



2017 ANNUAL REPORT



LIVE

REMARKS FROM THE LIVE CHAIR, WYNNE PETERSON-NEDRY

The 2017 winegrowing season in the Pacific Northwest was a welcome shift from the past four years of early picks and high heat. Although we were still on the warm side for overall vintage, most people in the area were happy to see pick timing back to relative-normal. Drought conditions over much of the region lightened with heavy precipitation during the winter and spring, but this moisture also made powdery mildew a problem, especially in the early growing season. The drier-than-normal summer led to numerous wildfires throughout the West Coast, which impacted grape quality with smoke taint exposure in many cases, especially in Southern Oregon, British Columbia, and the Columbia River Gorge. This season, vineyard and winery groups alike were talking a lot about remedies for powdery mildew, smoke taint, and the persistent yet relatively unknown Red Blotch virus in vineyards.

Both winery and vineyard technical committees have discussed additional actions that may be implemented to further the work of sustainability of the land and resources used in wine production. On the winery side, glass weights and closures have been discussed more in-depth, with movement to include bottle weight accounting into the LIVE standard, as well as ongoing discussions about

filtration methods and how to continue to improve energy and water use in the cellar. On the vineyard side there have been a good deal of discussion and awareness coming forth about the potential hazards of using glyphosate-containing products in the vineyard, and what policy LIVE should set regarding synthetic herbicides. In general, it has been thought that a re-evaluation of the LIVE standard is a good idea, and something to look into for the coming growing season.

On the recruitment side of LIVE, Brighid O'Keane was a new hire this year, with the primary job of raising involvement of vineyards in wineries in Washington and Idaho, and investigating whether LIVE's reach should extend into British Columbia, in the near future. Brighid was very successful at bringing more members into the LIVE fold from these outlying areas, and we had a very positive response to her presence in Eastern Washington as a local outreach for LIVE members that are not easily accessible to Chris Serra headquartered in the Willamette Valley. Together, the LIVE family is growing, and hopefully will continue to do so over the next year! The educational portion of LIVE has been growing as well, thanks in great part to Chris, and we hope to continue to create more

learning opportunities for our participating wineries and vineyards.

With the growing nature of the wine community in the Pacific Northwest, LIVE decided to refine its bylaws to include board members that are not associated directly with a specific vineyard or winery, in order to be more inclusive to the growing educational and management group populations in the area. The board can now accept up to one-third of its directors from entities that are not directly associated with a membership vineyard or winery. Yay, diversity!

Overall, it was a great year to be a part of LIVE, and as always, if there are additional suggestions to improve the direction of the program, or to help us gain a bigger membership base, please let anyone on the board know, and feel free to attend a meeting!

Cheers





PHOTO CREDITS

FRONT COVER: Getty Images

P3: Wynne Peterson-Nedry. ph. Andrea Johnson

P4, 10, 11: Annual Meeting 2017. ph. Alfred Tang

P13: Video still courtesy of Adelsheim Vineyard

P6, 7, 8, 14: Getty Images

BACK COVER: Creative Commons

REMARKS FROM THE EXECUTIVE DIRECTOR, CHRIS SERRA

This past September I looked back on ten years service to LIVE. I am amazed at the work LIVE members have accomplished during that time - work that I have been fortunate enough to be a part of. You have sown over a hundred million wildflower seeds, organized recycling hubs, and helped to make salmon safe. You have engaged in habitat restoration projects , developed new vineyards while saving native oak trees, and (by the way) you have made some of the finest wines in the world!

I think it is the nature of our industry to wonder what else we can to do help and improve. How else can we be of service to the environment, our workers, and our neighbors? I know I feel this way whenever I travel through the farmland of the Pacific Northwest, or taste wines with friends in a LIVE winery. This movement can seem so large and abstract at times, but what sustains me is the community of growers and winemakers that are committed to real and tangible good stewardship of the land - the ideas from our members that regularly land on my desk are terrific and full of creativity. Our work has inspired programs around the world to take similar action and for other agricultural industries to consider their impacts.

I look forward to the future and will continue to work to provide a platform for your local efforts on an international stage.

Thank you all for your confidence in me this past decade.

327 VINEYARDS

295 IN OREGON

29 IN WASHINGTON

2 IN IDAHO

12,642 VINEYARD ACRES

29,849 TOTAL FARM ACRES

8469 ACRES OF BIODIVERSITY

80 FARMS REPORTED NO HERBICIDE USE IN 2017

44 WINERIES

37 IN OREGON

7 IN WASHINGTON

6.2 MILLION CASES OF WINE*

*Total cases produced in LIVE wineries in 2016. 2017 statistics not yet available.

