



VIT & ENO RESEARCH
STRATEGIC PLAN

DECEMBER 2018



OREGON WINE BOARD

OWB V&E RESEARCH VISION

Champion continuous improvement of Oregon's capacity to produce world-class wines that reflect a sense of place by sponsoring industry-leading research in the development of sustainable practices and climate-adaptive skills.

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EXECUTIVE SUMMARY

OWB funding for viticulture and enology (V&E) research has doubled in the last five years, enhancing the need to clarify strategic direction.

The OWB conducted attitudinal research with statewide industry stakeholders, culminating in an industry summit to provide strategic input.

OWB V&E Research program vision:

OWB's V&E Research program will champion continuous improvement of Oregon's capacity to produce world-class wines that reflect a sense of place by sponsoring industry-leading research in the development of sustainable practices and climate-adaptive skills.

Areas of strategic importance:

Wine Quality

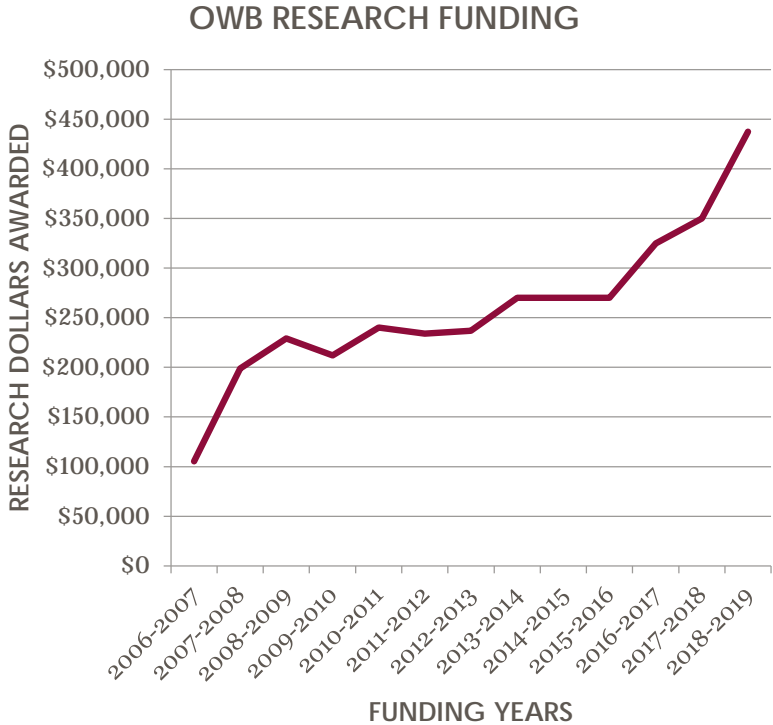
Sustainable Production

Changing Climate

Foundational Research

Tracking and communicating clear metrics of success, considered economic impact and industry education are success requirements of the program.

CURRENT SITUATION



By statute, the OWB shall operate “for the purpose of **supporting enological, viticultural and economic research to develop sustainable business practices for wine grape growing and wine making within Oregon** and supporting the promotion of Oregon’s wine grape growing and wine making industries.”

Dollars awarded to research have nearly doubled since 2013

Primary sources of research funds are the grape tonnage and wine gallonage taxes

KEY INDUSTRY ATTITUDES

Themes emerged from input gathered to assess baseline needs

INPUT

Industry Listening Tour

Industry Survey

Industry Executive Survey

OWB Research Committee

Summit Attendee Survey

Summit Planning Committee

KEY THEMES

Funding research is a good and necessary use of the OWB's budget

Research must be Oregon-relevant and preferably have applicability statewide

Immediate needs are important – and a current strength – yet we must continue to look for opportunities that address long-term needs

Research should produce outcomes that can be applied as realistic solutions for small-scale operations

Consistent emphasis on increasing access to and education about research results

KEY ISSUES ANTICIPATED IN 2030

External characteristics that the Oregon V&E Research program must anticipate over the next decade include environmental, labor and scale changes



