



SEPTEMBER 7 2018

**WILLAMETTE VALLEY WINERIES ASSOCIATION INITIATIVES TO PROMOTE, ENHANCE
AND PROTECT THE PRESTIGE OF WILLAMETTE VALLEY WINES
AND THE WILLAMETTE VALLEY AVA DESIGNATE**

The mission of the Willamette Valley Wineries Association (WVWA) is to promote, enhance and protect the prestige of Willamette Valley wines. Consistent with that mission, the WVWA advocates for integrity in the content and labeling of wines that carry the Willamette Valley AVA designate. In support of those principles, the WVWA endorses the development of initiatives for Conjunctive Labeling and Exclusive Content of wines carrying the Willamette Valley AVA appellation of origin. Specifically, Wednesday, the WVWA Board authorized the initial steps of a legislative initiative on Conjunctive Labeling as well as the continued development of an initiative for Exclusive Wine Content. Continued development of the Exclusive Wine Content initiative will include consideration of other varieties outside of Pinot noir and further engagement of stakeholders on issues such as potential economic hardship.

The Board voted in favor of a resolution to move forward with Conjunctive Labeling, which will progress from the research and development phase into the legislative process. This initiative would require including the words “Willamette Valley” on all labels of wines produced with grapes from the sub-appellations of the region. “There has been extremely strong support for an Oregon legislative initiative that endorses Conjunctive Labeling of Willamette Valley wines,” WVWA Board Chair Erica Landon said.

Additionally, the WVWA Board voted in favor of a resolution moving forward with continued research and development of the Exclusive Wine Content initiative, which will aim to protect the character and integrity of Willamette Valley Pinot noir and other locally grown wine varieties. “The Exclusive Wine Content initiative requires additional development to define which wine varieties should be included, to identify methods to help mitigate potential economic hardship and discussions with the OLCC regarding the codification of those methods in a rulemaking,” said Landon.

According to Landon, “The next step on the Exclusive Wine Content Initiative is to work with Willamette Valley wineries to determine which wine varieties in addition to Pinot noir should be included. We must also collaborate with the Oregon wine industry to develop methods for mitigating potential economic hardship.”

An OLCC rulemaking would ultimately be required to implement rules that define the wine varieties, potential hardship mitigation, variances and exceptions. The WVWA believes that many of those details can be resolved by working collaboratively with the industry over the next year prior to the initiation of a rulemaking process. An Oregon Legislative initiative may eventually be required to provide a statutory foundation for Exclusive Wine Content, but the details will need to be defined in a collaborative OLCC rulemaking process.

WILLAMETTE
VALLEY WINE

PO Box 25162
Portland, OR 97298

503.297.2962
willamettewines.com

@wwwines



7 SEPTEMBER 2018

Next Steps:

- 1) Phase I of the development of a legislative statute for Conjunctive Labeling will ensue.
- 2) Additional research and development of the Exclusive Wine Content initiative will take place, including:
 - Identifying the wine varieties to be included;
 - Defining methods for mitigating potential economic hardship;
 - Identifying circumstances that require exceptions and defining methods for variance approval;
 - Discussions with the OLCC on the process and timing of a rulemaking;
- 3) Continuing the communication and feedback process with the Oregon wine industry.

“The WVWA Board worked hard to listen to the feedback received from the wide array of stakeholders throughout the state. After many months of community conversations, I believe Wednesday’s decision best embodies the WVWA’s mission to promote, enhance and protect the prestige of Willamette Valley wines,” continued Landon.

How do I learn more?

Please visit <http://willamettewines.com/conjunctive-and-varietal-labeling> for information.

How do I get involved?

You are encouraged to submit comments and questions regarding these initiatives to townhall@willamettewines.com. The Willamette Valley Wineries Association will continue to try to broaden understanding of these initiatives and work with industry members to improve them by meeting with growers and winery groups around the state.

WILLAMETTE
VALLEY WINE

PO Box 25162
Portland, OR 97298

503.297.2962
willamettewines.com

@wwines