

25th

ANNIVERSARY



ANNUAL MEETING



Luisa Ponzi
Outgoing LIVE Chair



Annual Meeting Schedule

March 20

9am - 11am via Zoom

**Board Meeting and
Viticulture & Enology
Standards Update**

March 21

9am - 3pm at Chehalem Cultural Center

Rinse and Repeat: Addressing the Carbon Footprint of Bottles
& Packaging

Anna Brittain | Napa Green

Adam Rack & Keenan O'Hern | Revino

Poster Session Curated by David Beck

Defining the Yield-Quality Paradigm of Pinot Noir

Patty Skinkis | OSU

Lunch and Awards

Hero of Salmon, LIVE Excellence in Sustainability

Keynote Address

Eric Asimov | New York Times





Board Meeting

Agenda

Board Elections | Luisa Ponzi

Membership | Bruce Sonnen

Financials | Chris Serra

LIVE Organizational Update | Chris Serra

Communications Update | Isabelle Tobe

Vineyard Program | Tech Chairs

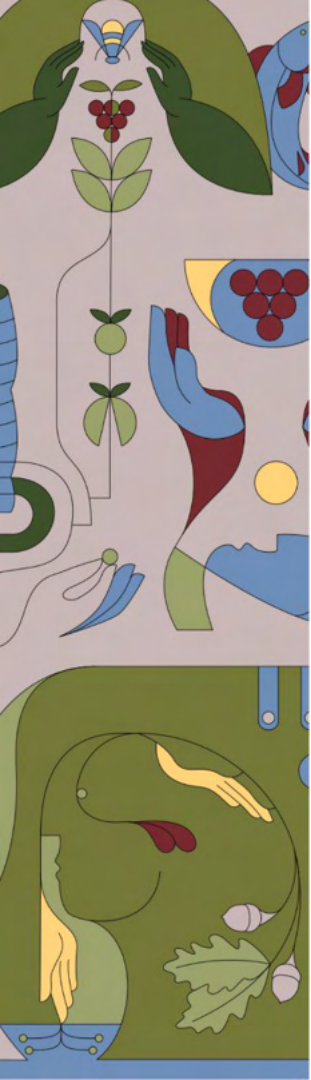
Winery Program | Cheney Vidrine

Social Sustainability Update | Sandra Taylor

Partner Updates



First Order of Business
Approve 2023 Minutes



LIVE Board Members

2024

Luisa Ponzi

Ponzi Vineyards | Outgoing Chair

Bruce Sonnen

Van Duzer Vineyards | Secretary and
Incoming Chair

Katherine Cole

The Four Top | Incoming Secretary

Leigh Bartholomew

Results Partners | Treasurer & Outgoing
Vineyard Certification Officer

Leti Catoira

Jackson Family Wines | Incoming
Vineyard Certification Officer

Cheney Vidrine

Union Wine Company | Winery
Certification Officer

Herb Quady

Quady Wines

Sandra Taylor

Sustainable Business International

Phil Cline

Naches Heights Vineyard



Re-Election



Bruce Sonnen
Van Duzer



Herb Quady
Quady North



Sandra Taylor
Sustainable Business
International



Cheney Vidrine
Della Toffola

New



Appointed by the
board to complete
Kelli Gregory's term

Leti Catoira
Jackson Family Wines



Special election in
2023 to fill empty
seat

Katherine Cole
Producer of The Four
Top Podcast

Membership Update

Bruce Sonnen | Secretary





Vineyard Members

As of March 8, 2024

329

Vineyards

(+12)

12,589

Vineyard Acres

(+494)

28,818

Total Farm Acres

(+1088)

7,479

Acres of Biodiversity

(Net -5 Acres, new vineyards not yet reported)

Oregon Vineyard Members by AVA

304 total



Washington & Idaho Vineyard Members

23 total





Winery Members

As of March 8, 2024

33

Wineries

(-4)

2.4M

**Total Cases Produced in
Certified Wineries**

(-1.5M)

565K

**Total Cases that Qualify for *LIVE*
Certified Sustainable Wine Logo**

(+74K)

