community Benchmark and WISE Academy
- Unveiled a monthly dashboard reporting on tourism and social media trends
- Executed the most successful Oregon Wine Month promotion ever
- Welcomed the industry, and guests from around the world, back for a long-awaited, in-person Wine Symposium
- Invested substantially more in scientific research to study rootstocks, irrigation timing and the threat from vine mealybugs
- Enhanced Oregon’s international presence with grant dollars at new, showcase events in Paris, Toronto and Singapore
- Established the Industry Partnership Committee, providing a regular forum for business owners, OWB and AVAs to focus on emerging risks and opportunities

In the following pages, our activities are reviewed in detail, and we have included the final financial report with some important figures highlighted to the right.

My OWB colleagues and I could not do our work without consistent support from committee volunteers and business owners. Your advice and encouragement helped us position Oregon for even greater success in the years ahead.

Tom Danowski, President
Oregon Wine Board strategic plan.

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.

In the 2024 calendar year, the OWB will implement DEI commitments and strategies for their board and staff.

Assessment is a critical step to long-term success, as it provides a data-driven understanding of the organization’s current state of Diversity and Inclusion.

For this important work, the OWB has been working with Diamond Strategies relying on them to provide data-driven insights that will inform strategies that can achieve real positive change and establish a baseline from which to measure progress along OWB’s diversity, equity, and inclusion (DEI) journey.

Together we will build a diverse, equitable, and inclusive OWB, within which all employees, stakeholders, and residents feel that they belong.
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 lifestage needs and in service to the advancement of Brand Oregon
- Institutionalize venues for cooperation and input-gathering among regions and other industry groups

SUCCESS REQUIREMENTS

Transparency:
Achieve clear priority-setting, transparent resource allocation, and unambiguous communication

Strategic partnerships:
Create strong partnerships with wine and industry-tangential organizations to amplify our work

Professional development:
Sustain and grow capabilities through professional enrichment and continuing education opportunities

Metrics of success:
Institutionalize a process for tracking and communicating progress through measurable metrics
Enhance the reputation of Oregon Wine

The Oregon Wine Board will define, protect, elevate, and promote the reputation of Oregon Wine and grape domestically and globally.

Marketing and Communications.

**MEDIA RELATIONS**

OWB's media relations efforts strive to place diverse and positive stories in a variety of consumer, trade, and industry publications, and to garner strong critical reviews.

**Media Tours**

Bringing writers to Oregon to write about our grape growing, wine production, and the entire positive winery experience is an important part of supporting our state’s winemakers.

The first media tour in the fiscal year culminated at the Oregon Wine Experience (OWE), a Southern Oregon event held annually. While writers attend OWE events such as medal ceremonies and tasting dinners, daytimes are for OWB-coordinated visits to producers. In August 2022, OWB brought bloggers and influencers Marlynn Schotland of Urban Bliss (Instagram Following 40K), and Paige Comrie at Wine with Paige (Instagram following 30K).

We shuttled them from PDX to Ilahe Vineyards as the first media members to visit the newest AVA of Mount Pisgah, Polk County, Oregon. Once out of the Willamette Valley, we stopped in Elkton for a visit to Brandborg, where four Umpqua Valley AVA producers presented their wines. Onto to the Rogue Valley festivities we went, with historic tours through Jacksonville, winetasting at landmark wineries such as Kriselle Cellars and new ones like Awen.

The next media tour occurred right after harvest in November 2022. Six writers joined OWB and Taste Vacations (Zephyr) on a tour throughout the Willamette Valley that ended with the event Taste of Umpqua in Eugene, where they tasted with 14+ Umpqua winemakers. This collaboration
between OWB and Taste Vacations shared costs to bring writers to/from Oregon and hosted them throughout nested AVAs of Ribbon Ridge, Dundee Hills, and Yamhill Carlton.

The tour wrapped up in mid-November with early posts including three from Lyn Archer reaching 5,000 people each. Travel Writer, Veronica Meewes wrote Discover Pinot Noir’s Perfect Home from this tour for Austin Travels.

**Press Releases**

On July 5, 2022 the OWB Communications Department was instrumental in announcing Oregon’s 23rd AVA Mount Pisgah, Polk County, Oregon. The press release was a tandem effort with Willamette Valley Wineries Association (WVWA) and OWB.

Throughout the year, six press releases followed covering: the 2021 Winery and Vineyard Report, the Oregon Wine Symposium (with three communications, the final one announcing industry award winners), and in May we focused on Oregon Wine Month with two dedicated communications. These can all be accessed in the OWB Press Release Archive.

**Calls for Wine**

The OWB regularly alerts winemakers with media opportunities on its Calls for Wine page, each of which are sent through the Information Sharing Task Force (ISTF), to every winemaker in the state, as well as through dedicated emails, and highlighted in the Grapevine newsletter. More than 36 Calls for Wine were issued this fiscal year, representing three opportunities per month for winemakers to get wines in front of influential journalists and critical reviewers.

One call of significance was for the Oregon Wine Board covering free ground shipping of up to one case of wine (12 bottles) to the TEXSOM International Wine Awards (TIWA). In the end, 74 medals were awarded to Oregon wines among 2,500 wines entered from around the world. Oregon Chardonnay took home 15 medals including the top scoring “Judges Selection.” Pinot Noir was awarded 40 medals as the leading varietal medalist.
Hosting Press and Tastings

OWB hosted Samantha Cole Johnson, Pacific Northwest specialist for JancisRobinson.com, for tours of Southern Oregon and the Umpqua Valley, and James Suckling’s team for critical tastings this year. We helped coordinate a call for wines for JamesSuckling.com and he filed The Oregon Report quickly thereafter in April 2023.

“While Pinot noir and Chardonnay remain respectively the undisputed and rising stars of Oregon, there is more to keep an eye on, and plenty below to enjoy now or in years to come.

- CLAIRE NESBIT
  Associate Editor, James Suckling
Meltwater Media Monitoring Service

Meltwater provides key intelligence into media relations efforts across the state, not only by OWB but by all storytellers. Oregon wine is written about more than 41 times a day on average.

The reach of Oregon wine media coverage was up by 84% this fiscal year and positive and neutral stories up 36%.

<table>
<thead>
<tr>
<th>MEASUREMENT</th>
<th>JULY 1, 2022 – JUNE 30, 2023</th>
<th>JULY 1, 2021 – JUNE 30, 2022</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>57.9 billion</td>
<td>31.4 billion</td>
<td>↑84% INCREASE</td>
</tr>
<tr>
<td>Sentiment: Positive and neutral articles</td>
<td>14,982</td>
<td>10,943</td>
<td>↑36% INCREASE IN POSITIVE ARTICLES</td>
</tr>
<tr>
<td>Sentiment: negative articles</td>
<td>124</td>
<td>297</td>
<td>↓58% DECREASE IN NEGATIVE ARTICLES</td>
</tr>
<tr>
<td>News value</td>
<td>$535 million</td>
<td>$290 million</td>
<td>↑84% INCREASE</td>
</tr>
<tr>
<td># of press mentions</td>
<td>15,127</td>
<td>11,200</td>
<td>↑35% INCREASE</td>
</tr>
</tbody>
</table>
Media Highlights

Stories throughout the year that moved the needle with large publications included:

The acclaimed Italian wine organization, Slow Wine, announcing the return of its annual multi-city event series to the United States.

