



2025 Annual Meeting Minutes

Zoom

March 11, 2025

9:00am-11:30am PT

ATTENDANCE

Board Attending: Bruce Sonnen (Chair), Katherine Cole (Secretary), Luisa Ponzi (Treasurer), Cheney Vidrine, Herb Quady, Leti Catoira, Phil Cline, Sandra Taylor

Board Not Attending: Leigh Bartholomew

Staff Attending: Chris Serra, Isabelle Tobe

Guests Attending: Shaun Vrooman, Winery Technical Committee Chair; Jana McKamey, Oregon Winegrowers Association; Gina Bianco, Oregon Wine Board; Kristina Kelley, Washington Wine Commission; Ashlee Struble, Idaho Wine Commission; Marta Mendonça, Porto Protocol; Sara Stockwell, Women in Wine; Sofia Torres, AHIVORY; Dan Kent, Salmon-Safe; Cody Wilson, Bee Friendly Farming; member attendees

BOARD MEETING NOTES

Chris Serra welcomed attendees at 9:00AM.

Bruce Sonnen called the meeting to order at 9:02AM.

Minutes from the previous board meeting were reviewed and unanimously approved.

Organization Updates - Chris Serra

- Organization structure and board positions described
- Sonnen announced Board Elections
 - Catoira, Cole, Ponzi & Cline re-elected
 - New member CJ McCollum (Scruffy Vineyard)

Membership Update - Katherine Cole

- As of March 2025:
 - 331 Vineyards (+2)
 - 13,368 Vineyard Acres (+779)
 - 29,820 Total Farm Acres (+1002)



- 7,386 Acres of Biodiversity (-94)
- Winery Members: 27 (-6)
- Total Cases Produced in Certified Wineries: 2.8M (+400k)
- Total Cases that Qualify for LIVE Certified Sustainable Wine Logo: 565K (-63K)
- Call to Action:
 - Inviting members in regions that are underrepresented to reach out to neighbors and colleagues
 - This program works better the more members there are in LIVE. The more members we have, the more change we can make, and the more resources we have to help you.
 - LIVE PLUS represents a higher level of commitment to sustainability with more stringent requirements.
 - Reduced winery numbers reflect challenging economic times, but LIVE certification is good for business
 - LIVE logo on the back label of your bottle, or that LIVE sign in your vineyard, is a powerful sales tool and differentiator
 - Consumers seek out sustainably produced wines, and will pay more for certified wines

Financial Update - Chris Serra

- 2024 was first year we have had a loss in quite some time
 - Inflation
 - Inspectors paid for previous year's work made for twice the inspection fees
 - Annual meeting ran \$10,000 over budget
- Revenue & expense breakdown
- Projecting a break-even budget for 2025
 - Increasing dues
 - Increasing inspection fee
 - Donations
 - Annual meeting is less costly
 - \$105,037 net revenue already in 2025

Organizational Update - Chris Serra

- IOBC annual accreditation received
- Intertek Benchmarking Study - LIVE scored well, but there is room for improvement
- Applied for ODA specialty crop block grant application to hire a compliance facilitator who could help with any sustainability certification paperwork, lighten the administrative burden for applicants



- Inspections - most common non-compliance were tissue, water, and soil tests. Members should make sure they get them updated. Isabelle and Chris will reach out and remind you to update.
- Salmon Safe will fund inspections in Idaho thanks to a grant
- Partners list
 - Members can work with our partners
 - Reminder that our members qualify for 1% for the Planet recognition
- LIVE PLUS Vineyard
 - More stringent vineyard requirements
 - Greenhouse gas accounting working toward real zero by 2050
 - Social sustainability component is currently being drafted
 - \$900 inspection fees total (as opposed to \$550 for regular fee)
- LIVE PLUS Wine
 - 100% of fruit must come from LIVE PLUS vineyard
 - Produced in LIVE winery
 - Clean pesticide panel
 - Container weight must be less than 50% of content
 - No additional inspection fee

