



2021-2022

Annual Report

oregon
wine BOARD

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A letter from the president.

Dear Friends,

The past year was characterized by profoundly historic global events and the continuation of an uneven economic recovery as Covid-19 presented ongoing pressures on supply and demand.

The Oregon Wine Board management team remained focused on the needs of growers, winemakers, and other partners as, together, we further strengthened the state’s wine economy. We’re pleased, but not fully satisfied, with the outcomes achieved during the year as we overcame some unexpected circumstances and the occasional headwinds.

Silicon Valley Bank’s industry expert Rob McMillan acknowledged our work in his remarks during the 2022 OR Wine Symposium:

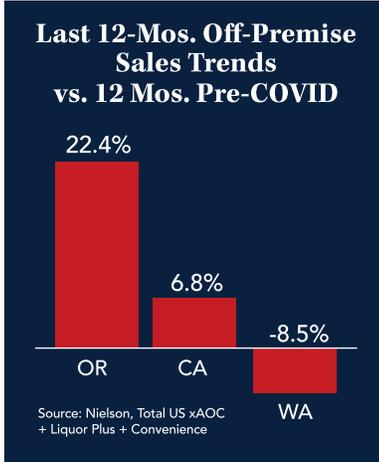
“One thing that’s really valuable for Oregon is the Oregon Wine Board. It’s done a tremendous job, people in the Oregon Wine Board, of promoting Oregon and I think you would all agree when you see the results.”

Looking back, Oregon’s 2021 harvest was generally free of the extraordinary conditions that characterized the prior vintage. And winemakers around the state were consistent in their enthusiasm about the distinctiveness and character evident in the young wines.

On the demand side, we encountered more wine adventurers eager to return to tasting rooms and restaurants. Those same consumers propelled Oregon’s Direct-to-Consumer volume and off-premise sales to growth rates envied by those in neighboring states.

The year was punctuated by some important milestones for the industry consistent with OWB’s three primary areas of strategic focus in the 2020-25 business plan.

- Provide Leadership & Partnership
- Deliver Knowledge and Insights
- Enhance the Reputation of Oregon Wine



Several of those key accomplishments are documented in the following pages.

In closing, and on behalf of OWB’s managers, let me thank the many, many industry members who have become trusted friends and have offered their support, encouragement, inspiration and constructive criticism to help ensure that our stewardship of your treasure yields results to be proud of.

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.

On the point of inclusion, in October of 2021, the Oregon Wine Board sponsored a statement which was echoed by organizations across the state in support of one simple phrase: ALL ARE WELCOME HERE. This packed a powerful punch as it underscored "our ardent belief that while Oregon is still a region of discovery and has much to share with the world, its greatest attribute is our expansive community of Oregonians dedicated to a diverse, vibrant future for our state."

"Oregon's wine community embraces all that makes this place special. We see our values reflected in the dedicated work of farmers, winemakers and thousands of other skilled professionals who call this industry home. Recent events have brought attention to Oregon, calling on us to recommit to a deeply valued aspect of life here: diversity. Circumstances also demand that we thoroughly and thoughtfully reassert our principles of respect and inclusivity in our work."



Associations in support of "All are Welcome Here"

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

STRATEGIC PRIORITY 1

Enhance the reputation of Oregon Wine.

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

Marketing and Communications

The Oregon Wine Board's diverse marketing and communications activities serve four distinct strategic focus areas. The recap of our efforts over the past year are organized under those priorities.

STRATEGIC PRIORITY 1: BRAND EQUITY

Elevate the esteem of the Oregon Wine brand globally.

MEDIA RELATIONS

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

Smoke Events and Crisis Communications

In July we aligned statewide forces on messaging during negative news cycles so that the press would have a consistent and factual story to tell their viewers and readers. We developed a thorough Crisis Communications Plan, and a document detailing [How to Talk About the 2020 Vintage](#) for servers, sommeliers and other people who face the wine drinking public. We also invited 14 regional representatives to take part in an all-day media training with a professional crisis trainer. This enabled spokespeople to feel empowered when speaking to press, and to self-eliminate those who didn't feel comfortable engaging with press in times of crisis.

“The response and feedback to this training was exceptional... Sarah has set us up for success by establishing key spokespeople who are well positioned and understand what it will take to handle media inquiries (particularly related to smoke and fires) in the upcoming months.

- DONNA MORRIS, WINDERLEA VINEYARD & WINERY AND 2021 OWB BOARD CHAIR

OREGON WINE

Talking about smoke effect and the 2020 vintage.

The 2020 vintage was different for everyone in Oregon, but the majority of winemakers made wine. With many of those wines available now, it's important to know how to talk about them.

“Here in Oregon we're proud that our wines have a distinct sense of place and each place was affected differently by smoke. Many places gave us lower yields with smaller clusters, and in return some complex, beautiful flavors. It's a beautiful mess.”
- JANE ROBERTSON, WINDERS & WINE CONSULTANT

NO VINTAGE IN OREGON IS UNIFORM

The state is home to almost 1,000 wineries, with vast geographical and climate variety. Every winery in Oregon makes highly individualized decisions in real time, responding to Mother Nature's many curve balls every growing season.

OREGON IS COLLABORATIVE

Oregon winemakers are famously collaborative. We share information and resources, machinery and labor, all in an effort to bring the best wines to market. That collaboration goes way back: For example, in 1980, when Mount Saint Helens erupted and ash covered grapes and vines, our winemakers still came together and made wine.

“Smoke alone was very hard to non-perceivable, despite intense smoke in the region. The smoke occurred directly at or just prior to harvest or just prior to harvest and lasted one week.”
- VANCE WISSEMAN, WISSERMAN, WISSEMAN AND WISSEMAN

Out of 908 wineries, one winery burned down in 2020. The Alameda Fire tore through and destroyed the building and other of Simple Machine in a matter of hours. But by the end of the week, a ton of donated Pinot Noir grapes was waiting for the family winery, who also received offers of equipment, barrels and space from other Rogue Valley wineries. Simple Machine still made wine in 2020.

Inbound Tours

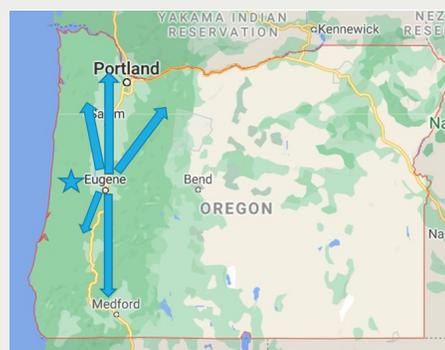
The Wine Media Conference (WMC) postponed in August 2020 due to COVID restrictions came roaring back in 2021 with a 3-day conference in Eugene. Supporting Brand Equity in enhancing the reputation of Oregon Wine and Wine Tourism through Market Expansion, OWB financially supported excursions for 150+ media guests in Eugene, Oregon before and after the conference. The WMC and the tastings were well-attended and the topics well-conceived. OWB stepped up to:

- Present numerous story ideas that writers new to Oregon could write about.
- Underwrite the conference costs of 6 excursions that went from Eugene and Portland to winemaking regions of the state, including a deeper dive into the South Willamette Valley. OWB also granted \$1,000 to each region for food and transportation.
- Help host more than 35+ winery visits with many more tastings
- Write talking points on smoke affected grapes and the housing crisis of Eugene for all winemakers and regional representatives press were visiting
- Station PR people at each excursion to answer all media questions and seed ideas to write about



Regional excursion stops and dates:

- Umpqua Valley: August 2-4
- Rogue Valley: August 2-4
- Ribbon Ridge: August 3-5
- Mt Hood and Columbia Gorge: August 8-9
- South Willamette Valley: August 8
- Yamhill Carlton: August 8



After the conference ended, OWB took two press members for an overnight visit to taste and review wines at Steamboat Inn and in various wineries throughout the Umpqua Valley. That produced a number of articles spanning from the east coast to the west.

Wine Media Conference Feedback

“

The Umpqua Valley Winegrowers Association put together a unique, informative, and inspiring itinerary of the Umpqua Valley wine region. Media were very engaged and actively sharing their experiences on social media throughout the tour. Cheers to a job well done!

- ALLISON KEENEY, TRAVEL OREGON

“

I have to tell you I don't think it would have been a successful conference without your involvement and that of OWB and Travel Lane County. Thank you so much.

- JENNY ULUM, KING ESTATE

“

I just wanted to send a quick note to say a big THANK YOU for all you did to make the Wine Media Conference, and especially your support for the Sunday Excursion, a success. All went according to plan and folks enjoyed their tour.

- MEG TRENDLER, TRAVEL LANE COUNTY

Wine Reviewers

In late fall 2021, we had a visit from Erin Brooks, reviewer from the Wine Advocate and coordinated a tasting of almost 1,000 wines. Early results from this report came out quickly, with the rest to follow soon. Her first reviews cited her five favorites, four of which were Chardonnay.

Similarly, we helped coordinate a call for wines for internationally renowned wine critic James Suckling in early 2022 where we hosted a rousing “Welcome to Oregon” dinner at Troon in McMinnville for James, his assistant, and 13 Oregon winemakers who poured their favorites. This was the first time Suckling had been to Oregon in over a decade, and we presented him with 700 wines to taste amidst tasting room visits in the Willamette Valley.



Dinner at Troon, McMinnville with James Suckling, photo by Sarah Murdoch.



The state makes some of the best Pinot noirs AND Chardonnays in the world. I used a capital-lettered AND to emphasize that Oregon makes superb Chardonnay with some bottles at the same level as Grand Cru Burgundy.

- JAMES SUCKLING

In April we invited five writers to Walla Walla for our collaborative Cross Border AVA Media Tour with the Washington Wine Commission. Three days in, snow and ice hit along with illness, and both states decided the best route was to send the writers home and reschedule the tour. This will be resumed in OR with most of the same core of writers in Southern Oregon in the next fiscal year.

Media Coverage

As well as almost 11,000 articles on Oregon wine, an example of one in Food & Wine featured 16 Pinot noirs from around the state, including Elkton, and NY Times critic Eric Asimov wrote about Oregon wine twice in September with *Great Oregon Wines Beyond the Willamette Valley* and *The Applegate Valley Offers Oregon Winemakers a Quiet Place to Experiment*.

