

# OWB - Annual Export Survey - 2024

## OR Wine Export Survey 2024

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**Page exit logic:** Page Logic

**IF:** #4 Question "Does your winery currently export?" is one of the following answers ("No")

**THEN:** Jump to [page 4 - Oregon Wine Export Survey 2024](#)

Thank you for your participation in the 2024 Oregon Wine export survey. The survey should take approximately 15 minutes to complete. You will be asked to provide **volume and value data for your winery's exports to a variety of markets** around the world. The information is confidential and will only be used (1) for OWB planning purposes and (2) for reporting export data in aggregate. **No individual winery data will be shared without the permission of the winery.**

1. Winery Name? \*

2. Contact Name? \*

3. Contact email address? \*

4. Does your winery currently export? \*

Yes

No

### Export Data

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5. Exports by Market from **January 1, 2024 to December 31, 2024** (Please provide volume, value, and importer)

	Volume (9-Liter Cases)	Value (US Dollars)	Importer/ Agent
Brazil	<input type="text"/>	<input type="text"/>	<input type="text"/>
Canada (Alberta)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Canada (British Columbia)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Canada (Ontario)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Canada (Quebec)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Canada (Other-please specify)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Caribbean Basin (Without the DR)	<input type="text"/>	<input type="text"/>	<input type="text"/>
China	<input type="text"/>	<input type="text"/>	<input type="text"/>
Costa Rica	<input type="text"/>	<input type="text"/>	<input type="text"/>
Denmark	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dominican Republic	<input type="text"/>	<input type="text"/>	<input type="text"/>
Finland	<input type="text"/>	<input type="text"/>	<input type="text"/>

Germany

Hong Kong

India

Israel

Japan

Mexico

Netherlands

Philippines

Russia

Singapore

South Korea

Sweden

Switzerland

Taiwan

Thailand

United Arab Emirates

United Kingdom

Vietnam

Other - Please specify

Other. Please specify  
below

6. If you inserted totals for "Other" above, please specify the country, volume (9-liter cases), value exported, and relevant importer (This can include any sales to Airlines or Cruise Lines that operate internationally).

7. Are you willing to share a few brief details about success stories your winery had from any international programming this year? A success story can be establishing a new importer relationship, a new placement for your wines at a retailer or restaurant, or larger number of sales. If you select "yes," we will reach out.

The Oregon Wine Board relies on USDA grant funding to implement its international programming. One of the ways we maintain (and grow) Oregon Wine Board's overall grant allocation is by providing a series of success stories that demonstrate specific impacts our international program has on building exports of Oregon wine.

- Yes
- No

8. Please provide export promotional expenses (US dollars) for each of the categories below for the period **January 1, 2024 through December 31, 2024.**

The Oregon Wine Board receives funds from the USDA Export Grants, in direct proportion to overall promotional costs taken on by its constituent wineries. Having an accurate picture of how much our constituents are spending on international promotion, allows us to ask for additional funds to help support the efforts already being made.

Compensation and Allowances

Consumer Promotion

Contractor  
Fees/Expenses

International  
Travel

Rent and  
Supplies

Sample  
Expenses

Sales and Trade Relations

Trade Shows (non-  
travel)

Technical  
Assistance

9. Do you currently have an interest in learning more about exporting? (Please ignore if you currently export)

- Yes. Our winery may be interested in exploring export markets in the near future.
- Maybe. Our winery is not interested in exporting in the near term, but possibly in the future.
- No. Our winery does not intend to export.

10. If you would like to learn more about exporting or upcoming opportunities in any target markets, please indicate which markets you are interested in learning more about (select all that apply).

- Canada
- Caribbean and Central American (the Bahamas Costa Rica, Dominican Republic)
- Central Europe (France, Germany, Netherlands, and Switzerland)
- Nordic Countries (Norway, Sweden, Denmark, and Finland)
- United Kingdom
- Greater China (Mainland China, Taiwan, Hong Kong)
- Japan
- South Korea
- SE Asia ( Philippines, Singapore, Thailand, Vietnam)
- Other (please specify)

11. If you do not currently export, please indicate why (select all that apply).

- Only interested in local/domestic market.
- Not enough inventory.
- Lack of international market knowledge.
- Barriers of entry (e.g. export documentation, finding a distributor, etc.) are too significant.
- In-market compliance barriers (labeling, lab work, and/or packaging requirements) are too significant.
- The costs associated with exporting are too significant.
- Other (please specify)

12. Would you be interested in learning more about the WUSATA branded grant program, which reimburses eligible wineries for *up to 50% of cost* of certain promotional expenses such as travel to international trade shows?

- Yes
- No

13. Would you like to be added to the Oregon Wine Board's International Newsletter? (By selecting "Yes," we will share only your contact information with the Oregon Wine Board).

- Yes
- No
- Already on the List

**Thank You!**

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Thank you for taking our survey. Your response is very important to us.

Oregon Wine Board is constantly engaged in programming around the world, using USDA funding, and relies on this survey and individual stories of success during these programs.

For any questions you have about the international marketplace, Oregon Wine Board programming or this survey, please, reach out to Margaret Bray at [Margaret@oregonwine.org](mailto:Margaret@oregonwine.org).

Thank you!