

Oregon Wine Board – Available Grant Funding and Uses

Grant Program	Total Funding	2021-22 Utilization	Program Details
Agriculture Trade Promotion (USDA)	1,065,127	373,499	Media/PR & Market Support in Canada and London
Market Access Program (USDA)	714,779	714,799	Trade tastings, master classes, promotions in Canada, Denmark, Sweden, Mexico, Japan, S. Korea and the U.K. plus Summer Inbound Tour
Global Broad-based Initiative (USDA)	4,702	4,702	GoWest Inbound tour for London trade/sommeliers
Specialty Crop Block Grant (USDA/ODA)	169,500	84,500	Community Benchmark subscription fee offset & WISE academy workshops
Wine Country License Plate (Travel Oregon)	45,000	45,000	Oregonwine.org Consumer Website Redesign
Wine Country License Plate (Travel Oregon)	4,000	4,000	OWB Diversity Photo Shoot
Total Funding	2,003,108	1,238,000	

Grant Use by Program Area in 2021-22

