

# WVWA 2021 Strategic Plan

## Mission

The mission of the Willamette Valley Wineries Association is to promote, preserve, and advance the prestige of Oregon's Willamette Valley AVA and its wines by engaging our members and supporting our community and environment.

## Vision

The Willamette Valley AVA is universally recognized as the premier New World winegrowing region. We are Pinot Noir and so much more.

## Strategic Objectives

**Trade and Consumer Education** – Create awareness of and preference for Willamette Valley AVA wines.

**Tourism Promotion** – Increase wine focused visitation to the Willamette Valley AVA.

**Environmental Stewardship**– Dedicated to the goal that our wines are crafted utilizing sustainable practices from vine to glass.

**Community Support** – Enhance the health and wellbeing of the winegrowing community in the Willamette Valley.

**Advocacy** – Monitor Federal, State, and local public policy to inform members, collaborate, and advocate on behalf of the Willamette Valley wine industry.

## Success Factors

**Branding** – Promote a clear and consistent brand of Willamette Valley AVA wines and the region.

**Membership** – Deliver member value across diverse business models and foster engagement.

**Industry Collaboration** – Increase efficiency and effectiveness of initiatives by working with other organizations.



# DRAFT: WVWA Membership Objectives Per Segment