On December 8, 2022, over 500 stories on Oregon wine ran when NBA Star CJ McCollum purchased a 318-Acre Vineyard in Oregon (...including a Yahoo News mention with readership of 48 million.)

The Decanter World Wine Awards announced on June 7, 2023, that “Oregon Pinot Noir is among the world’s Top 50 wines.”

“Pinot has taken to Oregon’s Willamette Valley with remarkable success, and especially to the red-soiled Dundee Hills.”

- DECANTER WORLD WINE AWARD JUDGE
TRADE MARKETING AND OREGON WINE MONTH

In 2023, Oregon Wine Month continued its notable comeback with an array of promotional initiatives spanning all sales channels nationwide. A collaborative, well-coordinated endeavor was undertaken by industry and trade partners in the lead-up to May. The OWB worked with key stakeholders, focused on both the three-tier system and direct-to-consumer (DtC) channels.

Numerous objectives were achieved including:

• Development of sell sheets tailored for distribution, retail, and on-premise.

• Creation of sales program decks to cater to all sales channels.

• Hosting of two webinars focused on the 3-tier system and DtC channels.

• Successful fulfillment of printed Point-of-Sale materials for retail outlets and tasting rooms across the country.

• Creation of digital assets suitable for versatile omni-channel promotion and customization.

• Delivery of four educational masterclasses to enhance knowledge and expertise within the industry.

The Oregon wine category experienced a greater lift in sales nationally during the promotion period compared to the total wine category (Nielsen Scan data), with several major retailers in the Pacific Northwest showing double digit growth.

OWM Campaign Materials

During Oregon Wine Month 2023, the implementation of Oregon Wine’s updated brand identity was continued, featuring new photography. Hard copy Point-of-Sale (POS) materials were distributed. OWB ensured broad coverage by sending shelf blades, case talkers, and table tents to 93 distributors nationwide and 85 tasting rooms. The POS materials featured QR codes that directed consumers to OWB’s website.
and an exciting sweepstakes. Fresh content was designed specifically for paid and organic marketing efforts.

Furthermore, the entire industry was provided with valuable digital assets through the Oregon Wine Month toolkit.

**OWM PR and Social Media Campaign**

This year, OWB began Oregon Wine Month programming and messaging several months in advance. This new strategy of long lead time allowed us to work with our industry as well as our tourism partners to generate excitement around the build-up. As a result, we saw a momentous wave of engagement that began even before May 1.

---

**Oregon Wine Month by the numbers**

**OREGON WINE MONTH DIGITAL ADVERTISING RESULTS**

<table>
<thead>
<tr>
<th>IMPRESSIONS (Facebook/Instagram)</th>
<th>LINK CLICKS (Facebook/Instagram)</th>
<th>IMPRESSIONS (Google)</th>
<th>LINK CLICKS (Google)</th>
</tr>
</thead>
<tbody>
<tr>
<td>778,000</td>
<td>29,000</td>
<td>1.5 million</td>
<td>14,300</td>
</tr>
</tbody>
</table>

**OREGON WINE MONTH GIVEAWAY RESULTS**

- 6 sweepstakes vs. 3 in 2022 (8,903 vs. 20,449)
- **130% increase in entries**
OWM Trade, Industry, and Consumer Education

Four new webinars were presented by OWB Education Director and Master of Wine, Bree Stock, across the months of April and May and attended by more than 700 trade and industry members. These will continue to support education and are now available on OWB’s industry website.

Webinar #1: Sparkling Oregon
Webinar #2: Regional Whites
Webinar #3: Regional Reds
Webinar #4: Understanding Soils & Climate

Oregon Wine Resource Studio

The Oregon Wine Resource Studio offers convenient access to a wealth of information about Oregon wines. This user-friendly mobile website includes compelling illustrations highlighting the unique features of terroirs, historical insights, AVA presentations, industry statistics, sustainability practices, cultural elements, and more – all of which contribute to establishing Oregon as a world-class winegrowing region.

OWB’s Trade Newsletter

Additionally, upon downloading content from the platform, users can willingly subscribe to the OWB’s trade newsletter, reaching over 7,000 recipients. This ensures that industry professionals stay connected and receive updates and insights from the Oregon Wine Board.
CONSUMER COMMUNICATIONS

OWB regularly shares programs, offerings, industry events as well as other relevant news to a broad consumer audience using our newly launched website, e-news mailing list, and social media channels.

oregonwine.org offers a range of compelling programs, including trip planning resources and inspirational content. All consumer-focused programming fit OWB’s four marketing pillars of Brand Equity, Market Expansion, Wine Tourism, and Insights & Integration. This past year OWB shifted its digital advertising approach to a nearly year-round, always-on approach that allowed us to connect with wine consumers in key markets.

oregonwine.org website traffic & social outlets by the numbers 2021-22

<table>
<thead>
<tr>
<th>SOCIAL MEDIA</th>
<th>CONSUMER WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>48,309 FOLLOWERS</td>
<td>144K USERS (229% INCREASE)</td>
</tr>
<tr>
<td>8.1% INCREASE</td>
<td>407K PAGEVIEWS (276% INCREASE)</td>
</tr>
<tr>
<td>INDUSTRY NEWSLETTER</td>
<td>CONSUMER WEBSITE</td>
</tr>
<tr>
<td>45,000 SUBSCRIBERS</td>
<td>206,344 SESSIONS (268% INCREASE)</td>
</tr>
<tr>
<td>29% OPEN RATE</td>
<td>229% INCREASE</td>
</tr>
<tr>
<td>DIGITAL ADVERTISING RESULTS</td>
<td>407K PAGEVIEWS (276% INCREASE)</td>
</tr>
<tr>
<td>413K REACH (204% INCREASE)</td>
<td>CONSUMER WEBSITE</td>
</tr>
<tr>
<td>778K IMPRESSIONS (52% INCREASE)</td>
<td>OTHER: 28</td>
</tr>
<tr>
<td>29K SITE CLICKS (93% INCREASE)</td>
<td>OR: 26</td>
</tr>
<tr>
<td>USER LOCATION</td>
<td>CA: 17</td>
</tr>
<tr>
<td></td>
<td>IL: 2.5</td>
</tr>
<tr>
<td></td>
<td>FL: 2.5</td>
</tr>
<tr>
<td></td>
<td>NY: 3</td>
</tr>
<tr>
<td></td>
<td>VA: 3</td>
</tr>
<tr>
<td></td>
<td>TX: 4</td>
</tr>
<tr>
<td></td>
<td>WA: 14</td>
</tr>
</tbody>
</table>
OREGON WINE TOURING GUIDE

The sixth edition of the Oregon Wine Touring Guide (2023-24) is one of the OWB’s most visible tourism assets and is designed to educate, inspire travelers and locals alike, and facilitate travel around Oregon’s varied regions. Since launching in February 2023, the guide has received overwhelmingly enthusiastic responses from consumers and industry members, with a 73% increase in consumer orders (compared to the same period for the previous edition) and a 566% increase in orders from industry. As of July 2023, approximately 52,000 printed copies out of a total of 70,000 (or 73%) have been shipped to wineries, tourism businesses, and consumers.

