



THE OREGON STORY

AN OVERVIEW:

A HISTORY OF THE OREGON WINE INDUSTRY AND OREGON PINOT NOIR

Vinifera winegrapes have been grown in Oregon since the first pioneers put down roots. Accounts of vines being grown for Oregon wine go back as far as 1825, around the same time that winegrapes were also being introduced into California, Australia and New Zealand. Over the coming decades, settlers poured into Oregon. The flavor and quality of Oregon fruit certainly lured many a farmer to the region. Many came from Europe, bringing a tradition of wine and the hopes of a wine industry in the “Promised Land”. By the 1890s, Oregon wines were winning awards and general acclaim.

Unfortunately, the industry was not large enough to sustain itself in the face of limited markets, and the growing dominance, in size and scale, that was possible for agriculture in the easier climates of Bigger Brother to the South. The socially conservative Temperance Movement made further inroads, and the dour times of Prohibition and the Depression effectively put an end to this chapter of Oregon winegrowing.

Although some California grapegrowers managed to hang on, relatively speaking, through the hard times, most of the wine being produced in the early ‘60s was jug wine and sweet dessert wines made from undistinguished varieties. Premium wine was still in the future, particularly Pinot Noir. Australia and New Zealand were also developing viticulturally, but Pinot Noir was not a presence.

The modern era of Oregon winegrowing began in 1961, with the arrival of Richard Sommer in the Umpqua Valley. The Pinot Noir Era in the Willamette Valley started just a few years later, when David Lett and the Courys arrived in Oregon in 1965. They came to the Willamette Valley specifically seeking the perfect climate for Pinot Noir in America, and were soon joined by the Eraths and Ponzis.

These first pioneers were followed in the early ‘70s by a wave of mostly young urban professionals and their families also seeking a life in wine. The Blossers, Adelsheims, Campbells and Fullers settled in the northern Willamette Valley; the Bjellands and Wisnovskys in the Rogue Valley in southern Oregon; the Girardets in the Umpqua Valley.

All these early Oregon winegrowers shared the common experience of limited financial resources, starting on very low budgets, buying used equipment, and working other jobs to make ends meet. They also met together often, and shared information as they adapted and invented techniques to deal with the uncharted terrain of viticulture in Oregon. They experimented in the vineyards with clones, spacing, and trellising; participated in county land use planning to preserve prime hillside land for agriculture; wrote and promoted strict wine labeling regulations for Oregon; obtained state funding (based on self-imposed grape taxes) for winegrape research. The

growers took their role with great seriousness, realizing that they were building the foundation of Oregon's modern wine industry. At the same time, they were setting some of the highest standards of any wine region in the world.

In the 1980s and '90s, what had started as a trickle became a flood. The word about Oregon wines, particularly Oregon Pinot Noir, was getting out, and new wineries, vineyards and out of state investment flowed in. The wine world at large really sat up and took notice in 1988, when Robert Drouhin, of the prominent Burgundian negociant Joseph Drouhin, started vineyards and a winery in the Red Hills of Dundee. Robert Drouhin declared that there were only two places in the world he would grow Pinot Noir – Burgundy and Oregon. By 1999, Oregon boasted 134 bonded wineries and 9,000 acres of vinifera grapes. Oregon is second in the United States in number of wineries, and fourth in the country for gallons produced.

Five events over the past several decades have moved the course of Oregon wine history forward significantly. The first was passage of Oregon land use planning bill (SB 100) in 1972. The bill mandated that each county work with citizen groups to create a land use plan. The winegrowers of the '70s became very actively involved in the process, and were able to persuade planners to set aside hillside land, previously zoned for "view property" development, as agricultural land for vineyards. The effort was most successful in Yamhill County, which has the largest vineyard acreage today.

The second was the development and adoption of Oregon's wine labeling regulations, which were designed by the state's winegrowers in mid-70s to protect the integrity of their small, super-premium industry. Early winegrower activists set the nation's strictest labeling standards, which remain a unique and distinctive feature of the Oregon wine industry today. For example, Oregon law specified that in order to label a wine by the name of the grape (called a "varietal" designation), 90% of the grapes had to be of that variety. (The only exception is Cabernet Sauvignon). During the same period, federal law permitted varietal labeling if a wine contained only 51% of the varietal on the label. A decade after Oregon raised the standard, the federal government raised the required percentage from 51% to 75%.