Financial Update

Chris Serra | Executive Director



Financials

2023

Revenue: \$306,380

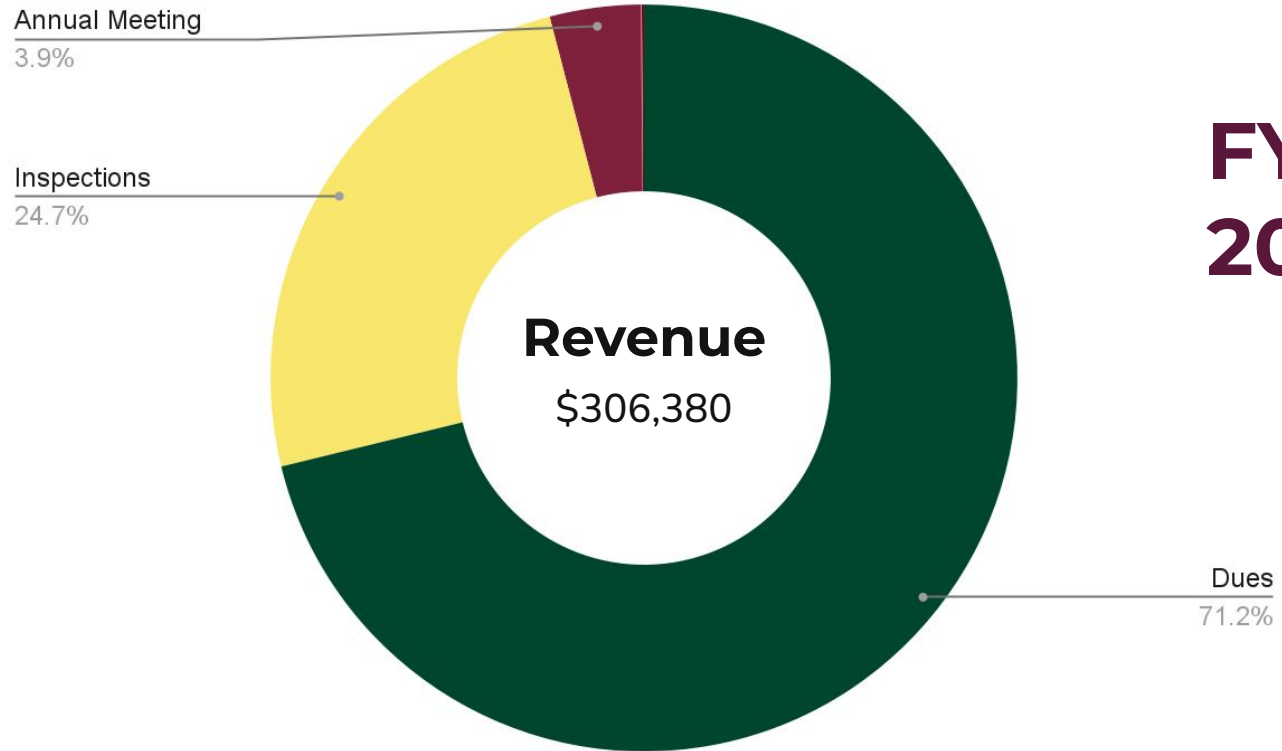
Expense: \$306,169

Net: \$211

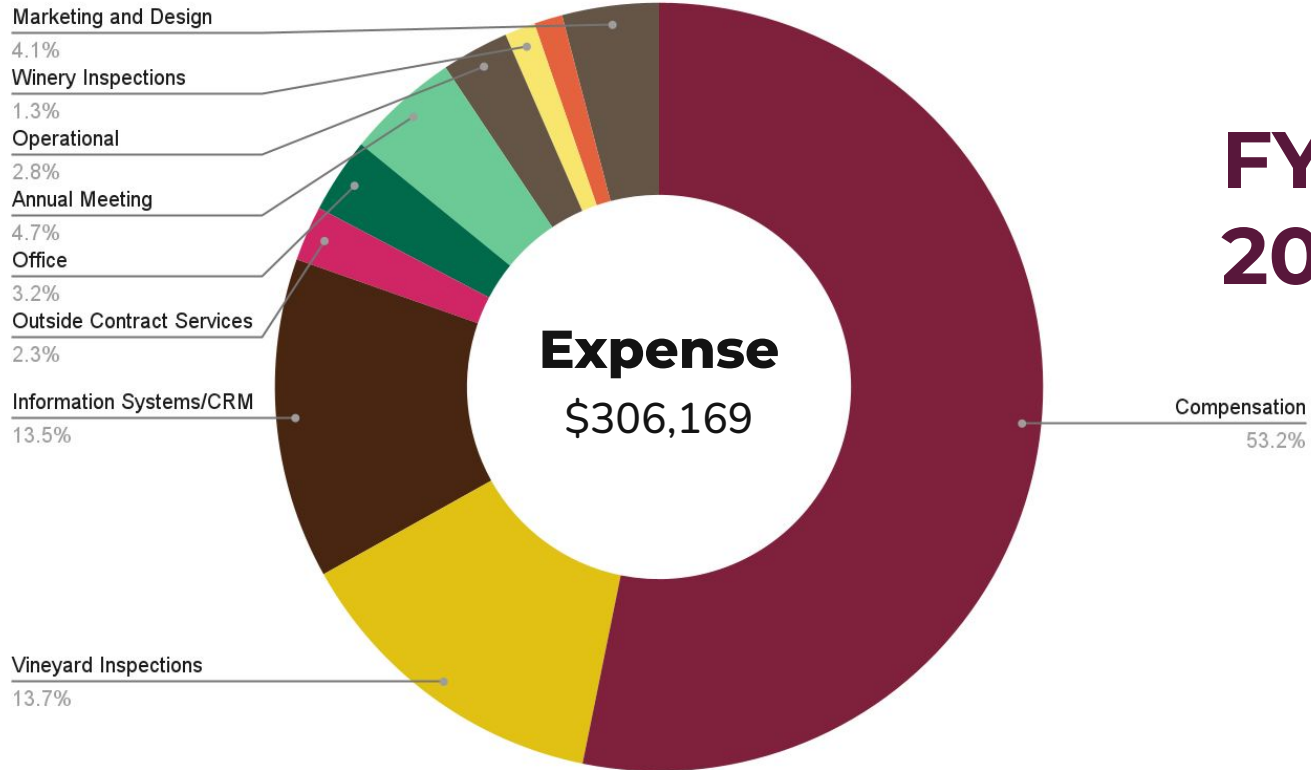
Current Cash: \$210,465



FY 2023



FY 2023



Financials Projections 2024

Budget Approved
November 2023

Projected Revenue: \$293,594

Projected Expense: \$293,419

Projected Net: \$85



Organizational Update

Chris Serra | Executive Director



IOBC 2024

24th consecutive
accreditation
granted on March 13

International Organisation for Biological and Integrated Control

West Palaearctic Regional Section



Commission Guidelines for Integrated Production

Annual Endorsement 2024

THIS IS TO CERTIFY THAT

LIVE

Low Input Viticulture and Enology

SALEM, OREGON 97304, U.S.A.

HAS PASSED WITH SUCCESS THE ENDORSEMENT PROCEDURES OF THE COMMISSION AND HAS RECEIVED THE RIGHT TO USE - DURING THE VALID PERIOD OF THIS ENDORSEMENT - THE TERM "INTEGRATED PRODUCTION RECOGNISED BY IOBC/WPRS" ON THE COMMERCIAL DOCUMENTS AND LABEL FOR GRAPES AND WINES CERTIFIED BY LIVE ACCORDING TO IOBC STANDARDS.

THIS ENDORSEMENT IS VALID FROM March 13th, 2024 UNTIL March 12th, 2025.

Bologna, March 13th, 2024

Convenor of the Commission Guidelines for Integrated Production

Carlo Malavolta

A handwritten signature in black ink, appearing to read "Carlo Malavolta".

