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LIVE 2014 Annual Report

LIVE (Low Input Viticulture & Enology)

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ANNUAL REPORT
2014

REMARKS FROM THE LIVE CHAIR, CHAD VARGAS

It is a great time to be a LIVE member! The 2014 growing season was a mix of blessings and challenges in the vineyard. From rust mites to leafhoppers, the weather conditions that created a bountiful and early crop also brought some pest pressures that were out of the ordinary. Appropriately, our regional Technical Committees were quick to respond to the requests and needs of individual members who found themselves making difficult IPM decisions. These committees continue to function as catalysts for intriguing discussions surrounding decision-making in the vineyard from pest management to worker safety issues. The collaborations among committees in the multiple growing areas of Oregon, Washington, and Idaho offer additional opportunities for growers to share struggles and solutions for viticulture through the lens of environmental stewardship.

Our winery certification program continues to grow and develop lasting integrity. LIVE wineries find themselves raising the bar every year by tackling new sustainability decisions. For example, wineries are addressing post-processing waste handling, as well as container packaging that reduce shipment weight. Organizations that choose to certify their winemaking facilities and source LIVE certified fruit are now being offered a distinguished logo that shares their commitment to sustainable winemaking from field to bottle with their consumers. This logo and other LIVE branding is currently being refreshed through the generosity of the prestigious Grady Britton advertising agency - an exciting development indeed!

The New Year always brings new ideas and renewed commitments. As we return to our vineyards for winter pruning and evaluate our wines approaching their finish, I hope that we can all take the

time to renew our dedication to sustainability. The countless hours each of us pour into our record-keeping and decision-making are not in vain. Those efforts lead to real changes in our operations that will have many downstream positive effects that benefit our environments in which we conduct business.

I would also like to let the membership know that LIVE as an organization is challenging itself as well. We want LIVE to prove to our membership that their efforts are making a difference. Recent board discussions, led by Chris Serra and Abby Cullinan, focused on our need to monitor impacts that our programming is having on the environment. Are our standards, when put to practice, creating the positive effects that they are designed to produce? These are not easy questions to answer as the effects may be subtle and further downstream than our perceptions often travel. But, the need to validate our programming in this way is ever-present in the hearts of our membership. For the first time since the program was developed, LIVE will be re-evaluating its standards and processes to find ways to incorporate additional third-party expertise and research partnerships with our universities. These partnerships will bolster LIVE's independent rigor and prove to the world that IPM and sustainable winery practices do create positive outcomes over time. It will also help the program weed out practices that may cause more harm than good. As Chair of LIVE, I am excited about the new level of integrity that this type of internal evaluation will bring.

So bring on 2015! And with it, the renewed commitments of all our members to make LIVE the premier mark of true sustainability.

Chad Vargas

WELCOME!



REMARKS FROM THE EXECUTIVE DIRECTOR, CHRIS SERRA

As of this writing, we are nearing 2015 and a LIVE membership of 300 vineyards and 50 wineries in the Pacific Northwest. In this last year, there have been some exciting new developments as a result of this critical mass. Under David Adelsheim and Mimi Casteel's visionary leadership, LIVE winery members have taken it upon themselves to organize a certified wine marketing effort that will be launching in early 2015. A high-caliber marketing agency has taken on the work of re-branding LIVE to reach the industry, sales channel, and the consumer. We are completing an in-depth assessment of sustainable wine production and marketing opportunities, to support the collective efforts of our members. We recently piloted a 'Fast-Track' program to accelerate the certification timeline for new vineyard members. We formed an Education Committee to better focus and deliver our educational content. We are exploring new partnerships and as always working to strengthen our place in the world of sustainability.

We will continue our work to improve and grow this fine certification program in a way that is effective, responsible, inspiring, and always with the goal of a sustainable wine industry.



PHOTO CREDITS: 2014 LIVE Annual Meeting photos by Robert Hamilton. All other photos by Chris Serra

COVER: A new day - harvest begins at Buttonfield Vineyard in Newberg, Oregon

P3: Welcoming guests to the 2014 LIVE Annual Meeting at Zenith Vineyard

P9: Mimi Casteel examines biodiversity features at a vineyard in Walla Walla during a field day