VINEYARD & WINE IMPLICATIONS OF A CHANGING CLIMATE



INCREASED VINEYARD DISEASE AND PEST PRESSURES



DECREASED SKILLED LABOR AVAILABILITY AND INCREASED TECHNOLOGY & MECHANIZATION



INCREASED VARIETY IN SCALE OF OPERATIONS



INCREASED COST OF PRODUCTION



INCREASED DEMAND FOR SUSTAINABLE FARMING

OWB RESEARCH SWOT

OWB Research is generally prepared to address anticipated changes

STRENGTHS

- Funds research that addresses immediate needs
- Efficient grant allocation process
- Oregon-specific relevance and applicability of research
- Partnership between researchers and industry members

OPPORTUNITIES

- Ability to make direct practical impacts on vineyard and winery practices
- Multidisciplinary viticulture and enology research collaborations
- Increased access to mechanization and technology
- Multi site and multi region research collaborations
- Access to grants outside of OWB funds
- Leadership in sustainable production practices

WEAKNESSES

- Education and outreach that translates research into actionable opportunities
- Measurement of ROI
- Good projects go unfunded
- Grant proposal quality

THREATS

- Unprepared to adapt to a changing climate
- Lack of resources and process to respond quickly to immediate threats outside of annual RFA process
- Unprepared for increased vineyard disease and pests
- Unable to stay price competitive due to increased production costs

OWB VIT & ENO RESEARCH STRATEGIC PLAN

MISSION

The Oregon Wine Board operates for the “purpose of supporting enological, viticultural and economic research to develop sustainable business practices for wine grape growing and wine making within Oregon and supporting the promotion of Oregon’s wine grape growing and wine making industries.”

VISION

OWB’s V&E Research program will champion continuous improvement of Oregon’s capacity to produce world-class wines that reflect a sense of place by sponsoring industry-leading research in the development of sustainable practices and climate-adaptive skills.

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

SUCCESS REQUIREMENTS

METRICS OF SUCCESS: Pre-specify and measure markers of relevance, quality and utility of results

ECONOMIC IMPACT: Quantify and inform financial impact of implementation

EDUCATION & OUTREACH: Enable industry to integrate results into vineyard and winery practices

STRATEGIC PILLARS FOR OWB VIT & ENO RESEARCH

OWB Research will prioritize funding projects that support these four goals

WINE QUALITY

Definition: Support advancements in wine quality and site expression by enhancing markers of quality in the vineyard and winery

- Enhance organoleptic profile
- Increase ability of winemaker to achieve stylistic objectives

Scope: Joint viticulture and enology research, including tasting panels to assess perception

SUSTAINABLE PRACTICES

Definition: Lead in developing sustainable practices to minimize inputs and reduce impact

Scope: Identify minimum levels of input and/or better alternatives to attain desired quality and economic results. Specific areas of interest include management of resources for vine vigor, soil moisture, disease and pest management, and minimizing carbon footprint

CHANGING CLIMATE

Definition: Facilitate adaptation of vineyard and winemaking to future climatic conditions

Scope: Specific areas of interest include smoke taint, water usage, increased heat, and disease and pest management

FOUNDATIONAL RESEARCH

Definition: Foster viticulture and enology discovery that has the potential to provide foundations for future applications that address the other three strategic pillars

Scope: Basic research that fuels future applied research pertaining to wine quality, sustainable production or climate-adaptive practices

REQUIREMENTS: METRICS OF SUCCESS

Research will aim to pre-specify and measure markers of success of research relevance, quality, and utility of results

RELEVANCE OF TOPICS

- **Goal:** Assess interest in and relevance of research topics to industry
- **Examples:** Degree to which the research proposed will address the strategic pillars