Partnerships and Collaborations

SALMON



SAFE



CERTIFIED



IOBC-WPRS



FOR THE
PLANET.



the porto protocol



or.egon
wine BOARD



WILLAMETTE
VALLEY WINE

Sustainable Winegrowing Summit

April 30-May 1

Wine & Roses Hotel in Lodi, CA

Representatives from NY, CA, WA, OR

Purchase tickets at sustainablewinegrowing.us/summit

To recognize those
members who go beyond
the basic compliance
requirements of our
standard



LIVE
PLUS

Vineyard Requirements:

1. Earn LIVE certification with a score of 75% of green items on the LIVE Vineyard Checklist
2. Elimination of all herbicides across the entire farm.
3. For pesticides other than herbicides - only OMRI-approved active ingredients listed on the *LIVE Yellow List of Approved Pesticides* may be used. This currently includes non-use of copper-based fungicides and use of sulfur within limits set by LIVE, as well as compliance with any other restrictions on the *LIVE Yellow List*.
4. Complete greenhouse gas accounting across all operations of scopes 1, 2, and 3 with a written plan for reaching net zero by 2030, working toward real zero by 2050. Have the accounting and plan reviewed by a qualified third-party.
5. Social sustainability component will be included in the future. For now, we ask that LIVE Plus members fill out the draft LIVE Social Sustainability Index to benchmark.

Wine Requirements:

1. 100% of fruit is from a LIVE Plus Vineyard (see above for requirements)
2. Made in a LIVE Winery
3. Clean pesticide panel (plus glyphosate) from an ISO 17025 accredited lab for each bottling lot bearing the LIVE Plus logo. (ETS has a LIVE panel available, call to inquire)
4. Vessel weighs 56% (420g/750ml) or less of still wine content or 90% (675g/750ml) or less of sparkling wine content.



No extra dues

Inspection Fee: \$900

Email chris@livecertified.org



LIVE
PLUS

Communications Update

Isabelle Tobe
Communications Coordinator









Growing Oaks



40,000+ acorns collected

1500+ planted so far

200 1.5 year old saplings available for donation

Left Coast Collaboration & collection hubs at  Argyle Winery  Bethel Heights Vineyard  Coeur De Terre  Left Coast Cellars  Union Wine Company  Van Duzer Vineyards

Press in Oregonian

Growing Oaks Video

For sapling & acorns, contact: isabelle@livecertified.org and visit Growing Oaks poster at Annual Meeting



Tasting Room Trainings

- Digestible talking points for consumer education
- Brochures & marketing materials
- Zoom or in person
- Thinkific recorded training

Email isabelle@livecertified.org to get a training scheduled for your team.



Retail Marketing

Newberg Fred Meyer Spring Campaign

- In-store LIVE tasting
- Small round stickers for shelf signage
- Shelf blade talkers
- In-store signage on display shelves
- Pilot retail campaign



Social Media

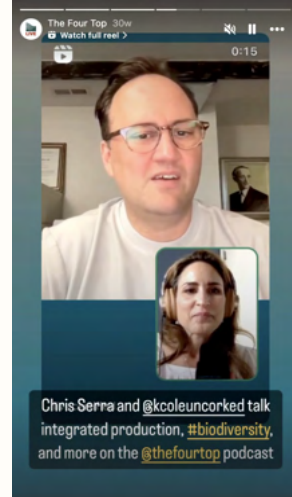
@livecertified

Follow us on LinkedIn, Facebook, and Instagram
@livecertified for:

- Upcoming events
- Educational content
- Collaborations with industry experts & community partners
- Resources from our network - *new research, funding opportunities, etc.*