An ambitious PR outreach plan saw the July 2021 celebration and launch of *Sparkling Wine Anytime* by Katherine Cole, and many TV appearances such as Jason Lett on KOIN TV for National Pinot Noir Day on August 18, 2021.

As media relations and opportunities to submit wines grow in importance to the Oregon wine community, our industry relations and communications departments teamed up to make a one-stop-shop for [wine submissions or calls for wine](#).

Once posted, these calls go to the ISTF list of several dozen industry members and heads of AVAs to distribute. The calls also go to winemakers' PR reps from around the state.



Oregon Pinot noirs featured in Food & Wine.



Jason Lett on KOIN TV on national Pinot Noir Day.

Meltwater Statistics

All told, Oregon wine press coverage reached an astounding 34 billion during the year, which means each person on earth had the potential to read about Oregon wine 4.8 times.

According to our media monitoring data by Meltwater, the reach of Oregon wine media coverage was up 14% this fiscal year over the last. Although we had lower volume of press hits, this means Oregon wine is hitting larger publications with a bigger reach of people. The news value climbed substantially, up 13%. Also, good to note is the articles with negative sentiments were down 55% for the year.

Media coverage by the numbers

MEASUREMENT	LAST FISCAL YEAR	THIS FISCAL YEAR	CHANGE
Reach	27.7 billion	31.4 billion	Up 14%
Who's writing about Oregon Wine/where	CA 6.4% OR 5.6% NY 4.8% TX .6% VA .5%	CA 4.2% OR 8.5% TX 3.3% NY 8% VA 3.1%	
Sentiment: Positive and neutral articles	11,604	10,943	Down 5%
Sentiment: negative articles	656	297	Down 55%
News value	\$256 million	\$290 million	Up 13%
# of press mentions	12,200	11,200	Down 8%

OREGON WINE MONTH

Trade Marketing

2022 saw a return of promotional activities across all sales channels in support of Oregon Wine Month nationwide. A concerted effort was put forth in planning and execution amongst industry and trade partners leading up to the month of May. The OWB established a planning committee to support both 3-tier and DtC activation.

Here are several of the milestones accomplished:

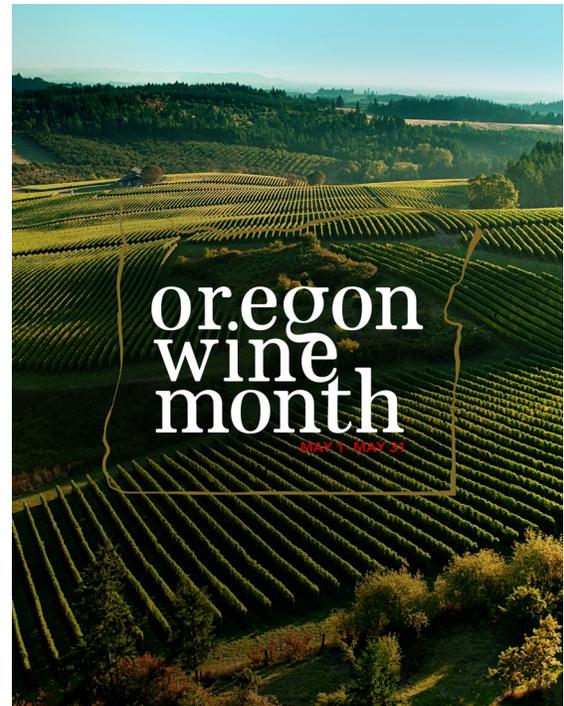
- Sell sheets for distribution, retail, and on-premise
- Complete sales program decks for all sales channels
- Two dedicated webinars for 3-tier and DtC
- Fulfillment of printed Point-of-Sale for retail and tasting rooms nationwide
- Digital assets for omni-channel promotion and customization
- Seven-part education masterclasses and Napa Valley Wine Academy Oregon Wine Expert Course

OWB's campaign spend was directed to Facebook and Instagram, as well as Google Search and display ads, resulting in over 1.8 million impressions. The campaign promoted the overall program, education opportunities, regional highlights, sweepstakes, touring guides, and boosted social posts.

While Oregon off-premise sales in April/May fell versus the pre-COVID baseline period, Oregon is well ahead of all domestic wines, up 20% according to Nielsen data.

Campaign Materials

Oregon Wine Month 2022 continued to incorporate Oregon Wine's new brand identity work and returned to providing hard copy POS for promotion. OWB shipped shelf blades and case talkers to nearly 60 distributors across the U.S. as well as 80 tasting rooms. The QR code on the POS drove traffic to OWB's new [consumer website](#) and sweepstakes. New material for our paid and organic efforts, as well as digital assets for the entire industry, were designed and shared via the [Oregon Wine Month toolkit](#). Custom graphics that allowed regional associations and businesses



to easily insert their own photography were particularly popular and helped extend the campaign’s reach while starting to disseminate the regional personas embedded within the Oregon Wine brand work. Digital POS files were available for trade partners nationwide.

Marketing to Consumers

On the digital side, Oregon Wine Month made strong use of the new consumer website, including resources and content such as Things To Do, Explore True Character, and Plan Your Trip. These stories detail tourism resources and industry character for all regions. Paid promotion to drive consumer traffic to pages on OregonWine.org, including the sweepstakes and Wine Touring Guide among others, collectively generated 309,000 impressions and 15,000 link clicks on social media (Facebook and Instagram). Additionally there were over 1.9 million impressions and nearly 15,000 link clicks on Google display and search ads. All of these ads targeted relevant consumers in key markets, resulting in both web traffic and in-person traffic to tasting rooms. All Oregon Wine Month activities are stored [here](#).

Sweepstakes

To keep Oregon top of mind nationally, the Oregon Wine Month sweepstakes offer was expanded to three prizes in collaboration with the Rogue Valley Vintners, Willamette Valley Wineries Association, and PDX Urban Wineries. These partnerships transferred sweepstakes package details to the regional associations respectively to optimize relevancy, organizational goals, and promotional reach. Through paid social media, dedicated e-newsletters, organic posts, and partner promotions, more than 8,900 unique entries were captured and more than 6,400 new subscribers were added to OWB’s e-newsletter subscriber base. At an acquisition cost of \$0.74 per entrant, this promotion was again a cost-effective way to grow consumer contact lists for all partners.



PR and Social Media Campaign

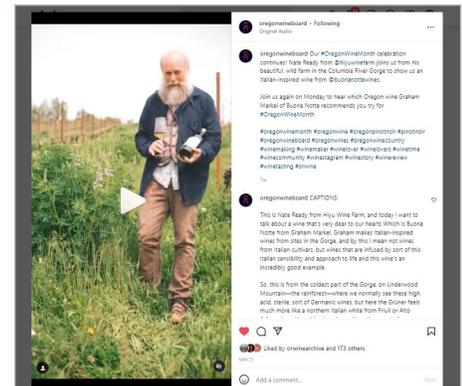
Publicity for Oregon Wine Month begins well before May, and this year was no exception. Outside Magazine contacted OWB’s Communications Department for a factcheck mention of OWM in January 2022, and thus kicked off PR activity for the year.

All told, there were 57 articles March-June 2022 mentioning Oregon Wine Month and a reach of 461 million people. The largest outlet that talked about OWM was MSN with 200 million+ viewers, with an image of Portland food carts on the cover of the article.

OWB also continued the social media campaign that featured a different winemaker each day of May “pouring their wines forward” to another Oregon winemaker. Published daily during May, each winemaker filmed a 60-second vignette about a wine they love. The 31 Pour It Forward videos amassed well over 30,000 views in total, with Instagram clocking in at 29,000 views alone, surpassing last year’s view rate of 25,000. Growth numbers were augmented by paid social, and reels are actively favored by Instagram/Facebook and play a big part in reach. The highest performing reel for the month featured Nate Ready of Hiyu Wine Farm with 3,925 views, 176 likes, 10 likes, 9 saves, and 44 shares.

The campaign included geographic, regional, gender and BIPOC representation: a post everyday featured winemakers in the Chehalem Mountains, Eola-Amity Hills, Yamhill-Carlton, Portland-Metro, Columbia Gorge, Rogue Valley, Walla Walla and more.

OWB also took action to confirm its ownership of both Oregon Wine Month and the hashtag #oregonwinemonth by trademarking them.



Reel snapshot of Nate Ready at Hiyu Wine Farm

Oregon Wine Month Social Media Growth

FACEBOOK:

100,277
users reached

122% increase

INSTAGRAM:

26,655
users reached

363% increase

OWB reached over
9k followers

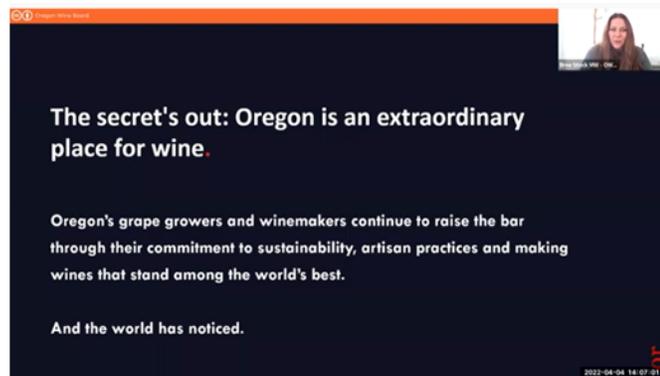
TWITTER:

1,908
profile visits

538% increase

Trade, Industry, and Consumer Education

To engage trade and media worldwide during Oregon Wine Month, OWB developed and presented seven virtual master classes—one each on Oregon’s True Character, the Willamette Valley, Umpqua and Rogue Valleys, and the northern border AVAs of Columbia Gorge and Walla Walla Valley. The webinar introduced trade to Oregon’s newest AVAs, the rise of Chardonnay, emerging varieties, and Oregon growers’ commitments to sustainable and regenerative farming practices. The 60-90-minute webinars enjoyed an average registration of 380 people each. Attendees were primarily from the U.S. and Canada but some hailed from as far as Argentina, New Zealand, Ireland and Japan. The recordings were distributed to all registrants and remain available for all to view on [Oregon Wine Month Webinars 2022](#). They continue to be available to be used for training of tasting room, retail and distributor staff and are available for promotion by regional associations.



