

# COPPER CANE

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## WINES & PROVISIONS

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Copper Cane LLC.  
P.O. Box 660  
Rutherford, CA 94573

Date: March 20, 2019

To: Senator Floyd Prozanski

Dear Senator Prozanski,

As a business person, advocate for justice, moderate and believer in the common good, I am extremely concerned about the intended and unintended consequences of Senate Bill 111.1. At this time, the Oregon Assembly has received a bill for review, consideration, and a vote of approval that would affect a large number of Oregon wine growers in state and jeopardize the sales revenue and tax dollars being generated for the local economies, if the proposed legislation successfully passes. For 2018 Copper Cane Wines purchased over 2,000 tons of grapes from Oregon growers equating to over \$4,200,000 dollars to growers. In our case, both Copper Cane and the Growers paid the grape tax on the grapes harvested last year, which only comes from doing business together. Our Oregon wines have been growing at rate in excess of 30% every year for the last five years, helping drive the success of Oregon wines, as a category, in the very competitive marketplace. One of our brands happens to be one of the best-selling Pinot Noirs from Oregon, in the over \$20 price point. This is not through any misleading information or misrepresentation, but rather through wonder fruit, excellent wine making skill, solid marketing and labels approved by the Federal Government (TTB). Proponents of the legislation are masking their intent to harm growers outside Willamette Valley, inflict pain to out of state producers, and reduce competition in the Oregon Wine space to gain personal reward at the expense of others.

The proposed amendment to SB 111 is intended to limit or otherwise discourage out-of-state winemakers from producing and marketing wines made from grapes grown in Oregon through the following:

- a) Require that labels of wines vinified in regions outside of Oregon to show the following wording: "Vinified in (state)." Statement is required to be in text twice the font size of the AVA. Which is unheard of!
- b) Prohibiting the use of the name "Oregon" or the name of any AVA located wholly or partially within the state of Oregon in the brand or trade name.
- c) Restrict customary post-harvest practices conducted outside of Oregon by out-of-state winemakers.

Vote no and listen to the voices of all growers, vintners and Oregon wine consumers that enjoy the fruits of the work today.

Sincerely,

Jim Blumling  
Vice President of Operations  
Copper Cane LLC.