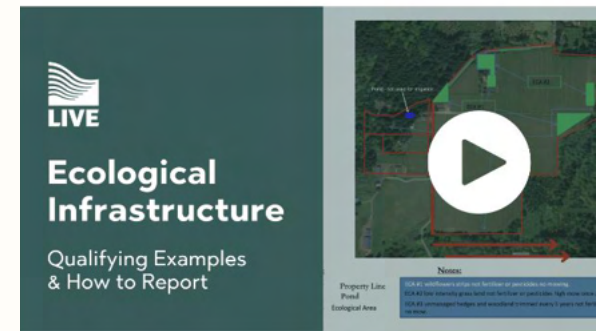
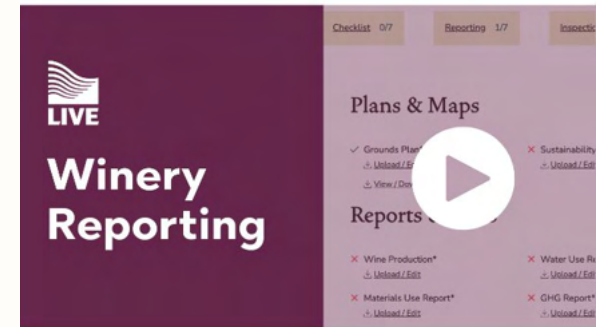
Are you signed up? LIVE Mailing List

Sign up [here](#) for important reminders, resources, & updates.



Website Walkthrough Videos

Will be ready by reporting season



LIVE Partner in Sustainable Winegrowing Program



- Vendor benefits and discounts exclusively for LIVE certified members
- Unique offerings for vineyard & winery program
- Offerings servicing all regions
- Currently in discussions with:



Give us your suggestions!

Fill out [this spreadsheet](#) (will put in the chat) to share your ideas

Reach Out!

Isabelle Tobe

Communications Coordinator

isabelle@livecertified.org

Technical Committees Update

Vineyard | Leigh Bartholomew
Winery | Cheney Vidrine



Green, Yellow, Red List Updates for 2024

Published March 18 - available on livecertified.org

Newly Listed for Botrytis - Thymol/Geraniol/Eugenol
(Mevalone)

OMRI logo next to Organic products

Reminder that EPA-exempt products are allowed - eg.
Cinnerate

No new key pests



Checklist Updates for 2024

Item 2.2.1

Language revision to change 'pest enemies' to 'beneficial organisms' (commonly mis-answered item)

Item 2.7.1

Language revision to clarify Bee Friendly Farming 3% requirement. Your 5% ecological compensation area (ECA) qualifies toward this if it has enough pollinator friendly forage and habitat.

Item 6.6.1

Compost ingredients from USDA Organic dairies - show Organic certificate from current year as compliance

Demeter BD preparations do not need to be analyzed.

Heavy metals of concern for compost testing listed in Item Notes.



Vineyard Certification Officer



Leti Catoira
Jackson Family Wines

Regional Vineyard Technical Committee Chairs



Julie Tarara
Eastern WA / OR / ID



Peter Ebbers
Willamette Valley



Alan O'Neal
Southern Oregon



Willamette Valley

- Cool and late start to the season, temperatures below average in January to April. Budbreak end of April, 2 weeks later than average.
- Very warm and dry May, rapid shoot growth. Also irregular early season growth observed in pockets (some buds never broke, other shoots had strange deformed growth, rosette appearance, and lack of fruitfulness)
- Bloom occurred early June, around 40 days after bud break, the shortest phenological timeframe between budbreak and bloom observed
- Consistently higher than average temperatures across months of May through August. Heat spike of temperatures above 100 F mid August, right at middle to late veraison for many sites, seeming to stall color change in some instances and causing mild to serious sunburn in a few sites
- Generally high yield due to higher than average cluster weights
- Powdery mildew, botrytis and weeds pressure about average. Need of shorten fungicide spray intervals to keep up with rapid growth. Other concerns reported: Italian Thistle & Vine mealybug



Eastern OR/WA/ID

- Late season but “caught up” after May heat spell
- Harvest on time and about 20% below expectations
- High mite pressure
- Low mildew pressure
- Region II members reiterate importance of mealybug controls
- Region II members concerned about implementation of bee requirements. Followed up with Cody Wilson of pollinators.org



Winery Committee Updates



LIVE Recycling Hubs

1. Union Wine Company

When: Drop off M-F, 8am to 4pm.

Where: Bins located near loading docks on North side of building. 20700 SW 115th Ave, Tualatin, OR 97062

Contact: Call Sean Comninos to alert drop-off: (856) 906-7803

Want to get involved?