This sixth edition was produced in collaboration with our publishing partner MEDIAmerica. Among many other clients, MEDIAmerica also produces the statewide visitor guide for Travel Oregon and brings a deep experience in tourism assets. Content produced for Oregon Wine has already been syndicated to Travel Oregon’s online audience of 2+ million.

View the publication online.
OREGON WINE FLIES FREE

Established in 2013, the Oregon Wine Flies Free is a partnership between the OWB, Travel Oregon, and Alaska Airlines. Oregon Wine Flies Free (OWFF) allows Alaska Airlines Mileage Plan™ Members to check one case of wine for free when departing Oregon, Washington, Idaho or California, as well as receive a complimentary tasting at any participating winery. The program aims to incentivize tasting room visitation with complimentary tastings and case sales with waived baggage fees. All partners remain committed to the program and OWB continues to work with them to seek effective ways to promote this value-add program.

International Programming.

OWB’s International Marketing program is primarily designed to support the Market Expansion component of the Wine Board’s Strategic Plan. Secondarily, 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 leverages funds received from USDA’s Market Access Program and other grants and allocates those funds to promote the awareness of Oregon wines globally. OWB worked closely with the Washington State Wine Commission to form the Northwest Wine Coalition (NWC), and as such hosted various trade tastings, shows and inbound tours targeting key members of the international trade. The NWC partnership allows OWB to optimize funding by sharing marketing agents and costs in markets throughout the world.

This year saw the first time that we collaborated at large trade shows with the California Wine Institute, New York Wine and Grape Foundation and Washington State Wine Commission (WA Wine) under the USA umbrella. This joint approach allows us to have a larger presence while offsetting costs for shows in Paris and Singapore. In fact, this year marked the first time that OWB’s international schedule was anchored by three large trade shows as well as our most robust programming
**CANADA**

In Canada, OWB continued to partner with Predhomme Strategic Marketing to execute tastings and masterclasses in Toronto, Montreal, Calgary and Vancouver. Created in partnership with Washington State Wine Commission, the series of tastings were titled Northwest Wine Expedition and were highly anticipated and well-attended with close to 800 attendees across the four events.

Among the attendees were main U.S. buyers from the monopolies of all regions. OWB also included monopoly buyers and other key decision makers from the Atlantic provinces in the Toronto tasting and provided a bus for important trade from Edmonton who enthusiastically attended the event in Calgary. With close to 30 wineries participating, these shows continue to be the largest for NWWC programming.

Additionally, Oregon and New Zealand continued our collaboration with our Wines from the Edge programming this year in Toronto. The flagship event was our side-by-side seminar hosted by Bree Stock MW for Oregon and Cameron Douglas MS for New Zealand. This was followed by tastings held at 4 restaurants. The masterclass was above capacity with over 60 trade in attendance showing the enthusiasm for collaborations across regions.

**UNITED KINGDOM**

In the UK, OWB continued to partner with LOTUS on PR and consumer marketing. In addition to content creation for OWB’s UK website and social media, this partnership allowed OWB continued sponsorship of the London Restaurant Festival. OWB sponsored 6 events across the month of June at restaurants in the greater London area. Close to 20 wineries participated and through our partnership, reached a targeted audience of high-end Amex users.

In February, OWB hosted a series of educational events targeting the top sommeliers and independent retailers in London. Wines were sourced from local importers to promote sales and listings of Oregon wine in this very important market.

**SCANDINAVIA**

OWB returned to two target markets: Copenhagen and Stockholm. In February, OWB in collaboration with WSW, hosted a series of importer trainings across Stockholm. Hosted by Madeleine Stenwreth MW, which created interest in bringing in more
Oregon brands. OWB is still ‘matchmaking’ wineries with importer, the full impact is yet to be seen.

In March, OWB returned to Copenhagen, along with Washington State Wine Commission, to host our first tasting there, post-pandemic. Oregon had close to 20 wineries in attendance showing enthusiasm for our first post-pandemic tasting there with more than one winery securing an import partner in Denmark. This included a masterclass hosted by Madeleine Stenwreth MW that was at full capacity. Wines from all of the NW were featured.

**VINEXPO PARIS, FRANCE**

Oregon, along with California and New York, participated in Vinexpo Paris for the first time in 2023. The collaboration was the first time the US exhibited as a region. This joint participation reflects well to the USDA, which is our funding source and helps keep costs low. It was a great success with 11 participating wineries. Elaine Chukan Brown led an SRO masterclass on Oregon which drove a lot of trade traffic to our booth.

**PROWEIN, DUSSELDORF, GERMANY**

OWB returned to Dusseldorf to participate in the largest wine show in the world. With attendance back to pre-pandemic levels, OWB, alongside CWI and WSWC, saw a lot of traffic showing a trend of interest toward new world wines.

**MEXICO**

OWB, along with Washington State Wine Commission, returned for events in both Mexico City and Los Cabo. OWB held a dinner and masterclass hosted by OPC alum Laura Santander. The events were targeted by importer status, attendees were all local wine trade. This is an efficient way for wineries to get in front of the appropriate demographic.

**JAPAN AND KOREA**

OWB and WSW made their long-awaited return to Korea and Japan. We kicked off the Asia tour in Seoul with a masterclass followed by a trade tasting. The enthusiasm was overwhelming as the demand for quality wine in Korea is on the rise.

We followed the Seoul tasting with a trade tasting in Osaka and then Tokyo. The Japanese trade was enthusiastic about our return. The masterclass in Tokyo was hosted by OPC alum Ken Ota and was a great re-introduction to the NW after
the pandemic. Japan is one of our oldest export markets as was evidenced by the number of wineries showcased at the events.

**VINEXPO ASIA, SINGAPORE**

Following the programming in Korea and Japan, the NW contingent headed to Singapore to participate in Vinexpo Asia for the first time in many years and the first time in Singapore. OWB participated with California as the US Pavilion and for added exposure, we were named the Region of Honor. 8 wineries spread the word about Oregon wine to great effect as the US Pavilion was one of the busiest.