\$7600 ENDOWMENT

In 2017 our members helped to raise an endowment for the Al MacDonald/LIVE Wine Studies Scholarship at Chemeketa Community College. This fund will provide first-generation students with financial assistance to attend Chemeketa's Wine Studies program.

SPECIAL THANKS TO AL MACDONALD FOR A \$5000 MATCH

\$3.28 PER BOTTLE

PREMIUM FOR WINES WITH LIVE CERTIFICATION IN WASHINGTON, ACCORDING TO A RECENTLY PUBLISHED ECONOMIC STUDY* FROM WASHINGTON STATE UNIVERSITY

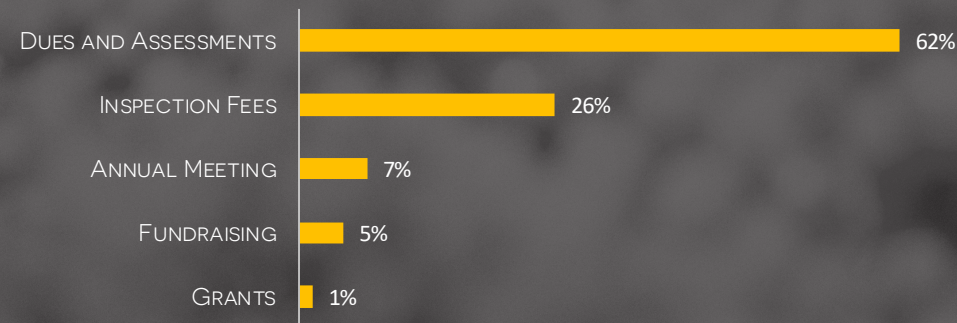
*Waldrop, M. E., McCluskey, J. J., & Mittelhammer, R. C. (2017). Price Premiums & Certification for CA and WA Wines. *Viticulture and Enology Extension News, Washington State University*, 13.

FINANCIAL HEALTH

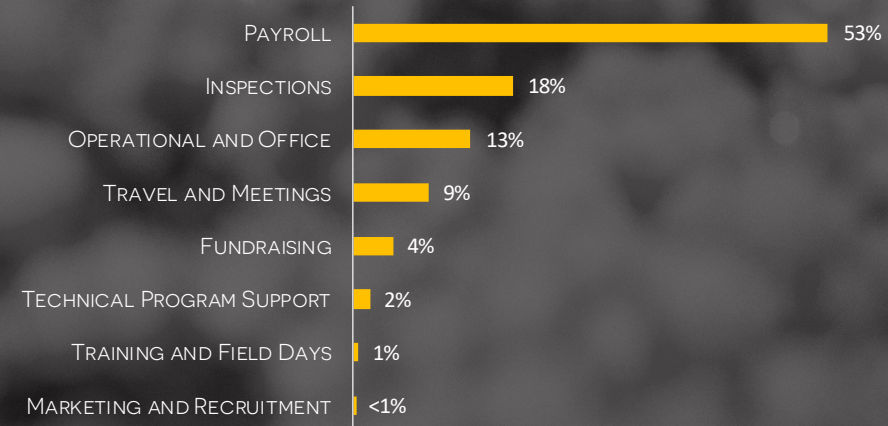
REVENUE \$278K

EXPENSE \$267K

REVENUE



EXPENSE



BIODIVERSITY

In 2017 Matt Shinderman of Oregon State University developed a draft proposal to help our members better achieve their biodiversity goals. As a part of his work, Matt honed multiple species lists, both flora and fauna, for the Willamette Valley ecoregion. Our goal is to use this research to develop a biodiversity self-assessment tool and a finer set of standards for LIVE members. While this work will focus on the Willamette Valley initially, we will work to replicate it after a pilot phase for the other ecoregions in our program. We hope to have this work peer-reviewed and presented sometime in 2018.

2018 LIVE ANNUAL MEETING

April 19th, 2018

Chehalem Cultural Center in Newberg, OR

Visit 2018liveannual.eventbrite.com to register



ANNUAL MEETING

The 2017 LIVE Annual Meeting of the membership was held in April at Chehalem Cultural Center and marked the 20th anniversary of the founding of LIVE in 1997.

One board member was re-elected - Don Crank of Hawks View Cellars. Four new board members were elected - Leigh Bartholomew of Results Partners, Luisa Ponzi of Ponzi Vineyards, Jess Sandrock of Chemeketa Community College, and Dr. Russell Smithyman of Ste Michelle Wine Estates.