Communications - Isabelle Tobe, Communications Coordinator

- Growing Oaks video featuring Willamette University professors and students
 - Any member can use that video on their social media or website
- Growing Oaks Update
 - Collaboration with Willamette University launched last year
 - Almost hitting goal of collecting enough acorns to grow 11,000 trees per year
 - Collected 40,000 acorns this year
 - 10,200 saplings potted so far this year
 - Stirling Fox donated greenhouse and time
 - The program has brought attention to LIVE via the press
- Mural
 - Launched in October in Newberg at Crush2Cellar facing 99W
 - Designed by renowned artist Salomé Souag and painted by Dede Chiloiro
 - Funded by Ribbon Ridge
 - Thanks to Miller Paint and Color Atelier for donating paint
- LIVE Shop on Website
 - Winery and Vineyard signs—order them online and they will be shipped
 - LIVE retail demos
 - Two professional pouring companies, Margaux & Co and Flow Wine Group, are trained to pour wines and talk about LIVE certification in grocery stores
- In-Store Campaigns



- Month-long pilot retail campaign at Newberg Fred Meyer
 - Shelf blade talkers
 - Aisle end cap
 - Feedback was that more higher price point LIVE certified wines sold
- Will roll out more this year
- Tasting Room Trainings
 - Isabelle train your team in person or on Zoom on LIVE talking points
 - Group trainings coming soon
- Educational Content
 - Members invited to request topics for in-person and webinar content
- Social Media
 - Posting educational content, highlighting work in vineyards and wineries, partner content
 - Members invited to tag LIVE in posts
 - Highlighted beneficials (raptors, insects) this year
 - Pre-made content available to members (Earth Month)
 - Cultivating relationships with influencers
- Mailing List
 - Members should make sure they are still receiving newsletter
 - Invite new employees to sign up
- Oregon Wine Month
 - Digital + print advertising
 - Potential press tour opportunity
 - Social media premade assets for members to share
- Map on website showing all LIVE Certified vineyards and wineries (under VISIT)
 - Detail page for each winery showing an image
- Vendor Benefits
 - Barrel Associates, Crush2Cellar, Dundee Hotel, Pioneer Packaging,

Vineyard Program - Leti Catoira

- Thanked Leigh Bartholomew for her service
- Green, Yellow & Red list updates for 2025
- Checklist updates
 - Yellow item 5.2.2
 - Green item 5.2.4
- Peter Ebbers, Willamette Valley Tech Chair, with Stirling Wine Grapes
 - Vineyard report
 - Average budbreak, a little later than 2023
 - Bloom occurred in the last half of June, sites in the Eola -Amity AVA had rainfall that disrupted bloom.



- Average to prolonged period to veraison.
- Heat event around the Fourth of July caused some sunburning and delay in fungicide program. Critical time in spray program.
- Moderate temperatures until September when heat caused sunburn, no spiking of sugars. Slow-paced harvest with no environmental pressures.
- Eastern WA, Idaho Vineyard Update
 - Vineyard report
 - Canadian 'deep freeze' in mid-January across Columbia Valley Walla Walla valley hit hardest with cold injury
 - Protracted bud break in cold-damaged blocks (complicated spray schedules)
 - Better recovery of vines than anyone anticipated Moderate mildew year (which means light for Willamette Valley folks)
 - Heavier crop than expected—normal yield
 - A lot of unsold fruit left on the vine across region

Winery Certification and Program - Shaun Vrooman & Herb Quady

- Shaun Vrooman, winery technical committee chair update
- Recycling Hubs: Willamette Valley Vineyards, Left Coast Cellars, Jackson Family Wines, Domaine Drouhin Oregon, Elk Cove, Union Wine Company, Quady North
- Plastic recycling—looking at PET liner recycling
- Lightweight bottle requirement updated for sparkling wine to 850g (835g for LIVE Plus)
- Added three bonus items for progressively increasing cullet content