Another then-unique aspect of Oregon's labeling regulations was aimed at the way California, New York and other winegrowing regions misrepresented European geographical areas such as Burgundy, Chablis and Rhine on the labels. The use of such terms was prohibited on Oregon labels unless used as an appellation, meaning that all the grapes came from that area.

Two major winetasting events, in 1980 and 1985, shook up the world winepress and focused attention on Pinot Noir from Oregon. In Paris in 1979, the French food and wine guide, *Gault Millau*, sponsored an Olympiades of wines from 330 countries. In the category for Pinot Noir, The Eyrie Vineyards 1975 South Block Reserve scored in the top ten, along with several other non-French Pinot Noirs. In early 1980, the foreign winners were challenged to a rematch, in Beaune, against Burgundian wines chosen from the cellars of Joseph Drouhin. This time, The Eyrie Vineyards 1975 Pinot Noir finished second, less than a point under the Drouhin 1959 Chambolle Musigny. Results were published in *Gault Millau*, the story was picked up by the international press, the New York Times, newspapers across the country, and continues to be cited as part of the Oregon wine story. These tastings were the first confirmation of Oregon Pinot Noir, and wine writers and consumers began to pay attention.

In 1985, a tasting in New York compared approximately 15 of the top 1983 Oregon Pinot Noirs with a similar number of high quality French Burgundies of the same vintage. Wines were tasted blind by members of the press and wine buyers from prominent restaurants and wine shops.

Tasters were asked to label the origin of each wine, Oregon or France, and to rank their five favorites. The judges were surprised to find that they were unable to distinguish Oregon Pinot Noir from Burgundy...and not only was the number one ranked wine from Oregon, all five of the top ranked wines were from Oregon.

Intrigued by the news of these and similar tastings, critics and wine appreciation groups around the country conducted tastings on their own, and came up with substantially the same result. Oregon Pinot Noir gained prestige every time.

The final factor has been the unprecedented success of the International Pinot Noir Celebration (IPNC), an annual event created in 1987 by a small group of Oregon winemakers and business people from the city of McMinnville. Each year, the IPNC brings the top Pinot Noir producers in the world together, featuring their wines with outstanding meals prepared by professional chefs. Winemakers, consumers and members of the winepress from around the world mingle together to learn about and enjoy Pinot Noir in all its diversity. The three-day event has become so popular and prestigious that tickets are now distributed by lottery. International in scope, the IPNC has enhanced Oregon's position in the wine world.

Pinot Noir winemakers from around the world also have been gathering together for 20 years, at the Steamboat Pinot Noir Conference at Oregon's famous Steamboat Inn on the Umpqua River, for a long weekend of camping, eating, tasting and talking. In conjunction with the IPNC, these annual events have encouraged the scope of Pinot Noir production in the New World, and continue to create a growing international appreciation for Pinot Noir.

As the Oregon wine industry enters the 21st Century, the early winegrowers who developed the industry are mostly still actively involved in making wine. But the second generation is stepping up to take its place at the helm, as sons and daughters in many of the family enterprises are entering the business. They have a rich inheritance. Today, Oregon wine, especially Oregon Pinot Noir, is known and respected around the world. This generation's challenge, and those who have joined in, is to keep the momentum moving forward, and use their own considerable skills and talents to build on the successes created so far.

THE ON-GOING OREGON EXPERIMENT: INNOVATIONS AND REVELATIONS IN COOL CLIMATE VITICULTURE & ENOLOGY

While the origins of the Oregon wine industry are rooted in quite noble goals, characterized by complete open mindedness and with an industry wide quest for new knowledge on a cooperative basis, the actual applications of these visionary goals frequently involve mundane topics. The inner workings of pumps, the precise approach to trellising, the relative benefit of silicone vs. wood bungs are the non-newsworthy subjects that actually make differences. The magic that propels writers and connoisseurs to rhapsodize is often in bland details; they are always the key when dealing with the challenge of creating great wines in cool climates.

