till, we are just getting started. Although Oregon produces only 1% of the country's wine, in 2015 and 2016, Oregon wines earned 20% of *Wine Spectator*'s 90+ Itings for U.S. wines. While wine and culinary tourist travel to our state is growing, it is a small fraction of the older wine regions in Europe and California.

inemaking. More talented individuals are moving here. nique growing conditions are still being discovered on hundreds of hillsides and valleys in Oregon. More Oregonians are studying winegrape growing and

stings, and present wine and food pairings at wineries regon lawmakers have contributed greatly to our state's success by funding viticultural and enological research, training and wine marketing efforts. New statutes rotect farmland, allow for wineries as a permitted use, enable interstate shipment of wine to consumers, allow producers to facilitate in-store and restaurant all helping us tell the Oregon story to wine enthusiasts.

s climatic, labor and market conditions change, we face new challenges in grape specially our brand "Oregon" and AVAs, an effective effort is needed to protect their continued trustworthiness in labeling and promotion. growing and winemaking. As consumers value our geographic designations

hen a wine states "Oregon" on its label, the consumer assumes the wine is made according to the standards in Oregon law. When the wine is made in states nerefore, at the very least, the consumer should clearly see where the wine is produced. tside of Oregon, there is no way to insure Oregon labeled wines are made to Oregon's higher standards rather than the lower standards entorced there

is legislative session, on issues relating to the wine industry, please focus on these proposals:

- the Requiring "truth in labeling," including that the State of production be clearly listed with the advertised Oregon designation of winegrapes.
- Protecting our collective investment in our state's geographic brand equities and their continued enhancement.
- Requiring out-of-state producers using Oregon designations on their wine labels to pay the same winegrape tonnage tax that Oregon winemakers are required to pay.
- Supporting viticulture, enology, vineyard and winery business research and training at our academic institutions
- Supporting governmental agencies engaged in serving and protecting wine consumers and law-abiding industry members including the Oregon Liquor Control Commission, Oregon Wine Board, Oregon Department of Agriculture and Travel Oregon.
- Supporting market outreach and attracting culinary tourists to Oregon.
- Supporting the continued development of unique wine producing regions throughout our state.

look forward to working with you to continue to create economic and cultural opportunities for Oregonians and building strong

ommunities to serve silda Wines & Timbale ta Vineyard & Winery rd & Winery ₃ Company g Hill Vineyard & Wir evenie eyard Farm Vineyard & Winery Vineyard wineyard & Winery ie Vineyards ook Vineyards ars idshaw Vineyards org Vineyard & Win vard Il Winery ards & Mt. / e Vineyard Estate Vines -nina Cellars iery nt Vineyards idge Cellars all Oregon Fille Wines n Wood Winery Vally, Fairsing Vineyard Falk Estate Vineyards N Vineyards e Public Wines yards & Winery obang per Wines Ineyards & Winery Vines fielow Family Cellars Garaga Jancer Wines or of the Dauen Winery State Wines Wines winery ards & Winery naine Hills Wine Cellars Vinery Hip Chicks do V Inevard ds Wind Cella ivision Wi

uisa Ponzi, Ponzi Vine sed Wine é Vineyard & Winery Vine Cellars





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niquely expressive of where they are grown and made. regon is a special place. Her topography, geology, soils, micro climates and native vineyards and cellars create opportunities ð varietal wines

ley are purchasing and winegrowers to invest in them, thereby improving each AVA's market value. olumbia Gorge and Walla Walla Valley stated or inferred on wine labels, packaging and advertising are defined and protected. This allows nrough an arduous federal process designating American Viticultural Areas, unique geographic place names like the Willamette Valley, Umpqua Valley, Rogue Valle consumers to know what

ery early in the development of the Oregon wine industry, winegrowers agreed to the highest standards in the nation regarding wine content by AVA and variety, inemaking and marketing has produced adherence to these standards. nd adopted the nation's highest winegrape tonnage tax to support research and promotion for the development of our industry. We also agreed to respect the tru ariety and geographic place names of other growing regions by codifying those values into law. Oregon winegrowers' respect for the law through their conduct in ŧ

ational and international reviewers frequently rank Oregon-produced wines among the highest quality. ver time, these high aspirations, collaborations and adherence to these standards resulted in Oregon's reputation for growing and making wines of distinction.

vday, wines branded as "Oregon" have achieved the highest average bottle price in Nielsen scan data for the U.S. off-premise trade (primarily grocery channels) well as the highest growth rate among countries and regions in the data set.

sople and generating more than \$5.61 billion dollars in statewide economic impact annually. re Oregon Wine Industry has grown from a few pioneering Oregon winemakers fifty years ago to 1,114 commercial vineyards and 769 wineries employing 30,000