**INTERNATIONAL INBOUND TOURS**

In May, OWB hosted a lifestyle media tour with 5 journalists visiting wineries and Oregon sites. It was the first time in Oregon for all of them and everyone left with a greater understanding of our wines as well as an appreciation of the abundance of Oregon. Many articles have resulted from their time in Oregon and we expect to see more in the coming months.

Also in May, OWB, along with Washington State Wine Commission hosted the new New Category Buyer for the BCLDB, Kim Giesbrecht. OWB’s partners in Canada assisted for the days she visited wineries in Oregon; we will continue to cultivate our relationship with her in the hopes of securing more shelf space in BC.

In June 2023, OWB hosted our largest international group for our annual Summer Tour prior to Oregon Pinot Camp. The group was 21 strong including trade from Canada, Mexico, Korea, Japan, Denmark, Sweden, United Kingdom, Norway, and Hungary. The group was very professional and engaged and could not speak highly enough of their experience.

We started the tour in Southern Oregon with tastings at a few Applegate and Rogue wineries with the fantastic assistance of the Rogue Valley Wineries Association. We worked our way up to the northern Willamette Valley passing through Eugene where Bree Stock MW hosted a masterclass on wineries outside of the Willamette Valley. Their experience was capped by the always memorable OPC which resulted in direct sales and new relationships less than a month after the group returned to their home countries.
WINE & SPIRIT EDUCATION TRUST
LONDON IN-PERSON MASTERCLASS

In April, OWB’s Education Director Bree Stock MW presented to a sold-out audience at the WSET London headquarters. The audience was primarily WSET high-engagement wine consumers, the wines presented were from Oregon and currently available in the UK. Tickets sold out swiftly and the engagement level of the audience was high with favorable feedback from WSET for more classes when OWB’s Education Director is visiting London.
Industry education.

OREGON WINE SYMPOSIUM

Return of an educational program to the in-person Oregon Wine Symposium. The Education Committee made up of industry members from around the state determined topics of interest for educational seminars. The event was well attended with 1,287 attendees primarily from the Willamette Valley, although statewide attendance was the highest to date.

2023 included 18 breakout sessions with 4 general sessions presented to packed rooms. The symposium continues to draw strong industry engagement.

View all Symposium content.

Visitors: Primary Role

<table>
<thead>
<tr>
<th>Role</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakout Sessions</td>
<td>14</td>
<td>19</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Tasting Sessions</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>NA</td>
</tr>
<tr>
<td>Plenary Segments</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Experimental Wine Trials</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>NA</td>
</tr>
<tr>
<td>Poster Session</td>
<td>NA</td>
<td>4</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Speakers</td>
<td>70</td>
<td>60</td>
<td>65</td>
<td>67</td>
</tr>
<tr>
<td>Industry Awards</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>
BUSINESS PLANNING RESOURCES

Profit Planner

The Profit Planner from Wine Business Education is a web-based tool designed to empower small vineyards and wineries to make business decisions from pruning to pricing to 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).

Launched in 2018, the Oregon Wine Profit Planner was developed by the OWB education committee in partnership with Wine Business Education. This is the first comprehensive tool of its kind to be designed by a regional board for the economic benefit of its producers.

With its relaunch in January 2020, the Profit Planner Workbooks offer more comprehensive financial simulations. As of June 2023, there are more than 400 active users of the Profit Planner with roughly 6 new users applying for access each month. The Profit Planner program and Tim Hanni MW continue to engage with the Oregon industry at events like the Oregon Wine Symposium offering in-person tutorial and guidance.
**Oregon Wine Industry Labor & Salary Survey**

The Oregon Wine Education committee first developed this survey in conjunction with Linfield University in 2017/2018 to provide specific data for the Oregon Wine Industry (mirroring the wine industry standard salary survey by Wine Business Monthly). Annually collected data provides pertinent information such as position and gender equity trends. Survey results assist wineries and vineyards in understanding their industry relevance and position. The 2023 survey results were delivered in a series of webinars in partnership with Dr. Jeff D. Peterson of Vinum Docet.

[Oregon Labor & Salary Survey Webinar 2023](#)

**Attracting & Retaining Staff featuring the Labor & Salary Survey Results**

[2023 Oregon Wine Labor Survey Responses Report](#)
Community Benchmark & WISE Academy Partnership

Funded by the ODA Specialty Crop Block Grant scheme, this program is in its second and final year of grant funding. For a $150 one-time set-up fee, wineries receive a Community Benchmark dashboard, reporting analytics, and Direct to Consumer (DtC) training and expertise through October 2023, totaling more than $2,000 in savings.

Benchmarking within regions provides producers with immediate and actionable insights into where their business is thriving or falling behind.

This program has been so successful that it has been requested by the industry to continue to be funded once the grant period ends.

Regional wine associations, wineries, and destination marketing organizations with the awareness and technologies to continue navigation of this historic shift will be the leaders in the newfound tourism landscape.

Community Benchmark is incredibly excited to continue innovating with the Oregon Wine Industry and greater Oregon tourism platform with the following objectives:

1. Empower operators to navigate evolving tourism and DtC trends
2. Set industry standards and best practices for winery DtC and Tourism staff achievement
3. Maximize the effectiveness of Wine marketing investments by strategically targeting expenses
4. Strengthen alignment with Oregon destination marketing organizations with data based dialogue

Community Benchmark + OR
By the Numbers 2021 & 2022

- 63% of Total Oregon DtC Case Production*
- 133 Tasting Room Participants (of 387 Total Oregon Tasting Rooms producing more than 1k cases *)
- 760 Active Oregon User Accounts
- 14 “State of” Presentations

Source: Wines and Vines Analytics
A series of webinars were hosted by the OWB, Community Benchmark and WISE Academy for the Oregon wine industry:

*September, 2022 Community Benchmark/WISE Academy Townhall*
*February 2023 Community Benchmark/WISE Academy Symposium - State of Oregon DTC*
*June 2023 Community Benchmark/WISE Academy Townhall*

---

## OR Shows Larger DTC Contraction This Year

*April Year to Date Total OR DTC Sales - 5Years*

Source: Community Benchmark

---

### Oregon Member Feedback Collected by Community Benchmark

> “We make more decisions now based on data v. “we think or feel”. We were flying blind before CB, now we can see the forest and the trees. We have adjusted select bottle pricing and made a key marketing spend decision based on competitive insights. Both have resulted in incremental revenue.”

- **JOHN BELL**  
  Owner, Cathedral Ridge

> “Community Benchmark has been overwhelmingly beneficial to our business and the valley as a whole. We are now able to keep a pulse on business in real time and gain broader insights into the trends of the valley. Most importantly it allows us to take action immediately on an area of business if we see under performance.”