Discover Oregon’s True Character:

- April 4: [Discover the True Character of Oregon Wine - Oregon Overview](#)
- April 11: [Renowned, Innovative, Collective - Discover Willamette Valley](#)
- April 18: [Vibrant, Creative, Indomitable - Discover True Portland](#)
- April 25: [Diverse, Unlimited, Inviting - Discover Rogue Valley](#)
- May 2: [Genuine, Rooted, Bountiful - Discover Umpqua Valley](#)
- May 9: [Absolute, Audacious, Surprising - Discover Walla Walla Valley & Columbia Gorge](#)
- May 23: [Future Farming Oregon Wine - Sustainability in the Vineyard](#)

Over 2,000 trade, industry, and consumer registrants participated with 1,000 views on YouTube, marking an increase of 30% engagement over the 2021 Oregon Wine Month education webinar campaigns.

Outreach to trade and the industry was through social media, paid advertising, and trade/industry email communications.

Online Wine Academy - Oregon Wine Expert Certification

An Oregon Wine Expert Certification was created by OWB Education Director and Master of Wine Bree Stock. OWB sponsored 100 trade scholarships for the 2022 OWM promotion and provided scholarships to be given out by regional associations to their trade contacts.

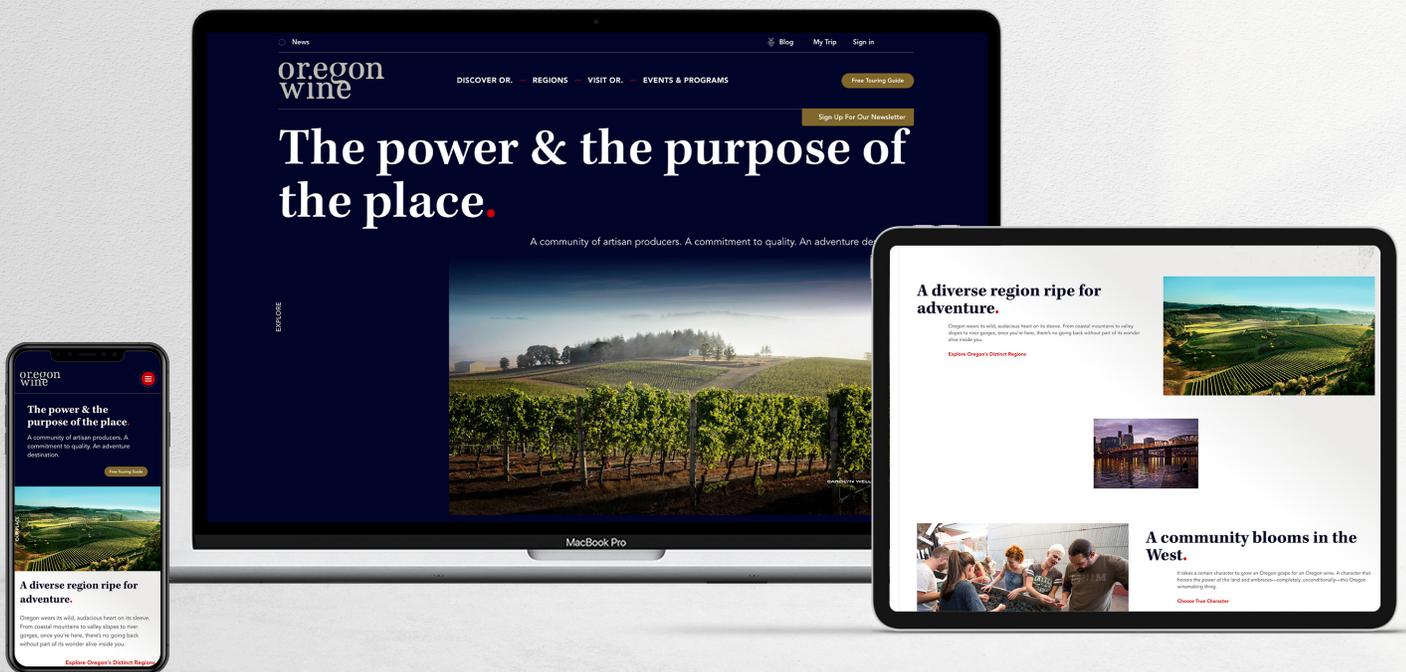
CONSUMER COMMUNICATIONS

OWB shares programs, offerings, industry events, and other relevant news to a broad consumer audience using its newly launched website, e-news mailing list, and social media channels. The site hosts a range of compelling program content, including a digital trip-planning directory at oregonwine.org. The latter directory hosts 550 tasting room listings, making it easy for users around the world to plot itineraries by geography, grape variety, region, and dozens of other filters. Wineries are encouraged to claim and edit directory listings at the [Tasting Room listing industry Toolkit](#).

More than 44,684 wine enthusiasts are counted across OWB’s Facebook, Instagram and Twitter accounts, an increase of 4.4%. The OWB’s consumer e-news database reaches more than 43,478 Oregon wine fans, who receive email from OWB about 1-2 times per month.

New Consumer Website Launch

Following the True Character brand identity work that was completed in 2021, OWB launched its newly designed consumer website in April 2022. Completed by ThinkShout, the website is the result of meetings and surveys with industry members based on the 2020-25 Strategic Plan. It was funded through the support of a Wine Country License Plate grant and developed in consultation with AVA organizations. It aligns with OWB’s authentic and comprehensive True Character brand expression and represents one of highest profile presentations of the work.



The site allows OWB to share the passion, power, and story of Oregon Wine with consumers throughout the world, and it would not have been possible without the valuable input we received from our industry.

Initial web traffic has been promising, with 51,222 users, 129,902 page views, and 68,427 sessions were measured from the April launch until the end of June.

oregonwine.org website traffic & social outlets by the numbers 2020-21

SOCIAL MEDIA

44,684

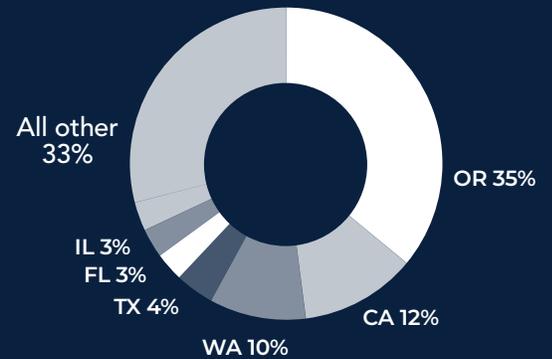
followers, up 4.4%

E-NEWSLETTER

43,478

subscribers, open rate 21%

USER LOCATION



WEBSITE

104,977

users, down 12%*

238,871

pageviews, down 3%*

135,779

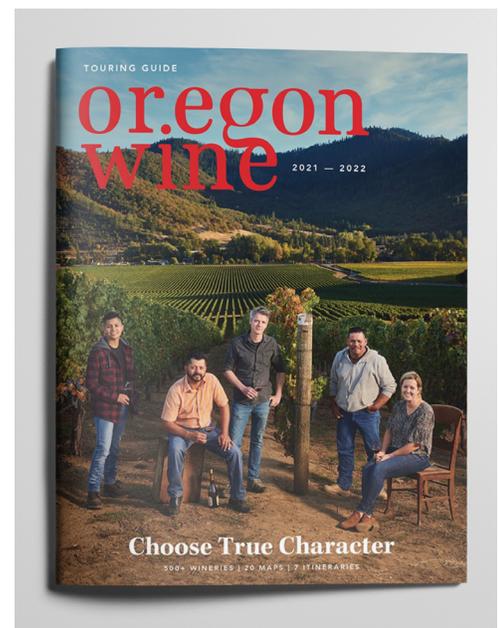
sessions, down 9%*

*decrease likely attributed to launch of new consumer website, which included a short period where OWB was not directing traffic to the website due to bringing it online and maintenance

OREGON WINE TOURING GUIDE

The current edition of the Oregon Wine Touring Guide (2021-22) and its identical digital flipbook has continued to be one of the OWB’s most visible tourism assets and is designed to educate wine consumers, inspire travelers and locals alike, and facilitate meaningful travel around Oregon’s varied regions. As of July 2022, more than 56,000 printed copies out of a total of 70,000 have been shipped to wineries, tourism businesses, and consumers. During the last fiscal year, there were 5,000 copies of the guide shipped to consumers throughout the country. The digital version of the touring guide received 38,857 page views from July 1, 2021 to June 30, 2022, with the average user spending nearly 5 minutes scrolling through an average of 23 pages.

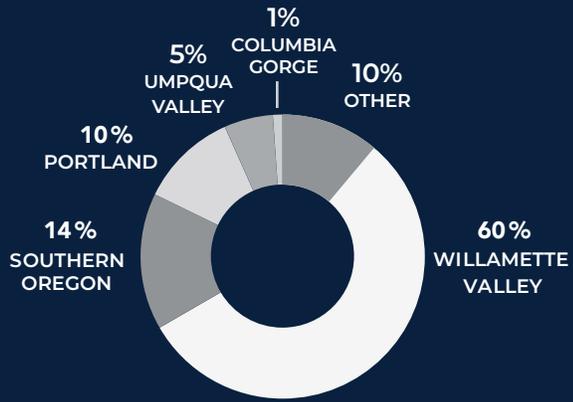
The Touring Guide is available free of charge to individuals around the country and businesses throughout the Northwest, and OWB will continue shipping copies until the next edition is published in 2023.



Touring Guide Fifth Edition

5K
copies shipped to consumers
in all 50 states

56K
shipped to wineries, tourism
businesses, and consumers

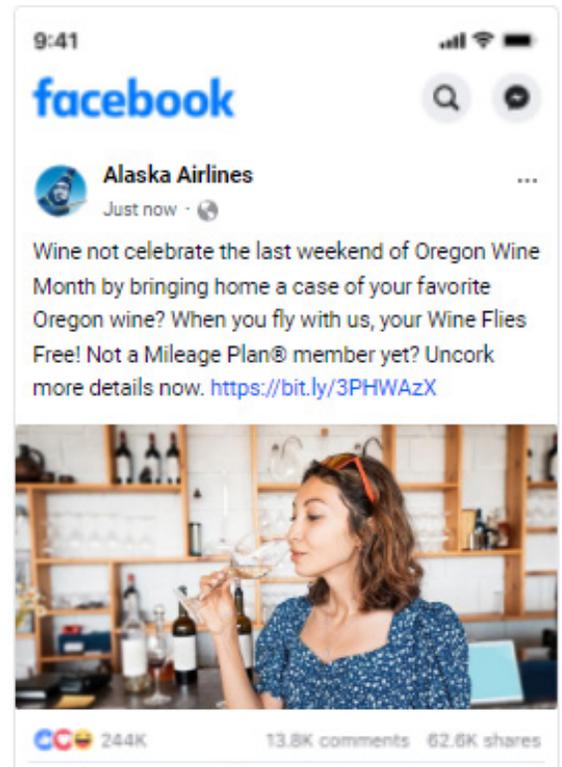


OREGON WINE FLIES FREE

Now in its 10th year, the [Oregon Wine Flies Free](#) program is a partnership between OWB, Travel Oregon, and Alaska Airlines. Oregon Wine Flies Free (OWFF) allows Alaska Airlines Mileage Plan™ Members to receive a complimentary tasting at more than 300 participating wineries representing all of Oregon’s winegrowing regions. When they return home, these same members may to check up to one case of wine for free when departing Oregon, Washington, Idaho or California.