Contact Cheney Vidrine: cheney.vidrine@dellatoffola.us



Winery Committee Updates



LIVE Recycling Hub Wineries

WILLAMETTE VALLEY VINEYARDS (8800 Enchanted Way SE, Turner, OR 97392)

LEFT COAST CELLARS (4225 N Pacific Hwy W, Rickreall, OR 97371)

JACKSON FAMILY WINES - MAC (173 SE Armory Way, McMinnville, OR 97128)

DOMAINE DROUHIN OREGON (6750 Breyman Orchards Rd, Dayton, OR 97114)

ELK COVE (27751 NW Olson Rd, Gaston, OR 97119)

UNION WINE COMPANY (See previous slide)

Social Sustainability Update

Sandra Taylor | LIVE Board



Social Sustainability Review and Recommendations



Faculty-led project to perform a literature review of best practices across multiple certifications and standards

Final draft to be made available for membership shortly

Use as a resource, provide feedback

Ideally, complete at the 'brand' level, not just for the vineyard if you are also making and distributing wine (think B Corp). If you are not a publicly facing business and want to participate, just fill out what you think is applicable.

Poster Session tomorrow!

Social Sustainability Review and Recommendations



ISO 26000 – Guidance on Social Responsibility

Global Sustainability Standards Board

B Corp Certification Standards

Napa Green

SIP Certified

Fairtrade International

Agricultural Justice Project

Social Sustainability Review and Recommendations



13 Areas of Focus

1. Commitment to Sustainability
2. Commitment to Diversity, Equity, and Inclusion (DEI)
3. Community Engagement/ Investment/ Relations
4. Customer Health and Safety
5. Employee Health and Safety
6. Human Rights
7. Employee Training and Development
8. Employee Communications
9. Employee Motivation and Engagement
10. Employee Recruitment, Hiring, Orientation and Onboarding
11. Workforce Well-being
12. Employee Remuneration
13. Organizational Culture/Mission/Values

Salmon Safe Partner Update

Dan Kent, Salmon-Safe

salmonsafe.org

dan@salmonsafe.org

SALMON



SAFE

Expert Certification for Environmentally Sustainable Winegrowing



LIVE

**CERTIFIED
SUSTAINABLE**

SALMON



SAFE

Ponzi Vineyards @2024



SALMON



SAFE

LOOK FOR THE LOGO

EVERYDAY CHOICES HELP KEEP OUR
RIVERS SAFE FOR WILD SALMON

SALMON



SAFE

SALMON



SAFE



**SALMON
SAVED.
NEAT.**

Rocks or neat, this Copperworks whiskey
is sourced from Salmon-Safe
certified malts which helps keep
the Columbia river clean.