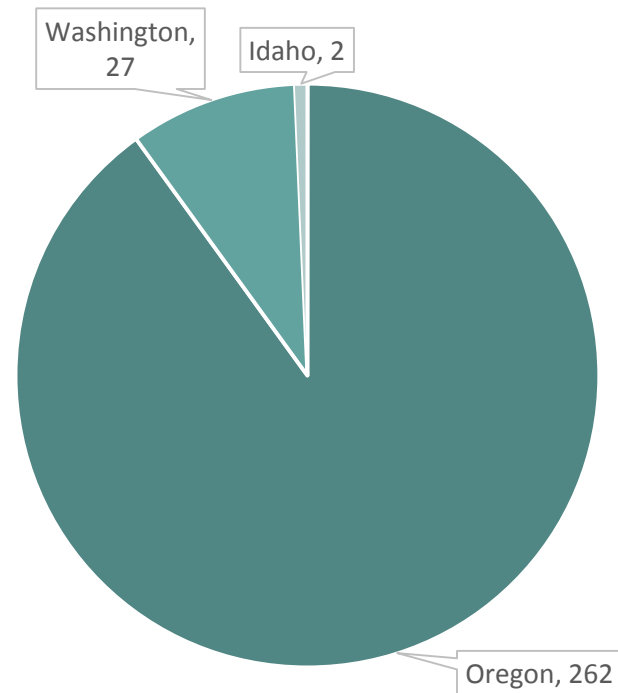
P15: Jason Tosch greeting the guests at the 2014 LIVE Annual Meeting

P17: Abby Cullinan reports on the Carbon Reduction Challenge to a group at the Winderlea tasting room in Newberg, Oregon

P19: A new friend eager to assist in sustainable farming at Soter's Mineral Springs Vineyard in Carlton, Oregon

P21: The 2014 *Award for Excellence in Sustainability* was given to Claar Cellars of Pasco, Washington (pictured) and Travis Cook of Advanced Vineyard Systems in McMinnville, Oregon

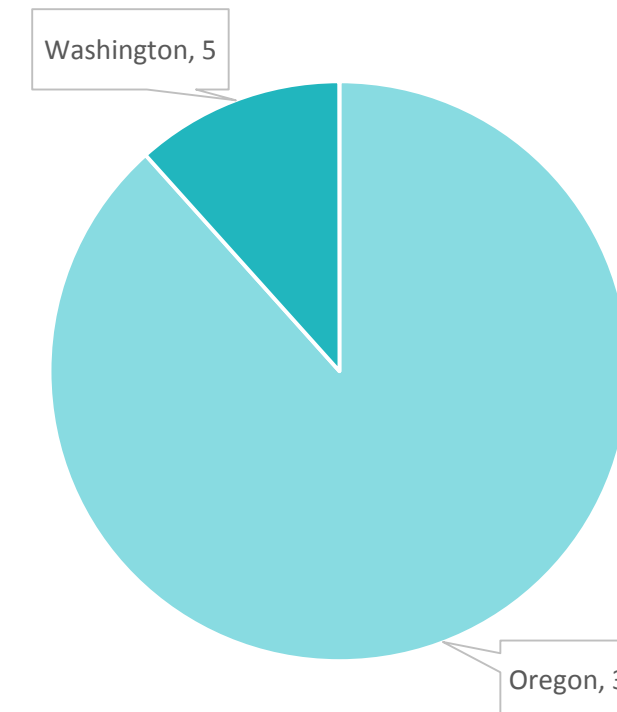
Vineyard Certification



Our vineyard program continues to thrive with nearly 300 members. We successfully piloted the LIVE Fast Track concept in 2014. Under this certification path, a new vineyard may be certified for the current vintage, rather than the traditional two-year path, by providing two years of fully compliant records and paying for two years of fees (reflecting the current and previous growing seasons). This option has only been made available to LIVE by its accreditors after proving its certification rigor over the past 15 years.

In 2015 we will continue to reach out to new vineyard developments and keep pace with wine industry growth in the Pacific Northwest.

Winery Certification



Eight new winery members enrolled in LIVE for 2014, finding themselves a streamlined reporting system and a community of sustainability-minded winemakers and winery owners.

We are proud to say that we met all goals proposed and successfully delivered every cost-share in the USDA's Specialty Crop Block Grant program for our winery certification.

As we transition into a newly awarded Value-Added Producer Grant, we will focus on how LIVE members use certification claims to market their products. We hope to be able to tailor any certification support services to the findings of this project.

BIODIVERSITY WORK

In 2014 the LIVE Biodiversity Working Group was joined by OSU's Matt Shinderman to develop a pilot program to assess biodiversity in member vineyards in a more comprehensive manner, using geo-spatial information and regional ecological priorities. From this work we hope to further refine the nature of the biodiversity requirements found in our standards.

Our 2015 vineyard standards define more specific ways in which growers can meet the minimum requirement that five percent of the farm be dedicated to Ecological Compensation Areas (ECA). Visit liveinc.org/forms for more information.