Therefore, a review of some of the less romantic but critical details Oregon winemakers have encountered, discovered, resolved and shared is essential to the understanding of cool climate wines. The following topics were those considered most important in a survey of Oregon winemakers.

SITE SELECTION – Since this was a hot topic of the ‘90s, it’s difficult to recall that in the “dark ages” of the ‘60s and ‘70s, it was generally believed most vinifera varieties could successfully grow in warm climates. This method has been described as the “shotgun approach to variety selection”. One only needs to recall the earlier vineyards of California valleys, where Cabernet was planted next to Riesling, Chardonnay next to Zinfandel. The fundamental New World contribution of Oregon is the industry-wide demonstration of matching variety to climate. Pinot Noir and other cool climate vinifera were planted in Oregon only *after* extensive study of climate and grape ripening. The profoundly different question—now regarded as an obvious detail—asked: “Where would Pinot Noir most successfully ripen?” not “What shall we plant here?” The early vintners didn’t originate in Oregon; they moved here for the climate.

The idea is simple but somehow elusive: match the ripening of the grape with the growing season. Cool climate varieties will of course grow in warm climates, they just won’t attain optimum maturity. Ideal ripeness exhibits mouth-filling flavors combined with naturally occurring sugar/acid balance. This degree of ripeness is in harmony with the growing season: at season’s end, the fruit has the possibility of perfection. The window, the margin of Oregon’s growing season is small; the opportunity for success—and failure—is enormous.

This viticultural basic of matching variety to climate in turn precluded dealing with many of the accepted warm climate hurdles: insufficient acid, high alcohols, insect damage, susceptibility to disease, high vigor, sunburn. On the other hand, Oregon winemakers encountered novel challenges: rain at harvest, cold cellars, completely unpredictable harvest dates (in the past 20 years harvest has ranged from late August to late November) and low-yields. The latter “problem”, happily demonstrated by Oregon, is now recognized as an essential to premium wines.

The criteria for site selection—basic understandings of climatic and physical elements such as rainfall, ambient temperatures, wind flow, frost zones, soils, elevations, drainage, and sun exposure—has, through the years, expanded to increasingly sophisticated appreciation of these elements. These elements are now industry buzzwords incorporated in the titles “terroir” and “microclimates”. In Oregon, as the rest of the New World, these criteria are rich with new theories, information and discoveries.

TRELLISSING, CANOPY MANAGEMENT and SPACING - The Scott Henry Trellis System, invented and developed by Scott Henry (Henry Estate Winery, Umpqua Valley), was once identified with Oregon, but rarely employed here. Its use, primarily in Australia and New Zealand, addressed vigorous growing conditions and demonstrated great success in achieving higher volume and increased fruit quality. Currently, the system is receiving renewed study and appreciation in Oregon. The application of the Scott Henry System here is based exclusively its ability to promote overall fruit development and flavors.

The flow of practical information between cool climate regions of the world has a long history, and the friendly stream of shared experiments and ideas remains strong today. An important facet of Oregon has been, and continues to be, the look toward Europe in particular, not other US regions, for information and inspiration.

For example, vertical trellising has been the standard Oregon practice from the first plantings. The model was the northern, cool climate vineyards of Europe, particularly Alsace. This method trains the growing canes up on a series of fixed and catch wires to heights of 6' – 8'. The purpose is to maximize the amount and effect of sunlight on individual leaves and minimize shading; to enhance airflow and aid in prevention of mildew.

To intensify benefits of vertical trellising, Oregon viticulturists hedge the vines into long, narrow rows. Leaf pulling, an idea from Switzerland, is widely practiced—with thoughtful variations—in Oregon to enhance ripening. The effect of dappled sunlight heightens flavor and aroma development, while decreased leaves increase the efficacy of sulfur sprays to prevent mildew.