This year, OWB worked with Alaska Airlines to relaunch a round of social media promotion for the program, which had not been promoted heavily during the pandemic. Additionally, OWB continues to distribute thousands of OWFF flyers with program details and frequently asked questions in the Visitor’s Centers of the PDX Airport and Medford Airport annually.

Digitally, Travel Oregon regularly mentions the program in online articles at traveloregon.com and partners such as Alaska Airlines and Willamette Valley Visitors Association offer digital referrals. OWB has recently been reminding wineries to participate through the Grapevine newsletter and other industry emails. OWB Communications pushes the program in numerous articles with press. Wineries enroll and order printed tasting room material via the [program toolkit](#).



OREGON WINE RESOURCE STUDIO

The [Oregon Wine Resource Studio](#) was developed for members of the Oregon wine industry to have Oregon wine facts and maps at their fingertips. This mobile-friendly website contains assets that illustrate the distinctive aspects of terroir, history, AVA presentations, industry statistics, sustainability, culture, and more that combine to make Oregon a world-class winegrowing region. Users who download content from the Resource Studio opt in to the OWB's trade newsletter list, which currently includes more than 7,000 recipients.

The Resource Studio saw many updates this year including the addition of both the Lower Long Tom and Mount Pisgah, Polk County, Oregon AVAs. Several assets were uploaded to support the two regions including maps, presentations, and statistics all of which are downloadable from the site. Presentations were brought into the True Character branding and along with results from the 2020 Oregon Vineyard and Winery Report are receiving great industry feedback.



Lower Long Tom AVA. Image: Brigadoon Wine Company

INTERNATIONAL PROGRAMMING

OWB's International Marketing program is primarily designed to support the Market Expansion component of the Wine Board's long-term Strategic Marketing Plan. Secondly, 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.

Of course, the global pandemic caused a shift in typical activations, but this fiscal year saw OWB returning to pre-pandemic programming in most international markets across the globe.

Canada

In Canada, OWB continued to work with partner Predhomme Strategic Marketing to execute in-market tastings and masterclasses in these four Canadian markets: Toronto, Montreal, Calgary and Vancouver. Partnering with Washington, 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 the monopoly buyers and a handful of 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. Almost 30 Oregon wineries participated, and this year OWB partnered with WUSATA to include a food component for the tastings in Toronto and Montreal. These series of tastings are a great example of how OWB leverages various grants to maximize efforts and partnerships between neighboring states.

United Kingdom

In the UK, OWB continued to partner with [LOTUS](#) on PR and consumer marketing. In addition to ongoing content creation for OWB's UK website and social media campaigns, this partnership allowed OWB to complete the first in-person programming in London in years by sponsoring the London Restaurant Festival. OWB will sponsor this biannual event and this June, OWB partnered with local restaurant The Princess of Shoreditch, whose celebrity chef Ruth Hansom created a tasting menu to pair with six Oregon wines. The Oregon dinner was one of the most popular of the entire month with 50 tickets selling out in minutes. OWB will complete this program in the Fall of 2022.

Scandinavia

OWB was able to return to two target markets of Scandinavia, Copenhagen and Stockholm, with various programming in both cities. In March 2022, in collaboration with Washington, OWB hosted a dinner for key trade in Stockholm followed by a lunch and



Madeleine Stenwreth MW

small, targeted tasting in Copenhagen. Both events were well-received and functioned as a lead up to larger events in May ahead of Prowein. Oregon then returned to host a trade tasting as well as master class in Stockholm. The masterclass was hosted by Master of Wine [Madeleine Stenwreth](#) and was at-capacity, attended by top trade and served as an enthusiastic indicator of Sweden’s love for Oregon wine.

Paris

OWB hosted its inaugural tasting in Paris at the U.S. Ambassador’s residence in Paris in May in collaboration with the California Wine Institute. 15 Oregon wineries poured wines for an enthusiastic French crowd at an event that leveraged ardent support of Oregon wine in international USDA offices.



Wine tasting at U.S. Ambassador’s residence in Paris

Prowein

2022 saw the return of Prowein and Oregon wines made an impressive showing, armed with new branding covering a newly structured booth, which was retrofitted to meet COVID-19 restrictions. 12 wineries poured wines for a very eager crowd of the highest level of wine trade in the world. Although the show was smaller in size than in years past, the new world wine hall was one of the busiest with Oregon among the most visited booths in the hall. Still in collaboration with the Washington State Wine Commission, the new booth setup allowed for more distinction between the two regions yet worked well for both states. Prowein remains OWB’s flagship program for its enhanced exposure for Oregon wines.

Mexico

OWB, along with Washington State Wine Commission, returned to Mexico for events in both Mexico City and Los Cabos along with Washington State Wine Commission. In Mexico City, OWB held a trade tasting and masterclass with great turnout, and interest was piqued for future support with programming and wines in the market. In Los Cabos, a masterclass was hosted in the afternoon for trade in the region, followed by a dinner targeting importers in the area.

Japan and Korea

Due to ongoing restrictions on travel due to the pandemic, OWB’s programming was limited in both Japan and Korea. OWB worked with local partners to continue

its annual NW wine promotion in Japan, and focused efforts on revamping the OWB website and increasing social media presence with new partners, Aviareps in Japan. OWB is looking forward to increasing its presence in these markets once travel restrictions are eased and the organization can return for trade tastings and continuation of the NW Wine Certification program.

Inbound Tours

Oregon Pinot Camp (OPC) International inbound masterclass was presented in June in Eugene prior to OPC and featured wines from Southern Oregon. 18 top trade members from eight global markets participated in the tour which started with a Southern Oregon focused seminar hosted by Bree Stock MW. Attendees were from Japan, Korea, Taiwan, UK, France, Italy, Denmark, Sweden and Canada and a dozen wines were tasted. The event was held at Civic Winery in Eugene, an urban winery.

From there attendees toured around the South Willamette Valley before participating in OPC. Many of the attendees had been waiting for years to see Oregon and their excitement was met with fond appreciation for Oregon and its wine community, creating lifelong ambassadors for Oregon wine back home in their markets.

OWB, along with the Washington State Wine Commission and the California Wine Institute, was able to host a group of 10 British sommeliers on a tour through all three western states in July 2022. These attendees had similarly waited for years to take part in this tour and were impressed and overjoyed with the hospitality and quality of Oregon wines.



2022 Oregon Pinot Camp

MARKET INSIGHTS: National wine trends show Oregon sales outperforming the category

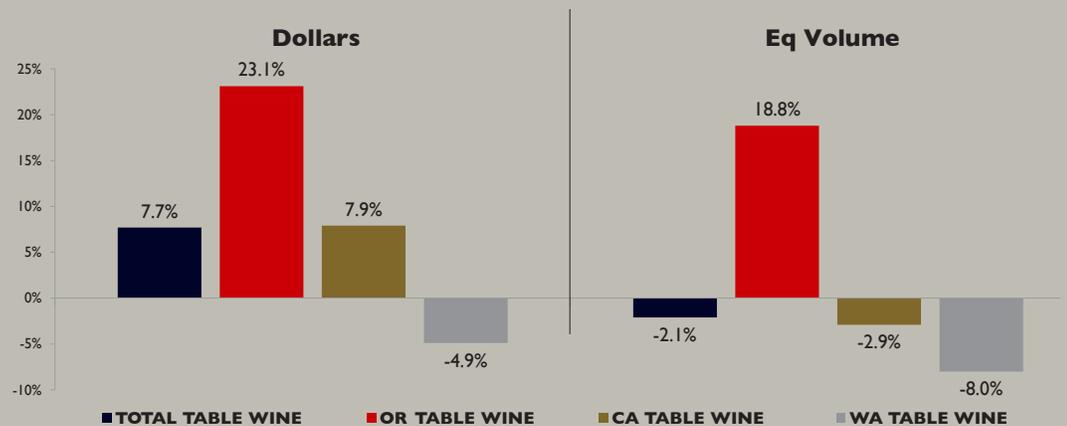
The Oregon Wine Board delivered on the Knowledge and Insights element of its Strategic Plan at various times during the year by investing in market and business intelligence resources enabling business owners to make better informed decisions.

The data and analyses consistently reflected Oregon’s exceptional volume trajectory and demand-based momentum. The exhibit below, for example, shows off-premise case volume and dollar value growth rates for Oregon well in excess of trends for our neighboring states and the overall category.

Volume Growth by State of Origin

Oregon growth leads, with price/mix still moving upward (dollar growth > volume)

Source: Nielson IQ Total US xAOC + Liquor Plus, 52 w/e 1-29-2022

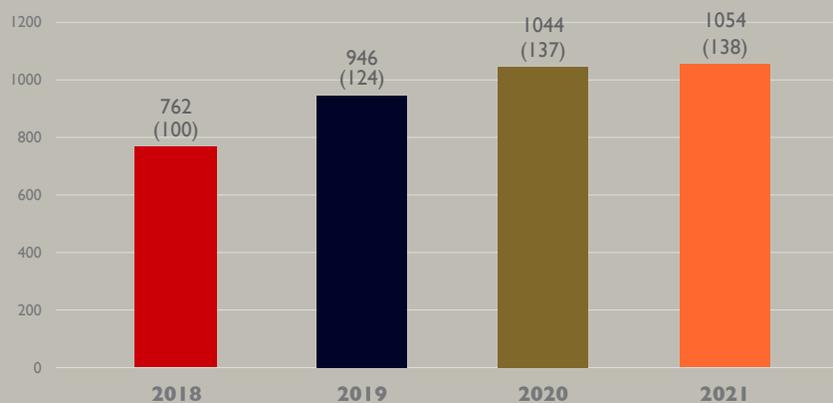


Equally important, programming in support of our Market Expansion strategy continues to pay dividends as Oregon wines achieved another all-time national record for off-premise distribution points.