RESEARCH QUALITY

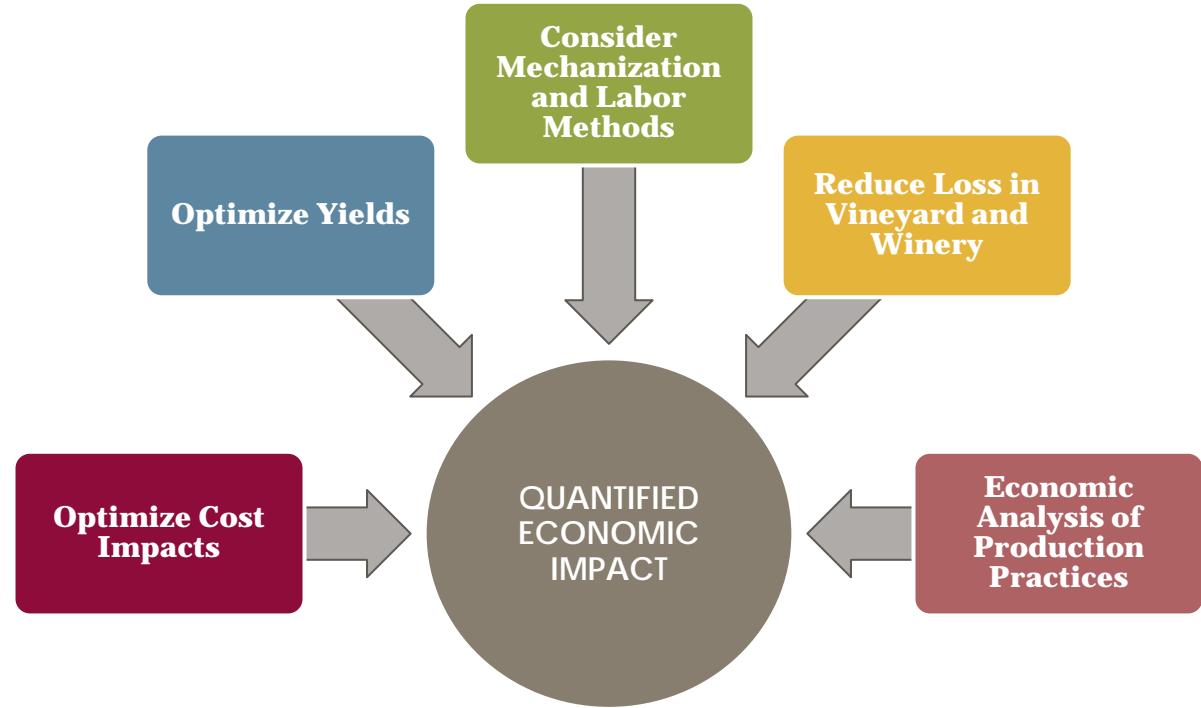
- **Goal:** Evaluate quality of research design and implementation
- **Examples:** # peer review journal article publications, prestige of journal publications, # citations

UTILITY OF RESULTS

- **Goal:** Monitor implementation of decisions informed by research results
- **Examples:** Survey results on “informed decision” by industry; provide track record of and plans for communicating research accomplishments to industry members

REQUIREMENTS: ECONOMIC IMPACT

The objective is to quantify and inform financial impact of implementation.



REQUIREMENTS: EDUCATION & OUTREACH

The goal is to enable industry to integrate research results into practice

1

DEVELOP RESEARCH SUMMARY CONTENT

Objective: Summarize research results by topic

Requirements: Resource dedication to summarize and consolidate results by topic; Searchable online resource to pull information when needed

2

ENGAGE DIALOG OF IMPLICATIONS

Objective: Enable forums for discussion of how to apply research findings

Requirements: Live and online forums for moderated and informed discussion with opportunity for Q&A

3

INCREASE AWARENESS OF RESULTS

Objective: Inform industry of research results to increase application of new information

Requirements: Tactics to increase awareness and understanding

TACTICAL IMPLICATIONS

RFA: Revise RFA document and application review process to reflect clarified strategic pillars and success factors

Research Committee: Consider structural and procedural implications for Research Committee

Scorecard: Develop scorecard to track and communicate research metrics of success

Education: Assess feasibility, cost and impact of Education & Outreach tactics

Funding and Resources: Review and prioritize funding needs and identify additional funding streams

Alliance Partners: Identify and develop network of public and private alliances & relationships to ensure the plan is implemented well

Communication: Communicate new strategic plan, dashboard and other new processes to research community, industry and other stakeholders

APPENDIX

RESEARCH SUMMIT PARTICIPANTS: NOVEMBER 1-2, 2018

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