Established vineyards are simply beautiful, but the transformation from raw land to lush vineyard is complicated and controversial. Spacing is a fairly permanent decision; arguments for and against various choices are emotional and convincing. Oregon's first plantings followed California's practice and were primarily based on mechanical necessity: in the '70s there were no small tractors available in the US. Thus, Oregon vineyards have exhibited and invented spacing fashions from the vast 12' x 12' early California style to the dense 40" x 40" spacing common in Burgundy. Every sort of variation between those extremes continues to be investigated, with verdicts distinctly unclear. Oregon overall is convinced closer spacing is more conducive to premium wine production with current average spacing ranging between 40" x 6" and 6' x 8' with yields averaging between 1 ½ to 3 ½ T/A. The idea is that increasing the amount of plants/acre reduces the amount of work each plant has to accomplish to produce optimum quality grapes. In tightly spaced vineyards, each plant produces only 6 – 8 clusters, so all of its energy goes into those few grapes.

CLONE SELECTION - Clones are of great interest in all aspects of life today; grape clones are especially interesting to the winegrower. Clones are plants reproduced from a single individual plant selected in the field for particular qualities such as earlier ripening, better disease resistance or a more desirable flavor profile. In Oregon, attention to clones was early and intense. In the mid-'70s, a phenologic study was established to learn in more controlled detail how varieties performed in varied Oregon locations. At that time, only California clones were studied since they were the only plant materials available. A second, more revealing, study was established somewhat later with clones from the Espiguette, France, Research Station. In the '80s, a third clonal study imported clones from Dijon, France, producing results of great importance to Oregon. Several of these clones have demonstrated improved characteristics both viticulturally and in the resulting wines. In addition, because Oregon was virgin territory for vinifera, it was

possible to plant the original vineyards on their own roots enabling evaluation of wines from those, now rare, vines.

VINEYARD MANAGEMENT – Sustainable agricultural practices have been standard operating procedure in Oregon for decades. There has been no need for pesticides since there are no pests. Sulfur is the fungicide of choice. Avoiding herbicides, maintenance methods run the gamut from hardcore hoeing to traditional flailing, cultivating, mechanical grape hoeing and experimental controlled burning. Cover crops have long been planted and turned into the soil for nourishment. New types of cover crops are experimented with each season. Stems and pommace go back into the vineyards. Experience and experiments with more sophisticated low energy methods are in progress. New in-depth studies of Oregon soils are underway, with the goal of truly identifying the character of native terroir.

Even though Oregon winegrowers have accepted and practiced “low input viticulture” for decades, there is now a formal organization and set of standards. LIVE—Low Input Viticulture and Enology—is an Oregon non-profit corporation certified in 2001 by IOBC, the International Organization of Biological Control and Promotion of Integrated Systems. This certification enables LIVE, in turn, to certify Oregon vineyards that demonstrate compliance with the internationally-based standards. More than sixty Oregon vineyards are LIVE certified. Biodynamic techniques are well known and somewhat practiced in Oregon, nurtured by a strong relationship—exchange visits and friendships—between the Burgundian advocates and Oregon vintners. As an industry, Oregon has demonstrated a commitment to basic organic ideals.

HARVEST and PROCESSING - Every aspect of winegrowing and winemaking is permeated with the fundamental discovery in Oregon that gentle handling is intrinsic to the production of premium cool climates varieties, Pinot Noir in particular. Practices embraced by the Oregon industry overall include:

1. Hand picking into very small containers rather than gondolas
2. Moving grapes with conveyor belts rather than augers
3. Using sorting tables to remove any damaged fruit
4. Destemming while keeping each grape whole rather than crushing
5. Cold maceration (after all, Oregon harvest is usually in October; the cellars are cold)
6. Moving must and wines with gravity or gas rather than pumps
7. Fermenting in small containers commonly of 1 ½ - 6 T. capacity rather than huge tanks thereby accomplishing appropriate insulation and manageable cap
8. Punching down by hand rather than pumping over and the corollary to all that work, less frequent punch downs. New machines simulating hand punch down are becoming more common.
9. Long before the first issue of The Wine Advocate, Oregon winemakers chose to preserve the complete integrity of their Pinot Noirs by not filtering Pinot Noir.

As a region, Oregon was the first—and remains the only region in the New World--to embrace the exclusive use of French oak barrels, both new and old. Oregon is the only place outside of France that a French cooper (Francois Freres) has established a stave mill, traditionally conditioning native Oregon oak (different from American oak) for use in Burgundy-styled barrels. These barrels, still in an intriguing experimental stage, can be found in many Oregon cellars.