- **BRANDON ALLEN**  
  DTCManager, Van Duzer

> “Our winery greatly values the nature of the services Community Benchmark provides. If we were not granted a discounted/subsidized rate to enter into the service, we likely would not have elected to do so and would have missed out on the wealth of insight the service has provided.”

- **WALLACE MCKEE**  
  General Manager, Raptor Ridge
Viticulture & enology research.

At the core of the OWB’s viticulture and enology research mission are the investments made to improve grape growing and wine quality. Guided by four priority areas within our statewide industry-developed research plan, the Research Committee works to consolidate industry input on viticulture and enology research projects.

The Committee reviews and recommends proposals for funding, and evaluates project progress. It also evaluates requests for funding in the case of threats to the industry and catastrophic events such as, but not limited to wildfires, pest infestations, and more.

The Viticulture & Enology Research Committee 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**

**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.
GRANT PROGRAM

The Viticulture & Enology Research Committee is determined to fund research that provides applicable solutions to current as well as future challenges.

In the fiscal year 2022-2023, the OWB committed $359,409 to seven highly ranked viticulture and enology projects that were reviewed and recommended to OWB by its Research Committee comprised of volunteers from across the state. Viticulture projects include the study of some common vineyard threats and diseases, as well as grapevine irrigation and rootstock performances. Enology projects focused on wine quality through the understanding of wine microorganisms or the effects of smoke taint.

2022-2023 Funded Research

The OWB makes substantial efforts to publicize the results of its research program in regular dedicated emails, webinars, the Oregon Wine Symposium, and on the OWB’s website. Summaries of funded research projects can be found here.

Botrytis Bunch Rot: Who, Where, When, and What to Use
Walt Mahaffee, Research Plant Pathologist USDA-ARS-HCRL
Read update

Baseline data for smoke exposure and taint of nine grape varieties and corresponding wines
Elizabeth Tomasino, associate Professor of Enology, Oregon State University
Read update

Delimitation and Control of Vine Mealybug in Oregon
Josh Vlach, Entomologist Oregon Department of Agriculture
Read update

Determining Optimal Irrigation Initiation Time
Alec Levin, Viticulturist Experiment station director, Oregon State University
Read update

Grapevine Trunk Diseases in Oregon Vineyards: A Pilot Project on Epidemiology and Management
Achala KC, Plant Pathologist and Assistant Professor, Oregon State University
Read update

Impact of Malolactic Fermentation Timing and The Use of Non-Saccharomyces Yeast During Cold Soaking on Pinot noir Wine Color and Sensory Properties
James Osborne, Professor and Enology Extension Specialist, Oregon State University
Read update

Rootstock Effects on Mature Pinot noir Growth and Productivity Under Cool Climate, and Dry-Farmed Conditions
Patty Skinkis, Professor and Viticulture Extension Specialist, Oregon State University
Read update
Industry insights.

2021 VINEYARD & WINERY REPORT

2021 Oregon wine industry report shows recovery and record grape tonnage.

The complete Oregon Vineyard and Winery Report is available on the OWB website, with past years’ reports dating back to 1981.

As part of its research mandate, the OWB commissions an annual Oregon Vineyard and Winery Report. Since 2017, the Oregon Wine Board has contracted the University of Oregon’s Institute for Policy Research and Engagement (IPRE) to prepare the report.

The report is the result of analysis of data received from hundreds of Oregon grape growers and wine producers.

Each year a census is conducted to assess the previous year. In 2022, we collected data for the 2021 vintage.

The OWB’s 2021 Winery and Vineyard report reflects a healthy upswing in the state’s grape tonnage, wine production, and all data points across the board.

Total wine grape production in 2021 increased by 53% over 2020 to a record 114,677 tons. Compared to 2019 (used as a “normal” year reference), total wine grape production in 2021 was 9% higher (+9,000 tons) and 14% or almost 15,000 tons more than 2018.
Production and Value
The aggregate value of Oregon wine grape production increased by 72% in 2021 over 2020. A two-year look back shows the crop value in 2021 increased by $33.6 million, or 14% compared to 2019.

The average price per ton of grape in 2021 increased by 20% to $2,575 per ton over 2020 and the median price increased by 11% to $2,211 per ton.

2021 Wineries and Vineyard
The number of Oregon wineries crested the 1,000 mark for the first time to 1,058 bonded wineries. Major growth was in the Columbia Gorge AVA which has 14% more wineries for a total of 73, and the North Willamette Valley with 7% more wineries for a total of 695.

Similarly, 1,411 vineyards are now growing grapes in the state, an increase of 3% from 2020. With all regions statewide holding steady in acreage, the North Willamette Valley expanded the most.

2021 Harvested Acreage and Planted Acreage
In 2021, harvested acreage increased by 17% from 2020 and by 10% when compared to 2019. Yield per harvested acre in 2021 increased by 30% over 2020, nearly approaching 2019 levels.

Total plantings increased by more than 2,300 acres to reach 41,899 acres (+6%). Pinot noir took a jump showing renewed faith in Oregon’s primary grape. After five consecutive years of statewide plantings and production in the 57-58% range, Pinot noir jumped ahead in 2021, accounting for 60% of all planted acreage and 61% of wine grape production.

Other notable jumps in new plantings included Syrah up 6%, Pinot gris up 5%, and Chardonnay up 4%.

2021 Grape Crushed
Total tons crushed in 2021 increased by 38% over 2020, from 65,009 tons to 89,566 tons, 5.8% higher (nearly 5,000 tons) than in 2019. Approximately 26% of grapes harvested in Oregon appear not to have been crushed in Oregon, suggesting a continuing trend of Oregon tonnage sold out of state.
Global Wine Sales
Case sales increased by 13% across all channels from 4.7 million to 5.3 million. Direct-to-Consumer sales rebounded, increasing by 24%. Sales to wholesale distribution increased by 8.3% in Oregon and 9.7% outside Oregon, showing greater recognition and demand for Oregon’s critically acclaimed wines.

Export sales increased by 8.9% in 2021 over 2020. The leading export market for Oregon wine continues to be Canada, which accounted for 46% of export sales. The country also had a 10% increase in Oregon wine sales from 2020 to 2021.

The numbers, trending positive across every dimension of the business, confirmed our hopes that 2021 would be a year of recovery and renewal. Oregon’s 2021 harvest was free of the extraordinary conditions that characterized the prior vintage.

- Tom Danowski, OWB President
HARVEST REPORT

In the spring, the OWB Communications department compiles a harvest report that reflects experiences of growers and winemakers statewide. Dating back to 2005 on the OWB site under Industry Resources, this report offers journalists, winemakers, and consumers a glimpse into events like weather, climate, pressures from pests and mildew, and farming practices throughout the state.