EDUCATIONAL CONTENT FOR 2015

The LIVE Lecture Series will focus in the first half of the year on foundational training. Our newly formed LIVE Education Committee, spearheaded by [Chris Lake](#) and [Barb Bond](#), will work to develop new topics, delivery methods, and feedback mechanisms. A new robust program will be launched in the summer of 2015. Chris Lake is Director of the Southern Oregon Wine Institute. Barb Bond is co-owner of Bois Joli Vineyard, Emeritus Professor and former Director of Postdoctoral Programs at Oregon State University.

6818

acres of biodiversity as reported by LIVE members in 2014



LOGO USE

In 2013, the LIVE board of directors voted to require both vineyard and winery certification to qualify for the use of the trademarked LIVE Leaf and Glass logo on wine labels as of the 2015 vintage. Those wines that contain 97% certified fruit that are not made in certified winery may still use a text-only logo that says *Made with LIVE Certified Grapes*. This rule change only applies to wine labels.

While these two logos are what LIVE offers currently, we hope to launch new certification marks that will be more visually appealing and speak more effectively to the current consumer. This work is being undertaken in the winter and spring of 2015 by Grady Britton in Portland, Oregon.

Our current style guide will be updated as this work is completed. This guide helps members with consistent styling for logo usage, and is supplemented by a best practices document for marketing LIVE certification. Visit liveinc.org/logos for more information and downloads.