Most winemakers agree the current arena of research and discovery is in the vineyards, but Oregon winemakers are tinkerers and closet inventors. They're constantly fine-tuning with a consistent, clear vision toward enhanced gentleness and the respectful delicacy required by Pinot Noir.

OREGON WINE MILESTONES

1961 Richard Sommer plants post-Prohibition vinifera, including Pinot Noir, in the Umpqua Valley.

1965 David Lett plants first Pinot Noir and related cool climate varieties in the Willamette Valley.

1968 Oregon Pinot Noir from Hillcrest Vineyards, Umpqua Valley, available in Oregon market.

1970 Five bonded Oregon wineries with 35 vineyard acres.

1972 Oregon passed Senate Bill 100 mandating visionary statewide land use planning. The wine industry actively supported the legislation which set aside hillside land, previously designated “view property”, for agricultural development.

1973 The seven wineries in Oregon produced approximately 8,500 cases.

1975 L’Omelette Restaurant, *the* trendy spot in the 70s, introduces the first wine list featuring an all Oregon wine section. The wine list was created by David Adelsheim, then sommelier, now owner/winemaker of Adelsheim Vineyard.

1977 *The Winemakers of the Pacific Northwest*, the first regional “coffee table” book by Elizabeth Purser. As the wine jingo of the ‘80s went, it was “way before its time”. The full page color photographs and naïve text are now considered a rare wine collectors’ item.

Table Wine Research Advisory Board is established to conduct needed research support for the young but growing wine industry.

Oregon’s strict wine labeling regulations, proposed by the industry, were adopted by the Oregon Liquor Control Commission. The innovative regulations are a bold component at the foundation of the Oregon wine industry. Although requirements through the US have improved, by 2001 Oregon remains at the top, setting the national standards for honesty and integrity in wine labeling.

1978 A handful of Oregon winery owners gathered over a kitchen table to create the first “Discover Oregon Wines” brochure, a background and guide. The guide, now in glossy booklet form and renamed “Vintage 2000” with 500,000 copies printed, has been singularly effective in developing basic viability for small wineries as well as the overall Oregon wine region. The guide created an informational base for winery joint promotions: festivals, tours and the extremely popular Memorial and Thanksgiving Weekend Wine Tours.

Oregon Winegrowers Association is founded, a statewide trade organization merged the former Winegrowers Council of Oregon representing the Willamette Valley and the Wine Growers Association of Southern Oregon.

1979 Gault-Millau French Wine Olympiades placed The Eyrie 1975 South Block Pinot Noir at the top. The first international recognition of Oregon.

Hugh Johnson visited Oregon. His colorful interviews resulted in finally achieving the inclusion of Oregon in his definitive *Encyclopedia of Wine* series.

Steamboat Conference established by Stephen Cary (Yamhill Valley Vineyards, OR) and Mike Richmond (Acacia Winery, CA). An annual three-day summer gathering of winemakers *only*, initially from Oregon and California, now from around the world. Tastings and endless unrecorded honest discussions on the true nature and maddening elusive beauty of Pinot Noir. Steamboat remains the font of knowledge of Pinot Noir production and appreciation. The conference was named for the setting, Steamboat Inn, a world famous fly fishing lodge on the wild North Umpqua River, Oregon.

1980 Thirty-four bonded Oregon wineries with 1100 vineyard acres.

Eyrie Robert Drouhin-sponsored French blind tasting reconfirmed the first place rating of The Eyrie 1975 Pinot Noir. International coverage of the challenge upset brought widespread attention to Oregon Pinot Noir.

The dramatic volcanic eruption of Mt. St. Helen's brought world focus to the region. Feature stories speculated on the fate of grapevines and wines. In fact, many vines were damaged and a major industry-funded research project was "Effect of volcanic ash on juice and wine". Oregon vintages are never normal; this one spectacularly unique.

1981 Ponzi Vineyards is subject of the first New York Times, exclusive profile/review coverage of Oregon. Frank Prial featured the Ponzi 1979 Willamette Valley Pinot Noir.