For 2022, it would be difficult not to mention the planet’s warming trend, with 2022 ranking as the sixth-warmest year on record since 1880. Oregon joined California, Idaho, Nevada, and Washington for having the warmest on record for August nighttime temperature.

The 2022 harvest showed signs of recovery and balance, and was hailed as a classic Oregon vintage. The 2022 report was written by Sarah Murdoch and data was heavily reliant upon the info gathered and compiled by Dr. Gregory V. Jones, Climatologist.

“We are close to our grape-growing brethren all over the world and none can recall such an incredible recovery as we saw this year in the northern Willamette Valley.”

- KEN WRIGHT
Owner, Ken Wright Cellars

Bryan Laing, Hazelfern Harvest
Industry relations.

DIGITAL COMMUNICATIONS CHANNELS

Industry Website

The OWB’s industry website is updated bi-weekly, it provides valuable resources and information to the Oregon Wine industry community. The OWB improved its feedback and input form, allowing industry members to provide direct feedback and submit new ideas for programs and initiatives including:

- Media opportunities such as calls for wine and press releases
- Education, including webinars and Oregon Wine Symposium recordings and presentations
- Industry insights including economic impact studies, salary survey results, vineyard, winery reports, and marketing research
- Viticulture and enology research

Over the course of the year, 24,567 people visited the industry website. Although this represents a 5% decrease compared to last year, it can be explained by the redirected traffic towards the new consumer website. Most importantly, this year’s 74,428 unique page views represent an increase of 3% compared to last year. This indicates an improved segmentation of the target audiences.
Grapevine Industry Email Newsletter

The Grapevine Newsletter is the primary way OWB disseminates information of interest to members of the Oregon wine industry. On a bi-weekly basis, this email newsletter reaches roughly 2,800 members of the Oregon wine community including winery and vineyard owners and managers, winemakers, tasting room staff, as well as industry associations management and staff.

The newsletter contains information about education, research, wine industry insights, press highlights, and opportunities such as calls for wine and invitations to participate in marketing activities. The current and past newsletters are archived in the News and Events section of the OWB industry website.

Ad hoc emails, specific to time-sensitive news and opportunities, are also distributed with similar open rate.
INDUSTRY COMMITTEES

The Oregon Wine Board is indebted to the dozens of community members who volunteer on committees to help plan and produce programming that benefits the entire Oregon wine industry. Detailed membership and regional participation for the fiscal year is available in the Appendix.

Finance Committee
The Finance Committee provides oversight on financial practices and procedures, previews Board reports and advises prior to external disclosures.

Viticulture & Enology Research Committee
The Viticulture & Enology Research Committee consolidates near-term industry input on viticulture and enology research priorities; reviews and recommends applications for funding; and evaluates project progress.

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

International Marketing Committee
The International Marketing Committee consolidates industry input on strategic programs and priorities.

Information Sharing Task Force (ISTF)
The ISTF creates and facilitates awareness, adoption and engagement of opportunities, activities, key trends and developments in the Oregon wine community through active communications.
Oregon Wine Industry Partnership Committee (IPC)

In December 2022, the OWB staff and directors went on a two-day retreat inviting industry associations to outline what industry partnership should look like going forward.

The outcome of this retreat was the creation of the Industry Partnership Committee. This committee meets monthly. Its primary purpose is to provide a structured feedback loop between OWB and Oregon-based industry associations (including cross-border AVAs), as well as provide a scheduled, safe space for open discussion that offer insights on 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 Brand Oregon.

The IPC is on its way to achieving the engagement and alignment we were looking for. A core group has formed. Next year, to ensure active state-wide representation, it would behoove the OWB to reach out to the individuals who were initially invited to determine why some could not engage

- DONNA MORRIS
  OWB Director and Owner of Winderlea Winery
  (6,500 cases)

The IPC is a venue where we can bring issues forth that we would like clarity or action from OWB. I can already think of multiple examples (e.g., Community Benchmark proposal, Wine Market Council representation, Travel Oregon grants) where there has been near-immediate action. I’m extremely appreciative of this group.

- JESSICA MOZEICO
  WVWA Board of Directors Chair Emeritus,
  Et Fille Wines (3,000 cases)

Regional Associations are getting their voice heard. I feel more involved in the OWB, and I have a better understanding of the “behind the scenes”. We are moving in a positive direction.

- LAURIE LEWIS
  PDX Urban Wineries Association,
  Hip Chicks Do Wine (1,200 Cases)

The IPC gives voice to the smaller wineries and vineyards, which we appreciate since the wine businesses in our region are mostly small family-owned businesses.

- ALI RODGERS
  Executive Director,
  Umpqua Valley Winegrowers Association
INDUSTRY FORUMS

Emergency Industry Webinars

Erratic weather over the past few vintages, wildfires, heat domes, and frost, have led to a need for emergency outreach that addresses immediate grower concerns. Several webinars have been developed in partnership with Oregon State University viticulture extension specialist Dr. Patricia Skinkis and Elizabeth Tomasino. These have seen some of the highest numbers of industry and grower engagement.

2022 Frost Event Webinar with Dr. Greg Jones and Dr. Patty Skinkis
2022 Q & A session with Dr. Elizabeth Tomasino on wildfire risk and mitigation
2022 Harvest review webinar with Dr. Patty Skinkis

TEXSOM Sponsorship Lunch Presentation and Oregon Chardonnay Masterclass

TEXSOM continues to be the largest gathering of wine trade professionals in the US. Each year, participating Oregon wineries are introduced to more than 1000 established and rising stars of the on-and-off trade. The trade sponsorship lunch features Oregon wineries that submitted for and were awarded medals at the TEXSOM International Wine Awards held earlier in the year.

In 2022, Oregon Chardonnay was featured in a masterclass targeted at trade professionals. The wines presented covered all the regions of Oregon.

Earth Day Webinar with WSET Global

On April 19 more than 280 global wine consumers and students attended an Earth Day webinar focused on Oregon Sustainability developed and presented by OWB’s Education Director Bree Stock MW.
STRATEGIC PRIORITY 3
PROVIDE LEADERSHIP & PARTNERSHIP

INDUSTRY ASSOCIATION GRANT PROGRAM

$500 to the Umpqua Valley Winegrowers Association: digital initiative which includes website modernization, social media, and digital passport projects.

$500 to the Yamhill-Carlton Winegrowers Association: to help support a Yamhill-Carlton tasting in Bend to promote their region to wine enthusiasts and create new customer connections.

$500 to the Ribbon Ridge Winegrowers Association: in hosting a Trade and Media Tasting to educate media and local trade on the distinctive qualities of the Ribbon Ridge AVA.

$2,000 in support of the Oregon Asian American Pacific Islander Food and Wine Fest: to advance diversity in the wine industry, increase visibility of Oregon wine, and represent diverse backgrounds and amplify minority-owned Oregon wineries.

