

## **LIVE Annual Meeting**

Salem Convention Center | Salem, OR

May 5<sup>th</sup>, 2016

9:04 am – 10:41 am



### **BOARD AND STAFF ATTENDANCE**

*Board:* Don Crank, Mimi Casteel, Kevin Corliss, Eugenia Keegan, Chris Lake, Jason Tosch, Chad Vargas, Barb Bond, Dan Kent (ex-officio) | *Staff:* Chris Serra

Don Crank called meeting to order at 9:04 am. Crank is suffering from the flu and has asked Chris Serra to help keep the meeting in line.

### **Agenda**

Chris Serra welcomed the group, thanked the supporters and wine donors. Serra presented the agenda for the day.

### **Minutes**

Don Crank motioned to approve the 2015 LIVE Annual Meeting draft minutes. Mimi Casteel seconded the motion. Motion carried unanimously.

### **Board Elections**

Don opened the floor for nominations. There were no nominations from the floor. The ballot as presented to the LIVE membership for a vote: Eugenia Keegan (Jackson Family Wines), Wynne Peterson-Nedry (Chehalem), Bruce Sonnen (Van Duzer) Daniel Sweeney (Quail Run Vineyards), James Whitelatch (Claar Wine Group).

### **Membership Report**

Mimi Casteel gave the Membership Report starting 9:11 am

315 vineyards +17 from 2015

42 wineries +4 from 2015

11322 vineyard acres

27502 farm acres

7092 biodiversity acres

Mimi presented membership breakdown by state. Mimi call for questions. There were no questions.

### **Financial Report**

Chris Serra and Eugenia Keegan gave the Financial Report starting at 9:13 am.

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Eugenia showed the rolling three-year revenue and expenses. Keegan then showed how revenue and expenses are broken down by percentage for 2016 projections.

Serra presented info on notable grants and mentioned the Full Glass Research survey completion.

### **Vineyard Report**

Mimi Casteel gave the vineyard technical report starting at 9:17am.

Casteel presented the following changes to the LIVE vineyard standard:

- Addition of Suppress herbicide to the Yellow List
- Removal of Pristine from the Yellow List
- FRAC 11 resistance issues and pending removal from the Yellow List
- Addition of pollinator protections in the Green List
- Emergence of Red Blotch virus and the ongoing JTC conversation about variance/grower trial protocol.

Casteel made a call for questions. There were no questions.

### **Winery Report**

Don Crank gave the winery technical report at 9:21am.

Crank mentioned potential for Wynne Peterson-Nedry to become the next winery officer.

Crank spoke about the following:

- Efforts of the winery committee members
- Plastics recycling program
- Future data analysis - winery water issues, greenhouse gas tracking, enological materials usage, monitoring and the potential for tracking decreases in inputs and waste streams.

Don showed current winery figures to be: 41 wineries, 3,803,258 certified cases produced with 484,614 of those cases labeled as LIVE certified. Don presented a list of certified wineries and thanked winery members for their participation.

Chris Serra thanked Don Crank and mentioned that wineries are the driving force in increased vineyard certifications.

### **Education**

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Barb Bond presented the education report at 9:28am

Recent and upcoming events include: the Southern Oregon Seminar, the Vineyard microbiome presentation, a mapping workshop, the OWRI/LIVE field day, a presentation on alternative weed management strategies and the LIVE wines tastemaker training.

Mimi Casteel spoke about the pollinator-friendly wildflower mix, what it is and how it works.

Chris Serra spoke about the bee highway project and the TOWER grant for LIVE wineries, tasting rooms and the importance of trainings. Serra thanked the contributors and collaborators and shared LIVE social media information for the membership to use.

### **Partner Updates** - starting at 9:44 am

*Oregon Wine Board and Oregon Winegrowers Association:* David Beck gave an update on the activities of OWB and OWA - Beck mentioned Oregon Wine Month, Richard Smart's visit, and Oregon Wine Symposium planning. The OWB research committee awarded \$350,000 to 8 research projects. The OWA took a group of 14 winery reps to DC to talk to the TTB and USDA and other regulatory agencies and taste Oregon wine. The LUNAR sub-committee discussed potential impacts on state and federal water allocations and resources. The OWA is actively promoting spray drift awareness and communication, growers are advised to notify the ODA and OWA at the first signs of drift damage in vineyards. Beck mentioned the asphalt batch plant denial in Polk County as a result of collective action between growers and grower associations. An OWA sponsored bill to establish wine country license plates resulted in funding for general tourism but will now be updated to divert those funds in a focused manner towards wine and culinary tourism. Beck also mentioned an educational webinar aimed at mitigating risks for farms and labor/labor contractors.

*Washington Association of Wine Grape Growers and Washington Wine Industry Foundation:* Sara Cornell gave an update on the activities of WAWGG and WWIF – Grant project updates included:

\$270,000 total from the USDA Farm Bill for work on a system approach to certified clean plants across the region (PNW) focused on nursery protocol, tracking, shipping, testing, etc.

\$200,000 from WA State for safety training programs for ownership and staff of wineries, examining common hazards and providing education on best practices.

*Vinea:* Kevin Scribner gave the Vinea update – The Walla Walla wine alliance inventory showed more acreage than projected (2,836), less than half of which is currently certified. Willamette Valley Vineyards is planting 42 acres in Walla Walla. Vinea is investigating the

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possibility of creating a multi-crop, AVA specific certifier tentatively named Walla Walla Valley Certified Sustainable, which would emphasize quality and performance (output as well as input) as part certification requirements.

*Salmon Safe:* Dan Kent spoke gave a Salmon-Safe update – Kent described the Salmon Safe program and its partners and the program’s role in those partnerships (namely, as a sounding board for certifiers, provider of a whole farm perspective, bearer of the Salmon Safe high hazard list and collaborator in marketing promotions). Kent presented the “Hero of Salmon Award” to Bjornson Vineyard.

### **Awards and Recognition**

Rebecca Sweet gave the *Award for Excellence in Sustainability* to Jim McGavin and Wendy Golish of Walnut Ridge Vineyard.

### **Board Election Results**

Chris Serra stated that all board members who were on the ballot were elected to the board.

Stirling Fox honored Jason Tosch for ten years of service.

Jason thanked Stirling and LIVE.

Don Crank shared a story about how he came to LIVE and his thoughts on the spirit of the program and sustainability.

Don Crank motioned to adjourn the meeting at [10:41} Jason Tosch seconded. The motion carried unanimously.

Meeting adjourned at 10:41am.