Social Sustainability Update - Sandra Taylor

- Working with Linfield University, asking members to fill out the index
 - Click on Certify link on website
 - Under Downloads
 - Or carousel at Bottom of Home Page
- The Index looks at existing social sustainability standards as models
- 13 areas of focus - would like to do a webinar to go over these
 - Received good feedback from Intertek study

Oregon Winegrowers Association - Jana McKamey

- 2025 Legislative Session
 - HB 3432 - Allows wineries to refuse redemption of cans and bottles that were not originally sold at the winery.
 - HB 3433 - Adds wine bottles to the Bottle Bill.
 - Working on 10+ additional issues impacting the wine industry this legislative session
- New member benefits
 - 401K benefit program, health care program, etc.



Oregon Wine Board - Gina Bianco

- Assessing where the organization is, where it is going
- Focused restructure to meet industry needs
 - Communications - communicating with one voice
 - Marketing - data-centered decision-making
 - Research - cataloguing research and making it available to members
- Focused heavily on strategic planning for 2025

Washington Wine Commission - Kristina Kelley

- Developed “the Washington story” and four strategic pillars
- New research available via the website:
 - Smoke Exposure
 - Grape Mealybug/Leafroll Virus
 - Mechanized Shoot Thinner
 - Tannin Management
 - Sustainable Powdery Mildew Control
- Working with Colangelo PR to seed positive stories about WA wine
- Building distributor partnerships and engagements
- Taste Washington Update

Idaho Wine Commission - Ashlee Struble

- Current membership of 65 wineries, 8 cideries
- 2025 is the year of Tempranillo in Idaho
- Ongoing educational seminars & marketing efforts

Porto Protocol - Marta Mendonça

- Peer-to-peer approach rather than scientific
- Local ambassadors include Nicolas Quillé (Crimson Wine Group), Greg Jones (Abacela), Mimi Casteel (Hopewell), Janie Brooks Heuck (Brooks), Adam Rack (Revino)
- Working in practical knowledge sharing in packaging, water, ecosystems, climate action strategy
 - Reviewed 2023/2024 projects & milestone
 - 2025 projects & resources:
 - Unpacking Wine Guide - 250 page pdf available on website
 - Bottle Loop - working group on reusable bottles
 - Zero Waste Bar Guide - guide for reducing waste
 - 101 Climate Solutions for Wine - comprehensive collection of solutions available to industry
 - Living Vineyards Collaborative Network, Documentary & Guide - focusing



- on regenerative viticulture
- Water in Wine white paper

Women in Wine - Sara Stockwell

- Elevating women in the wine industry via networking and events
- Aiming to create a more equitable and balanced wine industry
 - Year-long mentorship program
 - WSET 2 Scholarship

AHIVYOY - Sofia Torres

- Educating, empowering, and supporting vineyard stewards
- Doing the work of DEI
- Working in partnership with Chemeketa Community College
 - Grants scholarships and provides stipends
 - 85% of graduates stay with their employers
 - 60% continue their education in viticulture and enology

Welcome new Board Member - CJ McCollum

- Will be in Oregon August and September

Bee Friendly Farming - Cody Wilson

- 801 total growers
- More than 365,000 acres currently certified
- More than 156,000 acres of pollinator forage and habitat managed
- 6 LIVE growers have received site plans, native nectar seed & plants
- Pollinator Week is June 16-22, 2025
 - LIVE members can use pollinator week toolkit
- Resources available to LIVE members via pollinator.org
 - Pollinator guides
 - Tropilaelaps info
 - Consulting services

Salmon-Safe - Dan Kent

- Whole-farm certification for LIVE members
- Updated standards
- Providing marketing support to LIVE members
 - Salmon-Safe logo and collateral available for use in marketing

Sonnen moved to adjourn the meeting at 11:30 AM.