$3,000 to Rogue Valley Vintners: in support of attendance to the Wine Enthusiast Wine Star Awards Gala in San Francisco.

$2,000 to the Oregon Pinot Camp (OPC): to cover the cost for one Pennsylvania Liquor Control Board employee to attend the OPC and the proceeding Oregon Wine Board Summer Tour.
Financial overview.
Prudent budgeting and management of programs and expenses allowed OWB to finish the year in a solid position of reserves and surplus funds for the next fiscal year despite challenging revenue streams.

The $25/ton grape assessment tax and 2¢/gallon wine privilege tax combined were down 8.8%, $210,000, from the previous fiscal year but within 1% of budgeted revenues. **Oregon Wine Symposium** revenue was 24% below budget due to soft ticket sales at this return to an in-person event. Grant revenues during this fiscal year included **Specialty Crop Block Grant**, $84,750; **Oregon Wine Country License Plate Matching Grant**, $35,000; and **Oregon General Fund Market Access & Research Investment Strategy**, $55,956.

Approximately 70% of OWB’s annual expenditures are invested in developing markets, funding research grant awards, and industry educational offerings. Work this year included Oregon Wine Month marketing; updated Touring Guide; Oregon Wine Symposium; delivery of DTC sales dashboards, insights, and best practices; administration of the Winery and Vineyard Census; and regional grant funding program supporting regional marketing associations.

OWB invested over $1 million during the year in international marketing through the Northwest Wine Coalition, funded mainly through USDA’s Market Access Program and Agriculture Trade Promotion programs.

The planning process for this year’s budget included a newly implemented input and review between October and March for identifying and prioritizing annual programs and allocating budgets. The process was well received and continued this year for FY23-24 and will be continued for future budget seasons. The calendar for input is updated annually on OWB’s industry website, along with the annual business plan toolkit.
## Financials

### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Budgeted</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grape Assessment ($25/ton)</td>
<td>1,894,968</td>
<td>1,885,950</td>
</tr>
<tr>
<td>Wine Tax (2¢/gal)</td>
<td>324,948</td>
<td>305,342</td>
</tr>
<tr>
<td>Symposium Revenue</td>
<td>353,967</td>
<td>268,860</td>
</tr>
<tr>
<td>Program Revenue</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Grant Revenue (excluding MAP/ATP)</td>
<td>84,500</td>
<td>119,750</td>
</tr>
<tr>
<td>Market Access &amp; Research Investment Strategy (MARIS)</td>
<td>55,956</td>
<td>55,956</td>
</tr>
<tr>
<td>Other Income</td>
<td>50</td>
<td>55</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>2,714,389</strong></td>
<td><strong>2,635,913</strong></td>
</tr>
</tbody>
</table>

### Expense

<table>
<thead>
<tr>
<th>Description</th>
<th>Budgeted</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Viticulture &amp; Enological Research Grants</td>
<td>415,549</td>
<td>345,457</td>
</tr>
<tr>
<td>Research Administration</td>
<td>12,000</td>
<td>3,091</td>
</tr>
<tr>
<td>Compensation, Admin and Travel</td>
<td>62,448</td>
<td>51,229</td>
</tr>
<tr>
<td><strong>Total Research</strong></td>
<td><strong>489,997</strong></td>
<td><strong>399,776</strong></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symposium</td>
<td>353,967</td>
<td>284,781</td>
</tr>
<tr>
<td>Education Projects</td>
<td>88,500</td>
<td>74,750</td>
</tr>
<tr>
<td>Compensation, Admin and Travel</td>
<td>173,201</td>
<td>171,972</td>
</tr>
<tr>
<td><strong>Total Education</strong></td>
<td><strong>615,668</strong></td>
<td><strong>531,502</strong></td>
</tr>
<tr>
<td>Marketing &amp; Communications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Equity &amp; Identity</td>
<td>18,000</td>
<td>15,558</td>
</tr>
<tr>
<td>Tourism</td>
<td>228,000</td>
<td>106,723</td>
</tr>
<tr>
<td>Market Expansion</td>
<td>208,000</td>
<td>183,583</td>
</tr>
<tr>
<td>Communications &amp; Media Relations</td>
<td>96,115</td>
<td>85,721</td>
</tr>
<tr>
<td>Compensation, Admin and Travel</td>
<td>469,748</td>
<td>388,142</td>
</tr>
<tr>
<td><strong>Total Marketing &amp; Communications</strong></td>
<td><strong>1,019,863</strong></td>
<td><strong>779,727</strong></td>
</tr>
<tr>
<td>Knowledge &amp; Insights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry Research</td>
<td>150,000</td>
<td>76,223</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>22,500</td>
<td>775</td>
</tr>
<tr>
<td>Compensation, Admin and Travel</td>
<td>29,661</td>
<td>22,415</td>
</tr>
<tr>
<td><strong>Total Knowledge &amp; Insights</strong></td>
<td><strong>202,161</strong></td>
<td><strong>99,413</strong></td>
</tr>
<tr>
<td>Leadership &amp; Partnership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional Meetings</td>
<td>2,500</td>
<td>-</td>
</tr>
<tr>
<td>Program Sponsorships/Contributions</td>
<td>30,000</td>
<td>25,422</td>
</tr>
<tr>
<td>Industry Relations</td>
<td>130,000</td>
<td>38,679</td>
</tr>
<tr>
<td>Compensation, Admin and Travel</td>
<td>117,807</td>
<td>99,517</td>
</tr>
<tr>
<td><strong>Total Leadership &amp; Partnership</strong></td>
<td><strong>280,307</strong></td>
<td><strong>163,619</strong></td>
</tr>
<tr>
<td>General &amp; Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Board Administration</td>
<td>30,000</td>
<td>4,688</td>
</tr>
<tr>
<td>Compensation, Admin and Travel</td>
<td>572,463</td>
<td>604,719</td>
</tr>
<tr>
<td><strong>Total General &amp; Administration</strong></td>
<td><strong>602,463</strong></td>
<td><strong>609,407</strong></td>
</tr>
</tbody>
</table>

**Total Expense**                                        | **3,210,459** | **2,583,444**
Industry awards.

Each year, the industry recognizes individuals for their contributions to the Oregon wine industry. Below are those who were honored in 2023 at the Oregon Wine Symposium.

Nominations are accepted year-round through the industry website.

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

_____
Danuta and Robin Pfeiffer, Pfeiffer Winery

**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.

_____
Robert Gross, Cooper Mountain Vineyards

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

_____
Drs. Jeanne and David Beck, Crawford Beck Vineyard

**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.

_____
Jackie Crawford, Red Hills Compliance Service

**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.

_____
Pedro Martinez, Zenith Vineyard
Alejandro Avalos, Results Partners

Oregon Wine Symposium Industry Award Winners
Image: Carolyn Wells Kramer
Board members.