1982 International Wine Competition, London: Double Gold awarded to Tualatin Vineyards 1980 Estate Pinot Noir and 1980 Estate Chardonnay.

1983 Cary Oregon Wines, the first national broker for Oregon wines, established by Stephen Cary (now winemaker at Yamhill Valley Vineyards) and Reuben Rich. They carried the message, and the proof, of premium Oregon wines throughout the United States. Although the business no longer exists, many of the distributor/winery relationships developed are viable and successful today. The efforts of Cary Oregon Wines established acquaintances and foundations for many of the pivotal media events of the future.

The first edition of Oregon Grape Growers' Guide, the *only* basic handbook on cool-climate viticulture, written by growers for growers. The fifth edition of the popular Guide, edited by Ted Casteel (owner, Bethel Heights Vineyard), is published in 2001.

The Oregon Wine Advisory Board was established. Oregon growers and producers elected to tax themselves at the highest rate in the world: \$25/T. Funds, collected as taxes by the state and administered through Oregon Department of Agriculture and a volunteer Board of Directors, are restricted to projects equally divided between research and marketing.

1984 Robert Parker—The Wine Advocate—was contacted by Rachel Starr (then retailer, now Starr Wines, OR) who subsequently became his correspondent/agent in Oregon. She

communicated with Parker and, at his request and expense, selected and shipped him varied lots of Oregon Pinot Noirs. The samples sparked a quiet, curious trip to Oregon by Parker and his assistant in 1985. They toured, tasted and subsequently DISCOVERED Oregon. [Overheard comment, “These guys don’t know what they have here...”]The Advocate’s enthusiastic, exciting review of Oregon’s 1983 vintage brought the wine world’s focus on Oregon. Parker and his brother-in-law later partnered in establishing an Oregon vineyard: Beaux Freres’ first vintage was 1990.

The first International Cool Climate Wine Symposium, continues to as a biannual event held in various cool climate regions of the world.

- 1985 The Burgundy Challenge at the International Wine Center, New York was organized by Al Hotchkin and Peter Morrell. The intriguing challenge, to taste 30 wines blind and distinguish the high profile Burgundies from Oregon Pinot Noirs, piqued the curiosity of the New York press, wine trade and connoisseurs. Not only could the experts not distinguish Oregon from Burgundy, the top five rated wines were all Oregon. Fortunately, when the blanket of positive press and sudden demand for Oregon Pinot Noirs hit, the early marketing efforts had already placed Oregon wines in national outlets. All previous inertia vanished and the market, along with interest in Oregon wine, leaped forward.

The Wine Spectator at last acknowledged Oregon. The article featured the astonishing results of the Burgundy Challenge; photos exhibited the distinct beauty of Oregon vineyards.

- 1987 First IPNC—International Pinot Noir Celebration in McMinnville. The world’s first wine forum, created by local winemakers and community wine lovers, focused exclusively on the variety Pinot Noir. Speakers featured several winemakers of the then rising (now acknowledged) stars of Burgundy. Gerald Asher was a speaker and subsequently wrote a long, beautifully romantic story detailing the Celebration in Gourmet. The event was launched; Oregon was blessed; the future of the IPNC not only assured but mandated.
- 1987 The Burgundian Drouhin Family, of the highly respected and venerable Domain Joseph Drouhin, purchased 100 acres for vineyards and a winery in the North Willamette Valley. Robert Drouhin had made several visits and appearances in Oregon, earning the respect and friendship of the larger wine community. With Veronique Drouhin as winemaker; 1988 was their first vintage. The extraordinary Franco-Oregon venture was widely reported, denoting the seriousness of Oregon wines and underscoring credibility of the Oregon wine industry. The flow of established winemakers from other regions to Oregon continues, from Australia, New York, Canada and California.

While the IPNC was an encompassing success and demonstrated Oregon knew exactly how to put on a great wine event, it was also the year Oregon learned a hard but vital marketing lesson. Fueled by highly positive national reception to the 1985 vintage, glowing press releases touted a glorious 1987 vintage. On release, the vintage overall failed to meet the promise. The national market backfired. Reminded honesty remains the best policy...Oregon vowed unsubstantiated hype will never happen again.