SALMON



SAFE

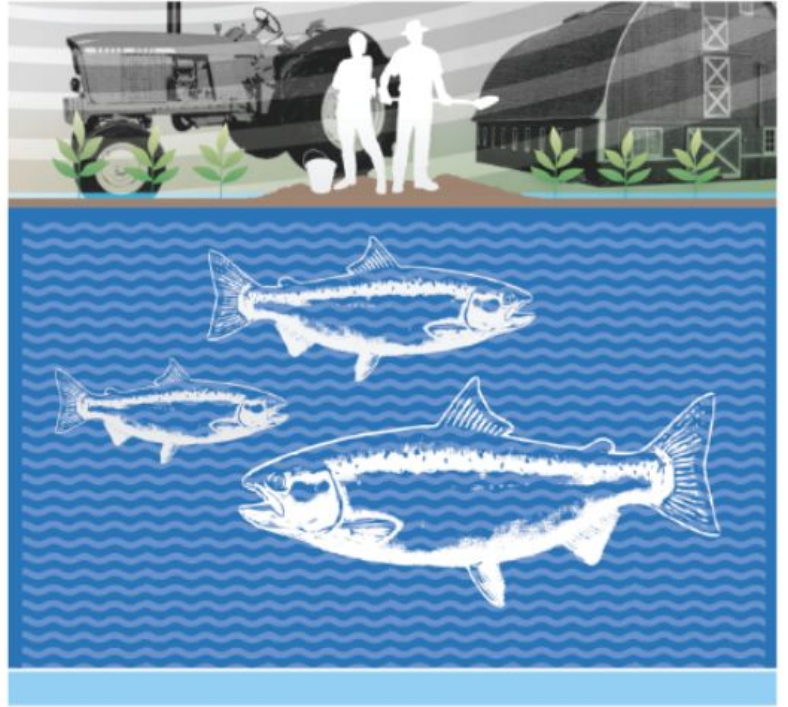
www.salmon-safe.org

WUWHUW

— DISTILLING CO. —

Salmon Safe Farm Standards Update 2024

SALMON-SAFE
CERTIFICATION STANDARDS FOR FARMS



Salmon-Safe Farming is Climate-Ready Farming

Salmon-Safe practices deliver water quality and habitat benefits and reduce climate-related risks



Reduced Tillage & Soil Building

Building soil health and water retention through reduced tillage or no-till planting as well as increasing organic matter through cover crops, manures, compost



Irrigation Efficiency

Upgrading irrigation systems, tracking water usage, and selecting drought tolerant crops for changing climate conditions, seeking alternative water sources that do not limit fish habitat quality, leasing excess water rights for conservation



Pesticide Reduction through IPM

Implementing cultural and biological controls for pests, applying rigorous integrated pest management approaches, phasing out chemistries harmful to fish and wildlife



Stream Restoration

Restoring riparian habitat provides ecological benefits including shade, bank stabilization, and support for migrating salmon and their food chain



Integration of Native Biodiversity

Building resilience against climate shifts through crop rotation to support beneficial insects and stimulate soil organism diversity. Maintaining habitat for insects and wildlife within fields and field margins



Enhanced
Soil Health



Drought Mitigation



Water Quality
Protection



Temperature Mitigation



Climate Adaptive
Farm Ecosystem

SALMON



SAFE

salmonsafe.org

Bee Friendly Farming Update

Cody Wilson | Pollinator Partnership

www.beefriendlyfarming.org
cody@pollinator.org

**POLLINATOR
PARTNERSHIP**



POLLINATOR PARTNERSHIP



TheBeeMD





BEE FRIENDLY CERTIFIED

This land is managed to promote
bees and other pollinators.

BeeFriendlyFarming.org

POLLINATOR
PARTNERSHIP

- 696 Total BFF Growers
- More than 375,036 acres currently certified
- More than 89,618 acres of pollinator forage and habitat managed



- Working with 5 LIVE growers
- Issuance 5 site plans
- 172 lbs. of native nectar seed
- 7550 native plants

June 17-23, 2024



Pollinator
WEEK

pollinator.org

- <https://www.pollinator.org/pollinator-week>
- Resources and registering of events and activities on **Pollinator Week Map**
- Utilize resources and the **Pollinator Week Toolkit**

FREE POLLINATOR FRIENDLY PLANTING GUIDES



Invite pollinators to your neighborhood by planting a pollinator friendly habitat in your garden, farm, school, park or just about anywhere!



<https://www.pollinator.org/guides>



Find Your Roots



<https://www.pollinator.org/find-your-roots-tool>

A tool for creating pollinator-friendly native plant lists for your habitat project

- 1 Welcome! — 2 Select your ecoregion — 3 Filter by plant characteristics — 4 View plant list

Next

Export Columns Filters

Image	Botanical Name	Common Name	Plant type	Pollinators	Min Height (ft)	Max H
	<i>Dicentra uniflora</i>	steer's head	Perennial Flower	bees	0.1	0.3
	<i>Lewisia rediviva</i>	bitterroot	Perennial Flower	bees, insects	0.2	0.3

**POLLINATOR
PARTNERSHIP**



AMBER BARNES
Conservation Program Manager
ab@pollinator.org



SARAH GARDNER
Western Regional Partner Biologist
sgardner@pollinator.org

Pollinator Partnership NRCS Partner Biologists





Laurie Davies Adams
Director of Programs
lda@pollinator.org



Miles Dakin
Director of Bee Friendly Farming
miles@pollinator.org



Cody Wilson
Agricultural Specialist
cody@pollinator.org



Emily Schmidt
Agricultural Assistant
eschmidt@pollinator.org



Billy Synk
Pollinator Habitat Specialist
billy@pollinator.org



Maddie Dong
Program Associate
madeline@pollinator.org

Your Bee Friendly Farming Team

bff@pollinator.org





Thank You!

