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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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.
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**
- **DECREASED SKILLED LABOR AVAILABILITY AND INCREASED TECHNOLOGY & MECHANIZATION**
- **INCREASED COST OF PRODUCTION**
- **INCREASED VINEYARD DISEASE AND PEST PRESSURES**
- **INCREASED VARIETY IN SCALE OF OPERATIONS**
- **INCREASED DEMAND FOR SUSTAINABLE FARMING**
OWB Research is generally prepared to address anticipated changes

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<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<tr>
<td>Funds research that addresses immediate needs</td>
<td>Education and outreach that translates research into actionable opportunities</td>
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<td>Efficient grant allocation process</td>
<td>Measurement of ROI</td>
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<td>Oregon-specific relevance and applicability of research</td>
<td>Good projects go unfunded</td>
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<td>Partnership between researchers and industry members</td>
<td>Grant proposal quality</td>
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<th>OPPORTUNITIES</th>
<th>THREATS</th>
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<td>Ability to make direct practical impacts on vineyard and winery practices</td>
<td>Unprepared to adapt to a changing climate</td>
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<td>Multidisciplinary viticulture and enology research collaborations</td>
<td>Lack of resources and process to respond quickly to immediate threats outside of annual RFA process</td>
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<td>Increased access to mechanization and technology</td>
<td>Unprepared for increased vineyard disease and pests</td>
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<td>Multi site and multi region research collaborations</td>
<td>Unable to stay price competitive due to increased production costs</td>
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<td>Access to grants outside of OWB funds</td>
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<td>Leadership in sustainable production practices</td>
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**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**

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

- Optimize Yields
- Consider Mechanization and Labor Methods
- Reduce Loss in Vineyard and Winery
- Optimize Cost Impacts
- Economic Analysis of Production Practices
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. **ENGA GE 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
### Research Summit Participants: November 1-2, 2018

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<tr>
<th>Leigh Bartholomew</th>
<th>David Beck</th>
<th>Ted Casteel</th>
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<tr>
<td>Kevin Chambers</td>
<td>Mark Chien</td>
<td>Jason Cole</td>
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<td>Dai Crisp</td>
<td>Sadie Drury</td>
<td>Gina Hennen</td>
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<td>Greg Jones</td>
<td>Anthony King</td>
<td>Ken Kupperman</td>
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<td>John Pratt</td>
<td>Herb Quady</td>
<td>Michael Moore</td>
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<td>Ray Nuclo</td>
<td>Harry Peterson-Nedry</td>
<td>Julie Tarara</td>
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<tr>
<td>Jason Tosch</td>
<td>J.P. Valot</td>
<td>Chad Vargas</td>
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Facilitated by: Jessica Mozeico