JUSTIN KING
King Estate
Board Chair

DR. GREG JONES
Abacela
Vice Chair

DONNA MORRIS
Winderlea
Chair Emeritus

TIQUETTE BRAMLETT
Chosen Family Wines
Treasurer

BOB MORUS
Phelps Creek
International Marketing Committee Chair

DENNIS O’DONOGHUE
Celtic Moon

CRISTINA GONZALES
Gonzales Wine Company

DIONNE IRVINE
Irvine & Roberts

GARY MORTENSEN
Stoller Wine Group
Management team.

TOM DANOWSKI
President

MARIE CHAMBERS
VP of Finance and Operations

SALLY CRAWFORD
Director of Finance and Administration

STACEY KOHLER
Executive Assistant

NEIL FERGUSON
Director of Marketing

SARAH MURDOCH
Interim Director of Communications

BREE STOCK MW
Director of Education

DAVID DEWITT
Manager of Trade Relations

CELINE FAUVEAU
Manager of Insights & Industry Relations
Committees & Task Forces.

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.

FINANCE COMMITTEE

The Finance Committee provides oversight on financial practices and procedures, previews Board reports, and advises prior to external disclosures.

Chair: Tiquette Bramlett, Treasurer
Vice Chair: Justin King, Board Chair
Management Lead: Marie Chambers and Sally Crawford

VITICULTURE & ENOLOGY RESEARCH COMMITTEE

The Viticulture & Enology Research Committee consolidates near-term industry input on viticulture and enology research priorities; reviews and recommends applications for funding; and evaluates project progress.

Chair: Dr. Greg Jones
Vice Chair: Elizabeth Clark
Management Lead: Celine Fauveau

EDUCATION COMMITTEE

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

Chair: Tiquette Bramlett
Vice Chair: Cristina Gonzales
Management Lead: Bree Stock

Symposium Viticulture Track Lead: Leigh Bartholomew
Symposium Enology Track Lead: Anthony King
Symposium Business Track Lead: Carrie Kalscheuer

MEMBERS:
Viticulture & Enology
Bryan Berenguer
Johnny Brose
Kiley Evans
Shannon Gustafson
Gina Hennen
Scott Kelley
Alex Levin

Billo Naravane
James Osborne
Brooke Robertson
Nichole Schulte
Patty Skinkis
Emily Terrell
Cheney Vidrine
Vince Vidrine

Business
Rachel Adams
Colin Eddy
Cristina Gonzales
Vanessa Hadick
Jeff Lewis
Michelle Kaufmann
Sofia Torres
Hallie Whyte
Committees & Task Forces, continued

INDUSTRY PARTNERSHIP COMMITTEE (IPC)
The primary purpose of the Industry Partnership Committee (IPC) is to provide a structured feedback loop between the Oregon Wine Board (OWB) and Oregon-based industry associations (including cross border AVAs), as well as provide a scheduled, safe space for open, free-flowing discussion in forums and task groups that offer insights for OWB programs.

The IPC also provides a forum where all marketing and advocacy associations involved in the growth of the Oregon wine industry can share their priorities and mutualize our efforts.

Chair: Justin King
Co-Chair: Gina Bianco
Management Lead: Celine Fauveau

MEMBERS:
- OWB Staff
  - Bree Stock
  - Celine Fauveau
  - David DeWitt
  - Neil Ferguson
  - Stacey Kohler
  - Tom Danowski
- OWB Directors
  - Bob Morus
  - Cristina Gonzales
  - Dennis O’Donohue
- Industry Associations
  - Dionne Irvine
  - Donna Morris
  - Gary Mortensen
  - Greg Jones
  - Justin King
  - Tiquette Bramlett
  - Industry Associations
    - Chad Day (RVV)
    - Chris Hudson (Umpqua)
    - Fawn Berrie (OWC)
- Other
  - Gina Bianco (RVV)
  - Jana McKamey (OWA)
  - Jessica Mozeico (WVWA)
  - Kerry Damon (Central OR)
  - Ken Johnston (OWC)
  - Laurie Lewis (PDX)
  - Lynette Barss (C. Gorge)
  - Maria Ponzi (OWA)
  - Morgen McLaughlin (WVWA)
  - Steve Robertson (Rocks District)
- Other
  - Eugenia Keegan

INTERNATIONAL MARKETING COMMITTEE
The International Marketing Committee consolidates industry input on strategic programs and priorities. Wineries willing to participate are welcome to attend.

Chair: Bob Morus
Vice Chair: Steve Thomson
Management Lead: Marie Chambers, Sally Crawford

EXECUTIVE DIRECTOR SEARCH COMMITTEE

Co-Chairs: Greg Jones, Justin King

MEMBERS:
- Gretchen Boock
- Sam Tannahill
- Maria Ponzi
- Tiquette Bramlett
- Dennis O’Donohue
- Other
  - Eugenia Keegan
Committees & Task Forces, continued

INFORMATION SHARING TASK FORCE (ISTF)

The ISTF creates and facilitates awareness, adoption, and engagement of opportunities, activities, key trends, and developments in the Oregon wine community through active communications.

Management Lead: Sarah (Sally) Murdoch

MEMBERS:
- Robert Hansen
- Jason Hanson
- Angela Jaquette
- Carrie Kalscheuer
- Mike Keunz
- Joel Kiff
- Beth Klingner
- Liz Knapke
- Stacey Kohler
- Kim Kolb
- Jean Kurtz
- Jack La Rue

- Laurie Lewis
- Cathy Martin
- Don McDermott
- Morgen McLaughlin
- Mary Olson
- Ximena Orrego
- Wendy Phoenix
- Luisa Ponzi
- John Pratt
- Steve Robertson
- Matt Shown
- Jeff Stiling

- Betty Tam
- Jessica Thomas
- Toby Turley
- Dan Warnshuis
- Jenna White
- Karolyn Wright
- Jill Zarnowitz

OWB COMMITTEE MEMBERSHIP BY REGION

EDUCATION COMMITTEE
Members: 48

VITICULTURE & ENOLOGY RESEARCH COMMITTEE
Members: 55

INFORMATION SHARING TASK FORCE (ISTF)
Members: 40

INDUSTRY PARTNERSHIP COMMITTEE
Members: 13 (excluding staff and OWB board directors)
INDUSTRY PROGRAM ENGAGEMENT BY REGION

This chart illustrates the level and geographical distribution of participation in a variety of Oregon Wine Board programs.

*The participation rate for the Winery & Vineyard census only reflects winery participation. Businesses growing grapes only are not represented here. The final winery and Vineyard report will provide more granular information regarding participating businesses.

** 20% of the attendants were visitors from other states or international.