OR Wine Off-Premise Availability

Points of Distribution Indexed vs 2018

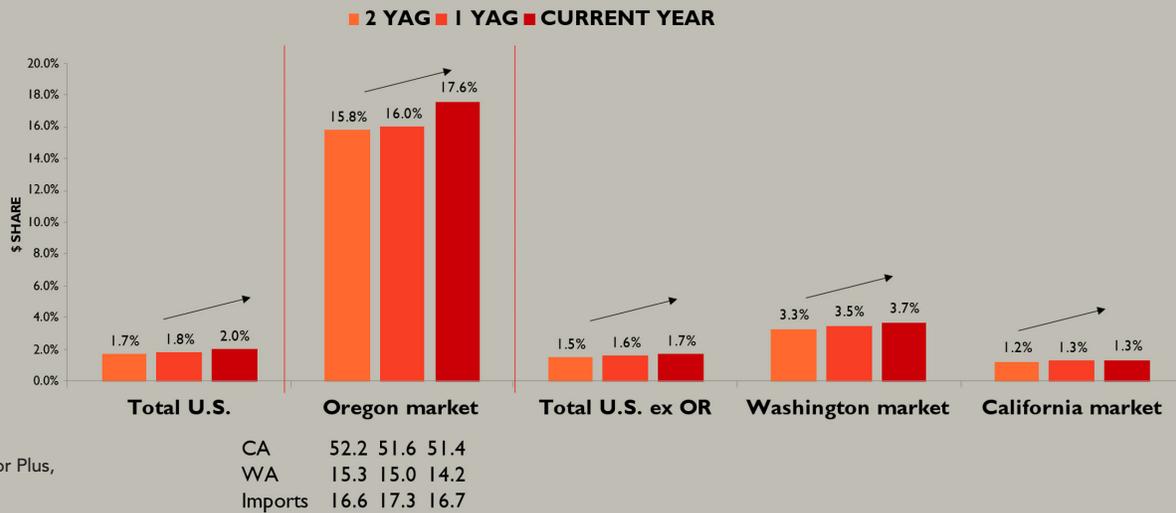
Source: Nielson IQ Total US xAOC + Liquor Plus, annual time period



And the breadth of Oregon’s expanding volume base is illustrated in the exhibit below showing our state’s market share gains here in the home market, on the West Coast, and across the rest of the country versus share declines in Oregon for California and Washington state wines.

Oregon Share By Market: (Dollars)

Both within, and beyond Oregon, Oregon’s share continues to expand



Source: Nielson IQ Total US xAOC + Liquor Plus, 1-29-2022

All research reports were again published on our [industry website](#) and disseminated to the industry for business owners to use in conjunction with other market intelligence for crafting their customer presentations and developing business plans.

INFORMATION SHARING TASK FORCE

The Information Sharing Task Force (ISTF) was formed 7 years ago and serves as a network of statewide association leaders that meet annually. The list of leaders, now numbering 41 people from all over the state, is able to share timely news and media opportunities such as getting members' wines in front of press.

The ISTF meeting of November 2021 was held virtually as it was in 2020. For the 16 people in attendance, each AVA association provided brief regional reports to promote cross-region idea sharing.

We always have a press member in attendance for the ISTF to tell us what they're working on. Joe Micallef of Forbes filled in while judging a wine competition in San Francisco.

Information Sharing Task Force Meeting Feedback

“

Thought it was a very useful meeting. I'm not particularly a fan of zoom, but this was one of the best zoom meetings I've had in the past two years. Mazel. I will definitely be pitching a couple of new ideas to our group that I picked up from the meeting.

- JASON HANSON, CASCADE FOOTHILLS

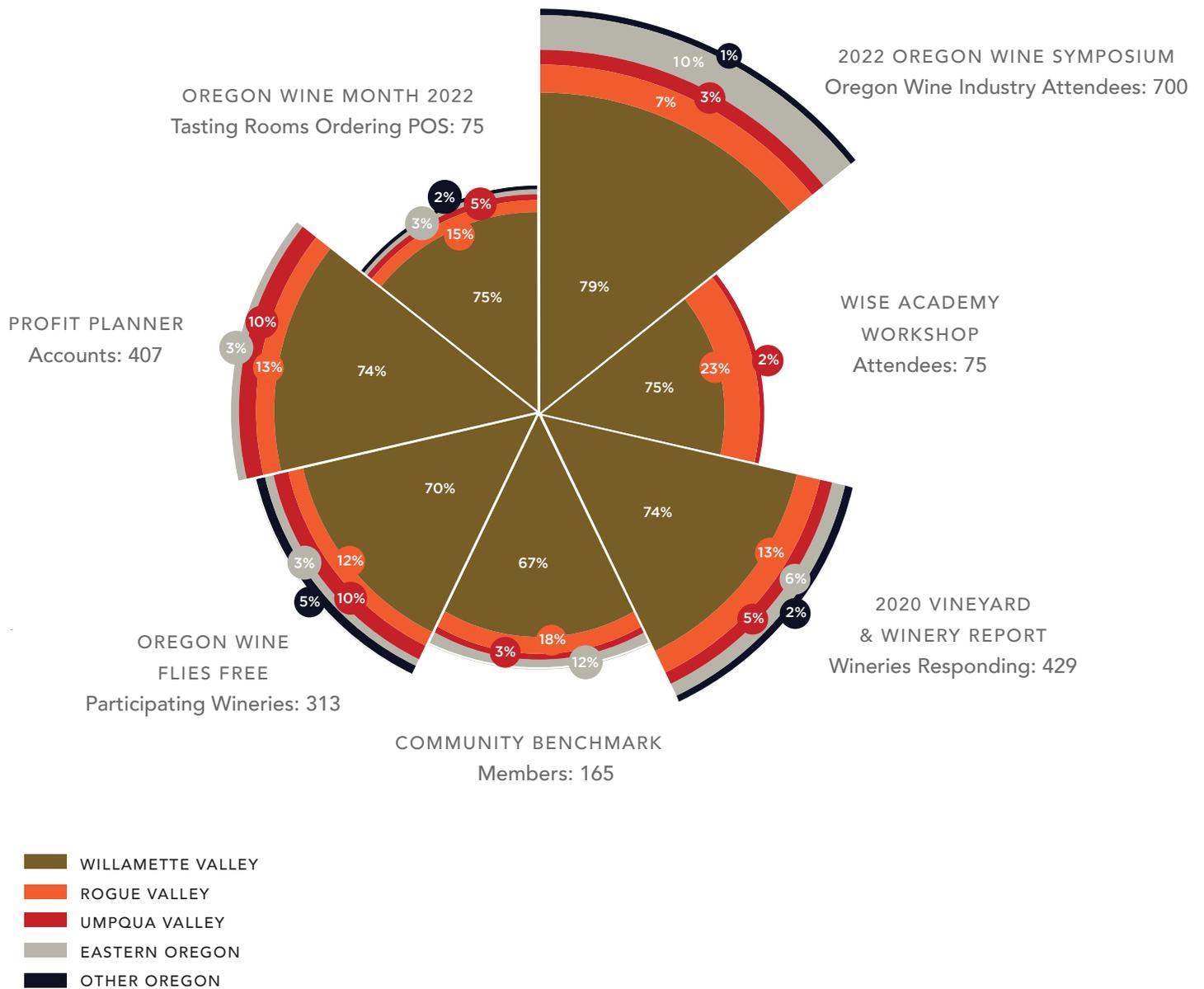
“

10 out of 10!

- DUNDEE HILLS
WINEGROWERS
ASSOCIATION

INDUSTRY PROGRAM ENGAGEMENT BY REGION

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



STRATEGIC PRIORITY 2

Deliver knowledge & insights.

The Oregon Wine Board will advance collective intelligence in support of growing, making, and selling quality wines.

Industry education

OREGON WINE SYMPOSIUM

The Oregon Wine Symposium is the premier wine industry education event and in 2022 the program continued despite COVID-19 restrictions as a virtual event. Developed by OWB, the Symposium represents the most comprehensive industry education program to wine industry members across Oregon, the Pacific Northwest, and in 2022, globally too. The event delivered three days of educational content and industry awards in February 2022. The virtual programming continued to be the most equitable, increasing regional and global attendance, and one of the highest rated Symposiums to date, as surveyed by industry attendees. This Symposium featured presentations from all of the OWB funded researchers, and these presentations along with all of the seminars are available free to all industry members at [Oregon Wine Symposium | Oregon Wine Industry](#).



Sofia Torres-McKay receiving Outstanding Industry Leadership award

The post-event survey reflected input from 237 attendees, a response rate of 34%, identical to the 2021 survey responses. Despite slightly lower than usual attendance, of 700 attendees, the overall comments were positive focusing on the high quality of content, the ability to bring in a more diverse group of speakers from around the world and easier access to more sessions rather than having to choose between popular simultaneous seminars.

The event will return to an in-person program in 2023, and the OWB will deliver the educational content and partner with Oregon Winegrowers Association (OWA) to deliver its trade show. This partnership continues the OWBs commitment to broad industry access to education, delivering insights and knowledge from the most experienced researchers globally, and building industry partnerships and increasing equity.