- 1988 Gov. Neil Goldschmidt presented Oregon Wine to Burgundy. Then Gov. Goldschmidt, always a wine lover and now a winegrower in Dundee, elegantly traversed a minefield of

potential social, cultural, economic and trade disasters to lead a group of government officials and winery owners on a mission to the heart of Burgundy. He—and his selection of Oregon wines—were warmly and enthusiastically received by the cream of Burgundian wine society. He thus cemented a relationship between the two Pinot Noir regions that thrives today in not only friendships, but exchanges of winemaking techniques, business and young people learning the craft respectively in Oregon and Burgundy.

1990 Seventy bonded Oregon wineries with 5,682 vineyard acres.

- 1992 The Salud! Wine Barrel Auction – the first US hospital initiated and financed collaboration with local wineries. Half barrels of exclusive Pinot Noir cuvees are auctioned in a suitably swishy setting. *All* proceeds provide health care for vineyard workers and their families. Salud! now offers a full-time staff, basic services including permanent prenatal, childhealth and dental clinics situated near the vineyard areas.
- 1994 The Oregon Wine Marketing Coalition was founded. The cooperative marketing group of over 40 wineries, with roots in the startup activities of Cary Oregon Wines, takes Oregon on the road. The Coalition presents educational seminars and tastings of Oregon wines throughout the United States.
- 1995 Salud! Auction Road Show. Salud! wineries hosted an extremely well covered major Manhattan press tasting/lunch/seminar. Followed by an all-Oregon cuisine dinner at the James Beard House.
- 1997 The LIVE program—Low Input Viticulture and Enology— was initiated in Oregon by Ted Casteel (Bethel Heights Vineyard). LIVE follows a program developed in Switzerland that defines and sets the global standards for sustainable agricultural practices. Organic, Biodynamic and/or sustainable farming practices have long been widely accepted by Oregon winegrowers, nurtured by strong relationships between Oregon and Burgundy.
- 1998 Wine industry adds \$120 million to Oregon economy.

2000 One hundred thirty-five Oregon bonded wineries with 9,000 vineyard acres.

The first Oregon Pinot Camp. Forty Oregon wineries combined their talents and resources to organize a remarkably creative and successful event. Selected retailers and sommeliers from throughout the US were invited for a first-hand acquaintance with Oregon vineyards, winemaking, winemakers and hospitality. Guests' enthusiasm pushed the experimental event to an annual one.

- 2001 Oregon is the first American region certified by IOBC, the International Office of Biological Control. The certification endorses LIVE, a non-profit Oregon corporation, with the authority to certify Oregon vineyards. More than sixty Oregon vineyards are LIVE certified, indicating they have demonstrated compliance with LIVE standards. To obtain enological certification, wines are approved by the LIVE Tasting Panel and must meet all other standards through submission of reports. Bethel Heights Vineyard is the first to display LIVE Certification on its label, thus assuring the consumer of definite, definable standards of viticulture and enology.

- 2003 On September 23, Governor Ted Kulongoski signed OR House Bill 3442, creating the Oregon Wine Board, bringing together the Oregon Wine Advisory Board, the Oregon Winegrowers Association, and the Low Input Viticulture Enology (LIVE) Program under one umbrella. Nine board members were nominated, chosen to represent the state's various regions and interests. The missions include scientific research in grape growing and winemaking, media and public relations, collective promotion of wines from all of Oregon, legislative and regulatory advocacy, and public and industry education.
- 2004 In a move to capitalize on national and international excitement surrounding high quality Oregon wines, Ted Farthing was installed on April 30 as the Executive Director of Oregon's Wine Board. Farthing, a fifteen year marketing veteran including six years in the wine & spirits industry, comes to Oregon from New York where he previously held positions as Brand Manager for Moët & Chandon, Dom Pérignon and Ruffino, and most recently served as Director of Marketing for change management consultancy Mercer Delta Consulting. "Oregon Wines have increasingly defined the mark of high-quality, sustainably produced wines," commented Farthing, "I'm thrilled to join the Oregon Wine Board during this very compelling rebirth of Oregon's Industry Trade Association!"
- 2005 More than three hundred Oregon wineries with 14,100 vineyard acres.**