

Members of the House Economic Development Committee,

I believe that what is on the label of a wine bottle should be what is in the bottle. Senate Bills 829A, 830A, and 831A address enhancing labeling and content standards for Oregon wines. The intent of these bills is to protect, enhance, and promote the authenticity of Oregon wines. These bills were developed over the past two years through extensive conversations with the Oregon wine industry. The bills have statewide reach, but only if wine regions outside the Willamette Valley choose to "opt-in." Effective dates of the bills have been extended, certain grape varieties exempted, and provisions added to minimize individual hardships. These bill have a minimal fiscal impact and they do not add new taxation, regulatory, or paperwork requirements.

I request you support of SB 829A, 830A, and 831A.

Gary Horner
Senior Director of Winemaking