BUSINESS PLANNING RESOURCES

Profit Planner

The Oregon Wine Profit Planner partnership continues with Wine Business Education, global industry experts. This [free tool](#) for Oregon growers and producers and delivers a value of \$360 annually. The Profit Planner tool saw increased usage in March through June 2022 as inflation and supply chain complexities began to impact producers. It guides Oregon wine businesses through the supply and value chain decisions that affect the quality and financial success of growing, making, and selling wine. The Profit Planner comprises six workbooks:



INDUSTRY.OREGONWINE.ORG/PROFITPLANNER

Vineyard P&L and Cash Flow

Wine Pricing Calculator

Winery Cost of Goods

Marketing, Sales, & Portfolio Management

Blending Profitability

Tasting Room Profitability

Distribution toolkit

One of the most highly rated seminars from the Oregon Wine Symposium in 2021 was developed into a [distribution toolkit](#) by some of the Oregon industry's most experienced national sales directors. The toolkit hosts the recording of the seminar by Jeff Lewis and Colin Eddy and features four key workbooks to accompany the recorded session that include an assessment of market types, distribution key terms glossary, a distributor onboarding checklist and FOB to BTG Pricing Grid. This toolkit accompanies the Profit Planner to successfully guide forecasting and national distribution strategies. The toolkit includes:



[Demystifying Distribution Slide Deck](#)

[Distribution Key Terms Glossary](#)

[Distributor Onboarding Check List](#)

[Market Types Spreadsheet](#)

[FOB to BTG Pricing Grid](#)

OREGON WINE INDUSTRY LABOR & SALARY SURVEY

The Oregon Wine Labor and Salary Survey, conducted annually since 2017, was borne out of the recognition that existing wine industry labor and salary data sets are skewed heavily to California and do not translate directly to the hiring environment in Oregon. As the Oregon wine industry grows both organically and through investment from outside the state, more relevant benchmarking is needed to help small businesses plan for personnel costs as they expand their teams.

zoom Oregon Wine Industry Forum - Shared screen with speaker view

Base Salary Reported	2018 Average Salary	2019 Average Salary	2021 Average Salary	2022 Average Salary
Executive Winemaker	\$73,632	\$75,422 (510)	\$82,088 (44)	\$95,892 (42)
Assistant Winemaker	\$46,236	\$51,513 (39)	\$59,059 (32)	\$65,382 (34)
Cellar Master	\$42,199	\$43,460 (24)	\$48,207 (21)	\$49,117 (22)
Viticulturist/Vineyard Manager	\$51,463	\$57,792 (38)	\$70,210 (31)	\$67,223 (33)
Site Foreman	\$39,513	\$42,178 (24)	\$47,660 (23)	\$52,920 (21)
Labor Crew Supervisor	\$37,916	\$35,382 (18)	\$27,628 (16)	\$35,435 (15)

Similarly, employers and employees are in need of better information to make competitive employment offers and enter into salary negotiations. To provide this more helpful context for Oregon wine businesses, the study surveys Oregon wineries and vineyards to understand average pay across 20 different winery and vineyard positions. Conducted each year by Sociologist & Anthropologist, Dr. Jeff D. Peterson, with funding support from the Oregon Wine Board and its Education Committee, find results here: [2021/2022 Labor & Salary Survey Presentation](#) and [2020/2021 Labor & Salary Survey with DEI Presentation](#).



Viticulture & enology research

Among the most critical dimensions of the OWB’s research mission are the investments made to improve grape cultivation or wine quality—that is, research in viticulture and enology.

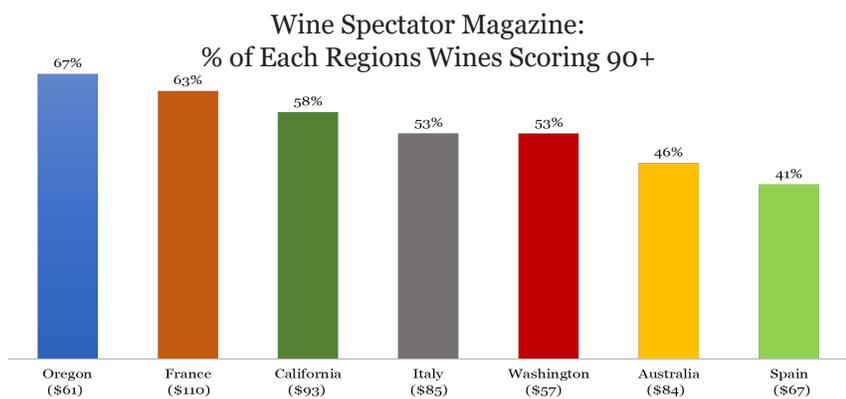
An important corollary of the Viticulture & Enology Research Committee’s work is maintaining close collaborations with research funding organizations in neighboring states. These relationships enable OWB to extend the range of projects funded and the efficiency of the tax receipts dedicated to viticulture & enology research. Guided by four priority areas within our statewide industry developed research plan the Research Committee works to consolidate near-term industry input on viticulture and enology research priorities; reviews and recommends applications for funding; and evaluates project progress.

STRATEGIC PILLARS

<p>WINE QUALITY</p> <p>Support advancements in wine quality and site expression by enhancing markers of quality in the vineyard and winery.</p>	<p>SUSTAINABLE PRODUCTION</p> <p>Lead in developing sustainable practices to minimize inputs and reduce impact.</p>	<p>CHANGING CLIMATE</p> <p>Facilitate adaptation of vineyard and winemaking practices to future climatic conditions.</p>	<p>FOUNDATIONAL RESEARCH</p> <p>Foster V&E discovery that has the potential to provide foundations for future applications that address the other three strategic pillars.</p>
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GRANT PROGRAM

In fiscal year 2021-2022, OWB committed \$289,000 to six highly ranked viticulture and enology projects, reviewed and recommended to the OWB by its Research Committee comprised of volunteers from across the state. The topics of these projects range from optimizing Botrytis bunch rot management, to highly pervasive grapevine trunk diseases, to the impacts of berry size on wine quality, to optimizing water management in vineyards, to studying rootstock performance under dry-farmed conditions. The Viticulture & Enology Research Committee is determined to fund research that seeks answers to questions Oregon vineyards and wineries do not yet have.



Source: Wine Spectator

As per our strategic priorities for research, Wine Quality can be benchmarked against critical scores for Oregon and other regions

2021-2022 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](#).

Achala KC, Plant Pathologist and Assistant Professor, Department of Botany and Plant Pathology and Southern Oregon Research and Extension Center, Oregon State University

Grapevine Trunk Diseases in Oregon Vineyards: A Pilot Project on Epidemiology and Management

[Read update](#)

Alec Levin, Viticulturist and Assistant Professor, Southern Oregon Research and Extension Center and Department of Horticulture, Oregon State University

Determining Optimal Irrigation Initiation Time

[Read update](#)

Walt Mahaffee, Research Plant Pathologist USDA-ARS-HCRL

Botrytis Bunch Rot: Who, Where, When, and What to Use

[Read update](#)

Patty Skinkis, Professor and Viticulture Extension Specialist, Oregon State University

Paul Schreiner, Research Plant Physiologist, USDA-ARS

Characterizing Willamette Valley soil moisture and grapevine response under drying seasonal conditions

[Read update](#)

Patty Skinkis, Professor and Viticulture Extension Specialist, Oregon State University

Rootstock effects on mature Pinot noir growth and productivity under cool climate, dry-farmed conditions

[Read update](#)

Federico Casassa, Associate Professor of Enology, Wine & Viticulture Department California Polytechnic State University, San Luis Obispo

Variations of Berry Size

[Read update](#)

Industry insights.

VINEYARD & WINERY REPORT

While the majority of Oregon winemakers made wine from grapes from 2020, the year held challenges including a western U.S. weather phenomenon combined with naturally lower yields, wildfires and COVID-19-related labor shortages and restrictions. In September 2021, Oregon Wine Board released its [2020 Oregon Vineyard and Winery Report](#), reflecting a decline in the state’s grape tonnage and wine production.

For the fourth year, data collection and analysis were conducted by a team of researchers at the University of Oregon’s Institute for Policy Research and Engagement (IPRE) and released annually since 1981. The data show the estimated farm gate value of wine grape production decreased 34% or by nearly \$80 million to about \$159 million.

What was a brutal year on the production and supply side remained favorable for demand and sell-through. This is evident in Oregon’s volume growth of over 9% nationally (wholesale segment outside Oregon) in a very slow-growing national market, due in part to the highest level of national market penetration ever recorded for Oregon.

995 wineries now dot the state, an increase of 10% over 2019. In addition, the number of vineyards

2020

Oregon Vineyard & Winery Report.



increased from 1,297 in 2019 to 1,370 in 2020, representing growth of 6%. Leading the charge are two areas of the report. First, the Columbia River region, which includes the Oregon side of the two-state Columbia Gorge, Columbia Valley and Walla Walla Valley AVAs, as well as The Rocks District of Milton-Freewater, showing a 20% increase in wineries in 2020 over 2019. The Rogue Valley AVA, which includes the nested Applegate Valley AVA, now has 122 wineries, an uptick of 12%.

Production plummeted for Pinot noir statewide, except in the Rogue Valley and the Columbia River regions, which had increases of 20% and 76%, respectively. Pinot noir production in the Willamette Valley fell over 41%.

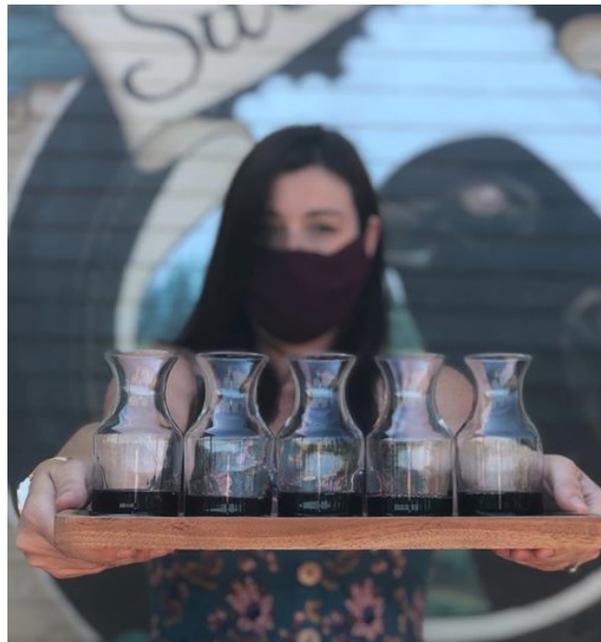


Image: Sweet Cheeks Winery

STRATEGIC PRIORITY 3

Provide leadership & partnership

The Oregon Wine Board will harness statewide strength to unite and empower the Oregon wine industry.

Industry relations

DIGITAL COMMUNICATIONS CHANNELS

Industry Website

The OWB's [industry website](#) highlights media opportunities and calls for wine, press releases, toolkits, educational content, economic impact studies, vineyard and winery reports dating back to 1981, viticulture and enology research, and more.

