

1969

"Million Dollar Industry Brews In Roseburg Area" Article

Steve Shipp
The News-Review

Follow this and additional works at: https://digitalcommons.linfield.edu/owha_bjelland_docs



Part of the [Viticulture and Oenology Commons](#)

Recommended Citation

Shipp, Steve, "'Million Dollar Industry Brews In Roseburg Area" Article" (1969). *Bjelland Winery Documents*. News Article. Submission 19.

https://digitalcommons.linfield.edu/owha_bjelland_docs/19

This News Article is protected by copyright and/or related rights. It is brought to you for free via open access, courtesy of DigitalCommons@Linfield, with permission from the rights-holder(s). Your use of this News Article must comply with the [Terms of Use](#) for material posted in DigitalCommons@Linfield, or with other stated terms (such as a Creative Commons license) indicated in the record and/or on the work itself. For more information, or if you have questions about permitted uses, please contact digitalcommons@linfield.edu.



1969
from the
Oregonian

PAUL BJELLAND, promoter of growing wine grapes in the Umpqua Valley of Douglas County, draws a sample from kegs at his vineyard 20 miles southwest of Roseburg. He sees future in the winery business for the county.

Million Dollar Industry Brews In Roseburg Area

By STEVE SHIPP

Roseburg News Review Writer

TENMILE (AP) — Something's brewing in the Umpqua Valley of Douglas County which could boil over into "a million-dollar industry within a few years."

Actually, the word is "fermenting," for many of the area's landowners have been planting rootings of varietal wine grapes, with surprising results.

Paul Bjelland, a sixth grade instructor at Tenmile Elementary School, is not among those surprised. He is the owner of about 200 acres of land in the Tenmile area and possessor of Oregon Bonded Winery license number 47. Tenmile is located about 20 miles southwest of Roseburg.

During the summer months Bjelland is developing his own vineyards, advising others on growing varietal wine grapes and traveling throughout the Northwest as a public relations representative for Hillcrest Vineyard, located about 15 miles southwest of Roseburg.

Opportunity Underscored

"Hillcrest Vineyard, now in its ninth year of operation, has shown that wine grape growing is a tested farming opportunity," Bjelland says.

"This climate is similar to the Burgundy and Bordeaux areas of Europe, and especially France, which means we can get some of the best red and white wines in the world right here."

wine said by some wine connoisseurs to be equal or better to the tart dry wines of France.

Richard Sommer, owner of Hillcrest Vineyard, was blessed in 1967 with nearly perfect weather conditions for grapes, resulting in production of many hundreds of gallons of Riesling. Bjelland is nearly ready to begin marketing his own wine, also of the Riesling variety. It takes three years for wines to reach productive maturity.

"I have about 350 gallons which should be ready for market in September, Bjelland said. "Anyone who wants to sample my wine can stop in any Sunday from 4 to 6 p.m." Bjelland Vineyards are located on Reston Road, about three miles north of Tenmile.

Bjelland has spent considerable time talking with farmers, landowners and investors about growing grapes for wine and profit.

"When I came here two years ago and saw what Sommer had done with Hillcrest Vineyard, I realized the potential wine grape growing industry here if only the farmers could be convinced," he said.

Bjelland's enthusiasm led to the formation last February of the Oregon Wine Growers Association (OWGA), of which he serves as president.

Membership in the OWGA has since climbed to more than 30, nearly all of which