



WILLAMETTE  
VALLEY WINE

## **Willamette Valley Wineries Association (WVWA)**

### **Diversity, Equity, Belonging, and Inclusion (DEBI) *Strategic Statement***

#### **Purpose**

Continually inspire the WVWA community to create cultures of diversity, equity, belonging, and inclusion for employees, customers, suppliers, and partners by providing tools and improving access to WVWA programs.

#### **Vision**

The WVWA wine community unceasingly improves the diversity, equity, belonging, and inclusion for all employee, consumer, and trade audiences to reflect the growing diversity of the United States general population.

#### **Strategic Themes**

1. **Change our mindsets to diversify and equalize our outcomes.**
  - a. Provide resource materials, reading and discussion groups, trainings, and other experiential learning opportunities to educate our community on the history, conditions, issues, and experiences of the underrepresented.
  - b. Advance understanding in these areas to foster more cohesive, inclusive, and innovative workplace environments. This will, in turn, increase productivity, sales, and the financial sustainability of individual businesses and the wine community at large.
2. **Enhance our mix of employees and suppliers.**
  - a. With changed minds, our community will want to diversify our staff, suppliers, and customers to reflect the growing diversity of the United States general population.
  - b. Elements will include recruitment, hiring, mentoring, advancement, and retention practices to attract new employees, customers, and marketplaces.
3. **Attract new customers and reach new marketplaces.**
  - a. More inclusive mindsets and workforces will appeal to more diverse customers and foster new perspectives.
  - b. Elements will include the communication of the image of the Willamette Valley wine community to represent this more inclusive attitude, workforce, and supplier network.



## **Strategic Objectives**

1. **Leadership:** Inspire, inform, mentor, and motivate wine community leaders to foster a positive culture of diversity, equity, belonging, and inclusion.
2. **Employee Life Cycle:** Recruit, retain and advance a more diverse population at all levels.
3. **Communication:** Develop and implement a comprehensive and consistent internal and external communication plan that showcases a culture of diversity, equity, belonging and inclusion.
4. **Education and Outreach:** Create and promote at individual, interpersonal and systemic levels to:
  - *Recruit* more signatories by modeling the benefits of DEBI.
  - *Recognize and highlight* DEBI best practices in business accountability.
  - *Create and maintain* a training pathway with curated materials that advances knowledge and sensitivity.
  - *Host and collaborate* on signature events that inspire and advance DEBI.

## **Three to Five Year Priorities**

By 2028, the Willamette Valley wine community will have made diversity, equity, belonging, and inclusion for employees, trade, and consumer audiences a cornerstone of our culture and processes, as measured by each segment's demographics.

More specifically, our priorities include:

1. **Demonstrate** the business case for DEBI.
2. **Create and maintain** Standard Operating Procedures (SOPs) as reference documents and best practice examples that are shared with our members.
3. **Advocate** for pay equity through annual salary surveys, workshops, and discussion groups.
4. **Highlight the pathways to make** the Willamette Valley wine community more accessible to underrepresented communities.
5. **Showcase** the Willamette Valley wine country as a welcoming and inclusive place.



## **Looking Forward**

The WVWA leadership is committed to making DEBI an explicit organizational and community priority.

DEBI work is not a stand-alone effort, but an integral part of on-going organizational and community excellence. Our priorities as outlined in our Strategic Plan are to help Willamette Valley wine community businesses actively integrate DEBI into operations, employee experiences, and business culture.

Timelines, metrics, and performance reporting will be key components to ensure this work moves forward, progress is achieved, and revisions are made as needed. Our efforts will be proactive and responsive to our industry's evolving business needs, demographics shifts, technological advances, and the unique needs of our employees and the communities we serve.