Over the course of the year, 29,097 people visited the industry website for an average duration of 1 minute 50 seconds that resulted in 72,512 unique page views. During the launch of the new OregonWine.org consumer site, the industry website served as an important tool for communicating updates to the industry. This year, OWB also launched its [feedback and input toolkit](#), allowing industry members to provide direct feedback on programs and initiatives.



Grapevine Email Newsletter

The Grapevine Newsletter is the primary way OWB disseminates timely information of interest to vineyard and winery managers. It reaches roughly 2,200 members of the Oregon wine community on a biweekly basis. The newsletter had a commanding average open rate of 39% and a 5.4% clickthrough rate, evidence of the value this resource provides the industry. Ad hoc emails specific to time-sensitive news and opportunities are also distributed to this list.

Climate Impacts Toolkit

In response to the erratic and unseasonal weather events Oregon growers have seen over the last couple of years, OWB has added a Climate Toolkit to the Education portal on the Oregon industry website, which includes the Smoke Impact Toolkit, an update on [West Coast Smoke Research](#), the [Frost Impact Webinars](#) and the recent [Weather Alert System recording](#).

These webinars were convened to provide growers and producers a space to learn about the impacts of these events, share observations and adapt their farming plans for the 2022 season.



Water station at Elk Cove Vineyard during harvest heat

Spring 2022 Weather Events

On a similar note, in an effort to communicate succinctly and clearly to press about the April frost and hail events that affected grapes, OWB took a different approach with crisis communications. Rather than forwarding writers to growers and research scientists, OWB Communications synthesized information from Dr. Patty Skinkis into easily digestible language so OWB could centralize and focus the industry's response. We then gave all regional PR people across the state the information so we can all be aligned and speak with confidence.

The purpose of this exercise was to build trust with press in times of crisis, and to arm PR people with solid information to speak on crisis events.

The result was a series of four bi-weekly Zoom talks where PR people gleaned information from OWB where PR people gleaned info from OWB and each other in communicating to press.



Zoom talk by Dr. Patty Skinkis

Community Benchmark & WISE Academy Partnership

In late October of 2021 the Oregon Wine Board was awarded a \$169,500 Specialty Crop Block Grant from the US Department of Agriculture and Oregon Department of Agriculture that establishes an exciting two-year partnership with [Community Benchmark](#) and [WISE Academy](#). The Community Benchmark and WISE Academy alliance combines data tracking and diagnostics with expert advice on management practices to increase direct-to-consumer (DTC) sales. This statewide partnership is a significant program offering from the Oregon Wine Board to help each individual winery and regional association accelerate growth as well as add a competitive advantage for Oregon as a state as we continue to grow tourism and the DTC channel.



Image: Ron Kaplan

The OWB partnered with Oregon wine industry membership organizations to reach the maximum number of industry producers to optimize the use of this powerful data collection and training tool in our industry. More than six webinars and town hall forums were delivered by OWB in partnership with Community Benchmark and WISE Academy resulting in 160 producers registering for the Community Benchmark Dashboard by the end of December 2021. A [Community Benchmark Partnership Toolkit](#) housed on the industry education site answers questions and provides resources to wineries seeking to increase the productivity of their direct-to-consumer (DTC) programs using this tool.

This tool not only provides producers with a real time DtC Dashboard but regional associations also receive a Community Benchmark Dashboard giving them a deeper understanding of how producers in their membership base are performing.

INDUSTRY ASSOCIATION GRANT PROGRAM

\$500 to Ribbon Ridge Winegrowers Association: to offset costs of hosting media in conjunction with the August 2021 Wine Media Conference (note: they applied for this in July of 2021).



\$500 to Applegate Valley Vintners: to assist with writing Travel Oregon License Plate Grant application to create an updated brochure and promotional video to promote the brand of the Applegate Valley Wine Trail and illuminate the entire Applegate Valley as a destination.



\$500 to Wine Country Pride: to offset event promotion expenses for Queer Wine Fest



\$500 to AHIVOY: AHIVOY Wine Industry Professional Training Program to provide education and professional development, paving the way for our hardest-working community members to support their families and establish careers in the wine industry.



\$500 to Rogue Valley Vintners: Rogue Valley Vintners is working with the Somm Foundation, local CMS Advanced certified and WSET diploma candidate sommeliers, Neuman Hotel Group, and our region's wine producers and destination marketing organizations, to organize and host a Rogue Valley Somm Camp for 10 to 12 sommeliers from across the nation.



\$500 to Our Legacy Harvested: to offset expenses for 2022 harvest internship focusing on vineyards and production at the winery. Focusing on the BIPOC community at any career level that would advance their knowledge and expertise in the wine field.



Financial overview

Going into the 2021 fiscal year, OWB's tax income, primarily comprised of the \$25/ton Grape Assessment tax, was expected to also be impacted by the challenging 2020 harvest. Facing a possible third year of declining income, the OWB took a conservative approach to program and overhead spending to maintain a solid financial position and reserves.

Despite the uncertain income picture, OWB continued to invest in its most important work developing marketing and media programming, funding research grant awards, and expanding industry educational offerings.

OWB supplemented its industry education programming with a new Specialty Crop Block Grant for \$169,500 to develop and deliver DTC sales dashboards, insights, and best practices to Oregon wineries. In addition, OWB made a significant investment in international marketing programs through the USDA's Market Access Program and Agriculture Trade Promotion program. Overall grant income for the year was approximately \$1.1 million.

OWB reduced expenses overall by 7% while preserving commitments in research grant funding, Oregon Wine Month marketing, and delivering the second iteration of a successful virtual Oregon Wine Symposium. OWB continued administering the Annual Grape and Winery survey and a regional grant funding program, supporting various regional marketing associations.

In keeping a sharp eye on general and administrative expenses, OWB also decreased spending for a second year by 26% by cutting back on the meeting, travel, and office expenses.

The year ended with a positive unanticipated upswing in tax revenue, coming in 8% above budget and 22% above the prior year.

Looking ahead to the 2022-23 fiscal year, OWB implemented a new budget input and review calendar as part of the planning process for identifying and prioritizing annual programs and allocating budget. This new budgeting cycle included four industry meetings, an online form, and survey opportunities to contribute to budget planning. OWB plans to follow a similar input and planning process in future years.



2022-23 OWB Budgeting & Planning: Industry Input Opportunities**October 2021**

- Industry survey released
- Created a budget planning input form and posted it on the OWB Industry website

November 2021

- Nov. 2 – OWB and Industry Association meeting; invited input on program priorities from the industry
- Nov. 2 - OWB reviewed priority programs for first half of 2022
- Nov. 2 [recording link](#)

December 2021

- Dec. 1-2 – OWB public meeting; Industry invited to submit questions or suggestions in advance for the Board's discussion of its 2022-23 budget
- Dec. 1 [recording link](#), Dec. 2 [recording link](#)

January 2022

- Jan. 11 – All Industry Forum; Some of the 2022-23 budget planning input forms were shared. Earlier questions were answered about OWB's committees and the sources and uses of OWB grant funding
- Jan. 11 [recording link](#)

February 2022

- Feb. 1 – Posted DRAFT 2022-23 budget for public comment [posting link](#)
- Feb. 8 – OWB and Industry Association Meeting to discuss the DRAFT 2022-23 budget [recording link](#)

March 2022

- Mar. 3 – Oregon Wine Board Public Meeting [recording link](#)

FINANCIALS

INCOME	BUDGETED	ACTUAL
Grape Assessment (\$25/ton)	1,883,975	2,043,803
Wine Tax (2¢/gal)	310,145	352,194
Symposium Income	150,000	104,000
Program Income	-	-
Grant Funds (excluding MAP)	133,500	133,750
HB5006 Funds - MARIS	-	-
Other Income	2,000	51
TOTAL INCOME	2,479,620	2,633,798
EXPENSE	BUDGETED	ACTUAL
RESEARCH		
Viticulture & Enological Research Grants	330,000	244,479
Special Grant - Smoke Research		
Online V&E Knowledge Center	-	-
Compensation, Admin and Travel	53,381	31,004
TOTAL RESEARCH	383,381	275,483
EDUCATION		
Symposium Programming	150,000	115,924
Other Industry Workshops	100,500	87,750
Compensation, Admin and Travel	111,783	125,835
TOTAL EDUCATION	362,283	329,509
MARKETING & COMMUNICATIONS		
Brand Equity & Identity	143,000	113,415
Tourism	115,000	66,275
Market Expansion	230,000	205,319
Communications & Media Relations	193,380	170,646
Compensation, Admin and Travel	180,771	172,049
TOTAL MARKETING & COMMUNICATIONS	862,151	727,704
KNOWLEDGE & INSIGHTS		
Industry Research	72,000	72,000
Marketing Research	30,000	4,150
Compensation, Admin and Travel	56,508	23,296
TOTAL KNOWLEDGE & INSIGHTS	158,508	99,446
LEADERSHIP & PARTNERSHIP		
Regional Meetings	10,000	1,568
Information Sharing Task Force	1,000	1,000
Grant Writing	10,000	4,770
Program Sponsorship	10,000	2,000
Industry Relations	33,500	27,478
Compensation, Admin and Travel	45,381	23,596
TOTAL LEADERSHIP & PARTNERSHIP	109,881	60,412
GENERAL & ADMINISTRATION		
Board Administration	20,000	15,600
Compensation, Admin and Travel	756,771	724,018
TOTAL GENERAL & ADMINISTRATION	756,771	739,618
TOTAL EXPENSE	2,652,975	2,232,172

Industry awards

Each year, the industry recognizes individuals for their contributions to the Oregon wine industry. Below are those who were honored in 2022 in virtual presentations 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.

Maria Stuart, R. Stuart & Co. Winery
Maria Ponzi, Ponzi 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.

Sofia Torres-McKay, founder of AHIVOY and co-owner of Cramoisi Vineyard

LEGACY LEADERSHIP AWARD

Recognizes a milestone accomplishment of special significance to the industry's reputation and advancement by the Oregon Wine Board.

Harry Peterson-Nedry, Ribbon Ridge Winery and Ridgecrest Vineyards, and the founder of Chehalem Vineyards

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.

Bob Parker, Institute for Policy Research and Engagement (IPRE) at the University of Oregon
Rebecca Sweet-Smith, Buzz Cover Crop Seeds

BOARD SERVICE AWARD

Given in recognition of those who have completed their service on the Oregon Wine Board of Directors.

Hilda Jones, Abacela
Bertyon Faustin, Abbey Creek Vineyard

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.