Matt Thompson of Kirsten Rose Vineyard (pictured top right with Dan Kent of Salmon-Safe) accepted the *Hero of Salmon* award for his whole-farm efforts to improve watershed quality. Ken Kupperman of Jackson Family Wines (pictured bottom right with Chris Serra and LIVE inspector Rebecca Sweet) was presented with the *2017 Award for Excellence in Sustainability* for his continuous improvement work on the vineyards at Gran Moraine, Gran Moraine Estate, Zena Crown, Penner-Ash Estate, Willakenzie Estate, Willakenzie Jory Hills, and Maple Grove.



EDUCATION

In January, LIVE hosted a ¡Salud! presentation given by Leda Garside to introduce our members to their valuable health services for farm workers. In May and August, Mimi Casteel presented two seminars on Glyphosate Impacts and Alternatives - special thanks to Adelsheim Vineyards and Zenith Vineyards for providing LIVE with venues for this important discussion. In June LIVE and A to Z Wineworks invited Stephanie Ryan to speak about the benefits of B Corp certification.

Native plants and pollinators were a focus in 2017, with two lectures given in Salem, Oregon and Grandview, Washington. In July Sarina Jepson from Xerxes Society taught our Willamette Valley members about pollinators and beneficial insects. In November Dr. David James of Washington State University spoke about plants and insects native to eastern Washington.

Our annual LIVE/OWRI Field Day took place at Ponzi Vineyards in August and featured four diverse topics that included a comparison of sustainable, organic, and biodynamic methods (Glenn McGourty, UC Davis); vineyard nutrition (Paul Schreiner, USDA ARS); labor mechanization (Joseph Myers, Vinetenders); clean plant material (Scott Harper, Clean Plant Center NW and Geoff Hall, Ste Michelle Wine Estates).

We are working on new educational content for the 2018 that will be posted to livecertified.org/events as details are finalized. Most events are recorded to video and posted at livecertified.com/training.

GLYPHOSATE IMPACTS AND ALTERNATIVES

Mimi Casteel presents a seminar on this widely used herbicide. Watch the video and many others at livecertified.org/training



POLLINATOR HEALTH

WILDFLOWER SEEDS

In November, LIVE was awarded \$3875 through the Center for Community Innovation’s Share Tank program. Mimi Casteel (Hope Well Vineyard) and Brigid O’Keane (LIVE) pitched our idea to a panel of philanthropists to develop a network of bee and butterfly friendly wildflower patches throughout the Willamette Valley. As a result of their efforts, all LIVE members in the region will be provided with a free ration of seed in the coming months. Additional seed will be available for purchase.

Email chris@livecertified.org to order.



THANK YOU TO THE FOUNDATIONS AND GRANT PROGRAMS THAT SUPPORTED LIVE’S WORK

Center for Community Innovation
Trust for Oregon Wine Education and Research (TOWER)
USDA Value-Added Producer Grant Program

THANK YOU TO OUR INDUSTRY AND CERTIFICATION PARTNERS

Idaho Wine Commission
Oregon Wine Board and Oregon Winegrowers Association
Salmon-Safe
Vinea Sustainable Trust
Washington Wine Industry Foundation
Washington Winegrowers Association

THANK YOU TO OUR EDUCATIONAL SERIES AND EVENT SUPPORTERS

A to Z Wineworks	Left Coast Cellars
Adelsheim Vineyard	Newberg Mail Room
Alfred Tang Photography	NW Center for Alternatives to Pesticides
Anne Amie Vineyards	Oregon Vineyard Supply
Ardagh Group	Oregon Wine Press
Atlas Vineyard Management	Pihl Excavating
Bethel Heights Vineyard	Results Partners
Bois Joli	Rhizoblade
Brittain Vineyards	Stirling Wine Grapes
Chehalem Cultural Center	Southern Oregon Wine Institute
Chemeketa Community College	Sustainable Northwest Wood
Davis Wright Tremaine	TricorBraun Winepak
ETS Laboratories	Vidon Vineyard
Gran Moraine	Willamette Valley Vineyards

AND OF COURSE, THANK YOU TO ALL OF OUR MEMBERS, WITHOUT WHOM THIS WORK WOULD NOT BE POSSIBLE

BOARD OF DIRECTORS

Wynne Peterson-Nedry | CHAIR, WINERY CERTIFICATION OFFICER

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Leigh Bartholomew | VINEYARD CERTIFICATION OFFICER

Don Crank

Eugenia Keegan

Luisa Ponzi

Russell Smithyman

Dan Kent | *Ex-officio*

Tom Danowski | *Ex-officio*

STAFF

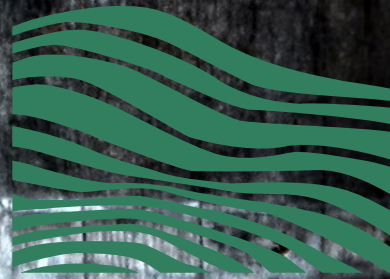
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LIVE