www.beefriendlyfarming.org

cody@pollinator.org

bff@pollinator.org

**POLLINATOR
PARTNERSHIP**

¡Salud! Update

Leda Garside | OHSU Health
Hillsboro Medical Center

saludauction.org
leda.garside@tuality.org





Multiple generations
have been served by
¡Salud! Services



2023 Mobile Clinic Summary

83 clinic days held

2733 encounters

- Medical referrals
- Dental exams (partnering organizations services)
- Vision exams (partnering organizations services)
- Vaccinations (influenza and Covid 19)
- Case management to address health issues
- Health navigation support provided
- Medical equipment monitors distributed during clinics
- Language services
- Social services links
- Financial Assistance via grants for care process
- Mobile mental health services

Upcoming Growth

- New mobile unit
- Skin cancer screenings in collaboration with OHSU Knight Cancer Center Outreach
- Exploring additional vaccinations services
- Exploring expansion to the Columbia Gorge viticulture area



PERSONAL SUPPORT

Behind-the-scenes one-on-one education, case management and follow-up care.

Oregon Wine Board Update

David DeWitt | OWB Trade Relations Manager

Gina Bianco | OWB Executive Director

oregonwine.org

david@oregonwine.org

gina@oregonwine.org

oregon
wine BOARD

Oregon Wine Month Updates

[OWM Toolkit](#)

- Tillamook Event – in person 5.4 – virtual 5.16

[“Pair it Forward”](#)

- Education – Short form Masterclass w/ Bree Stock MW OWB Director of Education and industry/trade members
- Sweepstakes and Giveaways
- [POS distributed nationwide](#)

or.

oregon
wine BOARD

#PairItForward

- Highlights winemakers and wine-adjacent people such as chefs and artisan food producers across the state talking about their favorite wine and food pairings made by their peers in short, engaging videos.
- Explores concept of “What Grows Together, Goes Together” and “Wine is Food.”
- Links Oregon Wine Month to Bounty & Vine fall campaign as the videos run all summer.
- Aimed at connecting younger (Millennial/Gen Z) consumers with concept of wine being enjoyed with food.

Toolkit: <https://industry.oregonwine.org/resources/toolkits/pair-it-forward-toolkit/>

POS Examples (draft)

CASE CARD 8.5"x11"



TABLE TENT 4" x 6"



BOTTLE NECKER 2.5"x 4.5"



Oregon Wine Board Updates

- [2023 Vineyard & Winery Census from University of Oregon](#)
- Oregon Wine Symposium
- OWB Communication Director Position

or.

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Gina Bianco

Executive Director



oregon
wine BOARD

Let's secure our Future Together!

*The 2023 Vineyard & Winery Census
opened on Feb. 13, 2024*

Be Prepared: Scan the QR Code to print and review the **2023** Data collection form. Watch your inbox for the survey link and contact Robert Parker <rgp@uoregon.edu> with any questions.
The Survey will need to be filled out online.



Be Counted: Knowledge of what the Oregon Wine Industry grows and produces, and where, is necessary to address challenges that impact our businesses. This information also helps our industry act on opportunities that support market expansion. And as always, the data you submit is completely confidential!

Be Rewarded: Only census participants will receive the preliminary price report in May in advance of the full report!

Reach Out!

Chris Serra | Executive Director

chris@livecertified.org

Isabelle Tobe | Communications Coordinator

isabelle@livecertified.org

Bruce Sonnen | Incoming Chair

bruce@vanduzer.com

Leti Catoira | Vineyard Certification Officer

Leti.Catoira@jfwmail.com

Cheney Vidrine | Winery Certification Officer

cheney.vidrine@dellatoffola.us



Adjourn Board Meeting

Luisa Ponzi, Outgoing LIVE Chair