Javier Marin, JM Vinegrower
Miguel Ortiz, Laurelwood Vineyard Management

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.

Bill & Tom Cattrall, Cattrall Brothers Vineyard

Board members



JUSTIN KING
Board Chair
King Estate Winery



BOB MORUS
Vice Chair
Phelps Creek Vineyards



DONNA MORRIS
Chair Emeritus
Winderlea Vineyard and
Winery



DENNIS
O'DONOGHUE
Treasurer
Celtic Moon Vineyards



TIQUETTE BRAMLETT
Compris Vineyard
Our Legacy Harvested



CRISTINA GONZALES
Gonzales Wine
Company



GREG JONES
Abacela Winery



EUGENIA KEEGAN
Jackson Family Wines



JASON TOSCH
Stoller Wine Group

Management team



TOM DANOWSKI
President



MARIE CHAMBERS
VP Finance &
Operations



STACEY KOHLER
Executive Assistant



NEIL FERGUSON
Marketing Manager



SARAH MURDOCH
Communications
Director



BREE STOCK MW
Education Director



DAVID DEWITT
Trade Relations Manager



CELINE FAUVEAU
Insights & Industry
Relations Manager

Committees & Task Forces

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.

FINANCE COMMITTEE

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

Chair: Dennis O'Donoghue, Treasurer

Vice Chair: Justin King, Board Chair

Management Lead: Marie Chambers

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: Jason Tosch

Co-Vice Chairs: David Beck and Greg Jones

Management Lead: Celine Fauveau

MEMBERS:

Leah Adint	Scott Dwyer	Anna Matzinger	Luisa Ponzi
Leigh Bartholomew	Peter Ebbers	Ryan McAdams	John Pratt
Terry Brandborg	Michael Fay	Jarrold McCann	Bill Sanchez
Robert Brittan	Chris Graves	Brian McCormick	Nichole Schulte
Johnny Brose	Brian Gruber	Anneka Miller	Bruce Sonnen
Tresider Burns	Geoff Hall	Erica Miller	Evan Strode
Sarah Cabot	Gina Hennen	Kathy Miller	James Thommes
Ted Casteel	Allen Holstein	Karl Mohr	Chad Vargas
Leti Catoira	Anthony King*	Michael Moore	Cheney Vidrine
Elizabeth Clark*	Nick Konen	Joey Myers*	Vince Vidrine
Jason Cole	Erik Kramer	Ray Nucló	Nate Wall
Dai Crisp	Bill Kremer	Dennis O'Donoghue*	Karl Weichold
Jessica Dunnam	Ken Kupperman*	Dave Paige*	
	Mel Liebeck	Kevin Parsons	*Steering committee member

EDUCATION COMMITTEE

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

Chair: Eugenia Keegan

Co-Vice Chair: Tiquette Bramlett

Management Lead: Bree Stock

MEMBERS:

<i>Viticulture & Enology</i>	James Osborne	<i>Business</i>
Bryan Berenguer	Brooke Robertson	Rachel Adams
Johnny Brose	Nichole Schulte	Colin Eddy
Kiley Evans	Patty Skinkis	Cristina Gonzales
Shannon Gustafson	Emily Terrell	Vanessa Hadick
Gina Hennen	Cheney Vidrine	Jeff Lewis
Scott Kelley	Vince Vidrine	Michelle Kaufmann
Alex Levin		Sofia Torres
Billo Naravane		Hallie Whyte

Committees & Task Forces, continued

STRATEGIC MARKETING & COMMUNICATIONS COMMITTEE

The Strategic Marketing & Communications Committee consolidates industry input on strategic programs and priorities.

Chair: Donna Morris

Management Lead: Neil Ferguson

MEMBERS:

Ellen Brittan
 Craig Camp
 Eugenia Keegan
 Justin King
 David Millman
 Amy Prosenjak

OWM IMPLEMENTATION COMMITTEE FOR 3-TIER DISTRIBUTION

The Committee is chartered to develop the strategy and deliver materials for executing OWM 2022 more broadly through U.S. wholesalers and retailers.

Management Lead: David DeWitt

MEMBERS:

Janie Brooks	Carrie Kalscheuer
Paula Caudill	Justin King
Chris Cullina	Chris Langan
Tom Danowski	Donna Morris
Jessica Endsworth	Bob Morus
Matt Farver	Nate Winters

OWM IMPLEMENTATION COMMITTEE FOR DTC

The Committee is chartered to develop and deliver the program to execute OWM 2022 through winery DtC channels.

Management Lead: David DeWitt

MEMBERS:

Crystal Ashley	Morgen McLaughlin
Andrew Bandy-Smith	Kate Norris
Linda Barber	Ximena Orrego
Gina Bianco	Sarah Pearson
Tom Danowski	Toby Turlay
Dionne Irvine	

Committees & Task Forces, continued

INTERNATIONAL MARKETING COMMITTEE

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

Chair: Bob Morus*

Vice Chair: Steve Thomson*

Management Lead: Marie Chambers

MEMBERS:

David Adelsheim	Alexandra LaFontaine
Rob Alstrin	David Millman
Shirley Brooks	Ryan Pennington
Randy Ford	Howard Rossbach
Jon Foster	Thom Sichta
John Gabelhausen	Alison Sokol Blosser
Ryan Harms	Emily Zegar
Doyle Hinman	*Steering committee member

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.

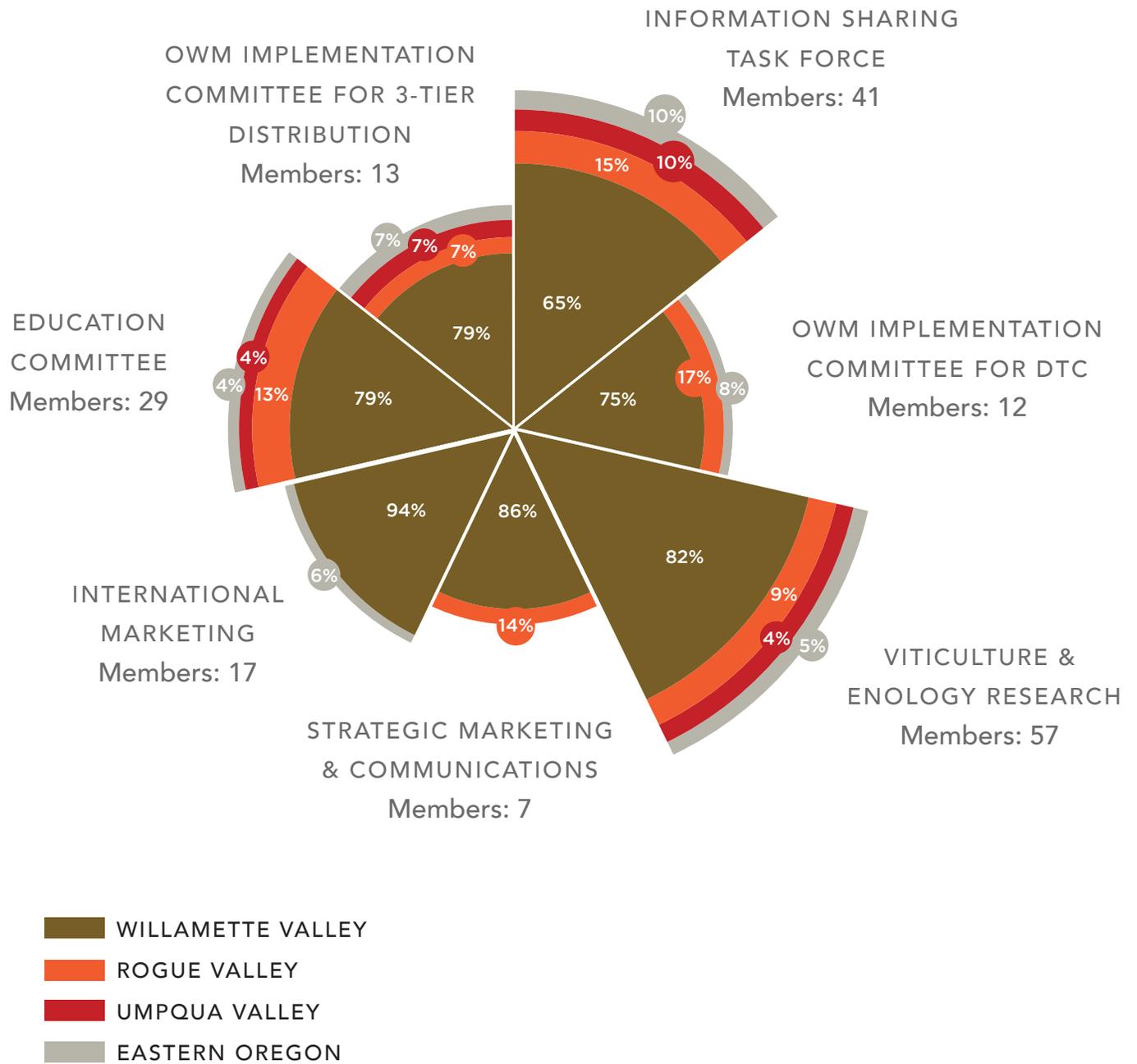
Management Lead: Sarah (Sally) Murdoch

MEMBERS:

Ross Allen	Jason Hanson	Cathy Martin	Matt Shown
Lynette Barss	Angela Jaquette	Brad Mayer	Annie Shull
Gina Bianco	Carrie Kalscheuer	Don McDermott	Betty Tamm
Terry Brandborg	Mike Keunz	Morgen McLaughlin	Toby Turley
Julia Burke	Joel Kiff	Mary Olson	Tom Waliser
Craig Camp	Liz Knapke	Ximena Orrego	Dan Warnshuis
Ariel Eberle	Kim Kolb	Wendy Phoenix	Jenna White
Denise Flora	Jean Kurtz	Luisa Ponzi	Karolyn Wright
Joe Ginet	Jack La Rue	John Pratt	Jill Zarnowitz
Robert Hansen	Laurie Lewis	Steve Robertson	

An up-to-date roster of committee leadership and members can be found on the [industry website](#).

OWB COMMITTEE MEMBERSHIP BY REGION



oregon wine BOARD

5331 S Macadam Ave, Suite 258
PMB 121
Portland, OR 97239

503.967.8978
info@oregonwine.org
industry.oregonwine.org



@oregonwineboard