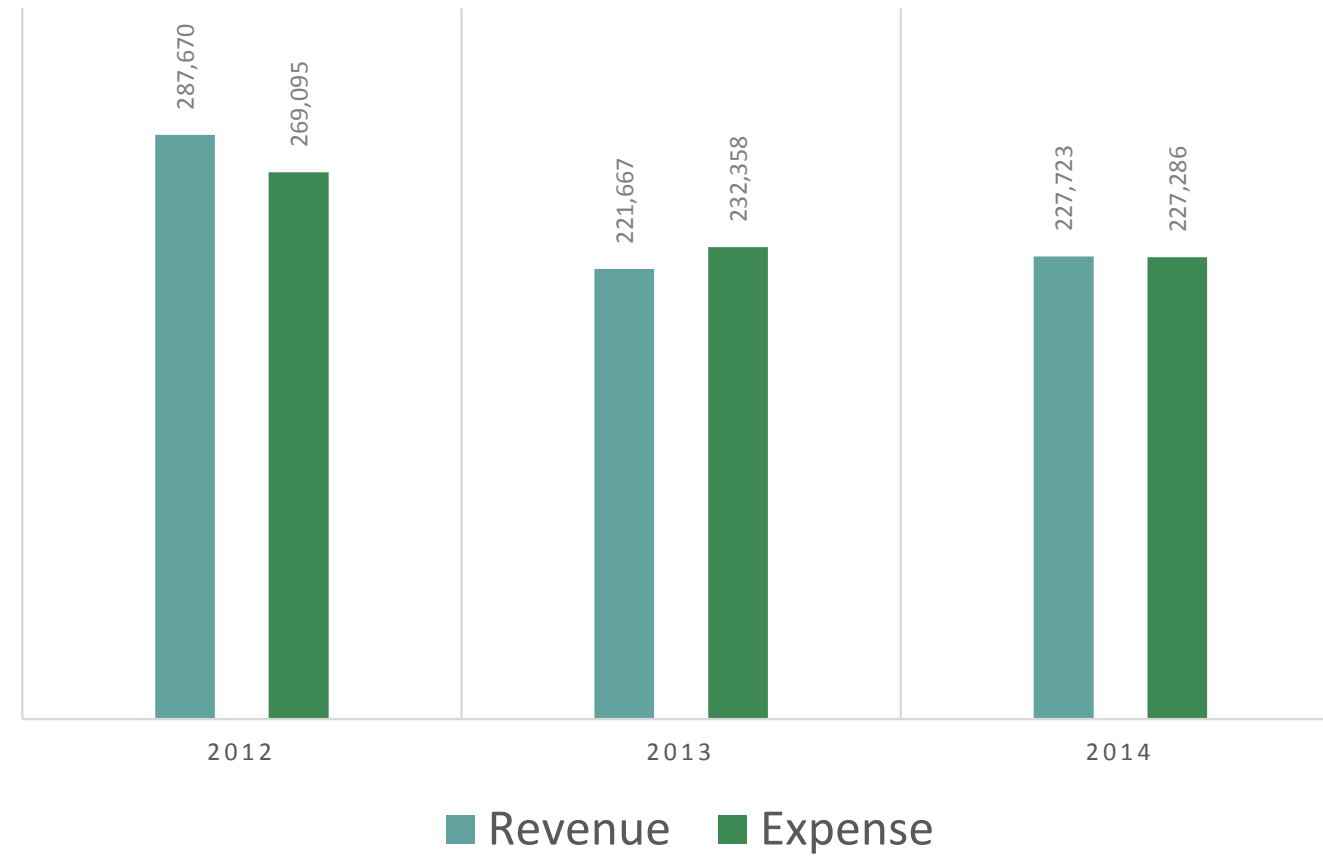


MADE WITH
LIVE

CERTIFIED
GRAPES

Visit liveinc.org/logos in the summer of 2015 for new branding options for your certification claims

THREE-YEAR REVENUE AND EXPENSE



2014 FINANCIAL HEALTH

2014 saw a nearly perfect break-even, ending the year at a net income of \$437.58 against \$227k in expense. This was a result of careful board planning and a successfully implemented adjustment to membership fees, combined with new membership growth.

We will continue to operate as leanly as possible while delivering a world-class certification and the highest level of customer service. We will apply for grants as they become available where they are consistent with the strategy and mission of LIVE.

MEMBERSHIP FEES

VINEYARD CERTIFICATION

- * Application fee for a new vineyard: \$100
- * Annual dues: \$300 for vineyards und 20 acres plus \$3/acre over 20
- * Inspection fee: \$400 (OR and WA) / \$650 (ID and BC) during years visited by an inspector
- * Fast-track (one year certification path): application fee + 2x (annual dues + inspection fee)

WINERY CERTIFICATION

- * Application fee for a new winery: \$100
- * Annual dues (may be tax-deductible, consult your accountant):
- * Wineries producing less than 5000 cases/year: \$300
 - Wineries producing between 5k and 10k cases/year: \$500
 - Wineries producing between 10k to 30k cases/year: \$1000
 - Wineries producing between 30k and 75k cases/year: \$1500
 - Wineries producing between over 75k cases/year: \$3000
- * Inspection fee: \$500 during years visited by an inspector
- * Optional add-on CRC verification: \$500/year

These fees fund the administrative, verification, and outreach functions of LIVE. The Annual Meeting will continue to be funded by ticket sales and sponsorships. Educational content will also continue to be funded by sponsorships.

ANNUAL MEETING

The 2014 Annual Meeting of the membership was hosted by Zenith Vineyards in Salem, Oregon. After winey and vineyard breakout sessions, Jonsara Ruth of Parson's New School delivered the keynote address on Sustainability in the Built World. The 2015 Annual Meeting will be held on Tuesday, April 7th at The Allison Inn & Spa in Newberg, Oregon. Details of the event will be released in the near future.

ANNUAL MEETING
APRIL 7, 2015 THE
ALLISON INN & SPA
NEWBERG, OR



MARKETING AND BRANDING EFFORTS

In 2014, a group of LIVE certified winery members, led by David Adelsheim (Adelsheim), Mimi Casteel (Bethel Heights), Eugenia Keegan (Jackson Family Wines), and Jim Bernau (Willamette Valley Vineyards), among others, organized an effort to promote LIVE wines in the marketplace. This group is working independently of LIVE and is welcoming any certified winery in the Northwest to join in the work that is currently being produced. The goal of this effort is to develop a clear, consistent, and compelling message that will resonate with consumers, and will result in a common vocabulary within the wine community when describing sustainability certification to customers. Following this message development, the group will engage the marketplace. This work, which is currently in progress, was awarded to renowned wine writer Cole Danehower. For more information contact cole@danehower.com.

As a result of this new effort, we will be focusing our marketing energy on re-branding LIVE's certification marks and identity, including a website refresh. The current version of *liveinc.org* was launched in 2009 when smartphones were just taking hold, and tablets did not exist. We hope to launch a new website that is responsive to these new tools within the next year, before certification reporting for 2015 begins in earnest.

2015 is shaping up to be the year that all of these efforts converge!



#LIVECERTIFIED

@LIVECERTIFIED

SOCIAL MEDIA

For a successful branding campaign, we will need the help of our membership. Consumers will respond more favorably to our members talking about LIVE practices, rather than LIVE's self-promotion alone. We are aiming for a high number of impressions delivered consistently throughout the year. Therefore we ask that all members with Facebook and Twitter accounts do the following:

- * Like LIVE on fb.com/livecertified
- * Follow LIVE on twitter.com/livecertified
- * Follow LIVE on instagram.com/livecertified
- * Subscribe to LIVE on youtube.com/livecertified

We would also recommend updating your Facebook and Twitter pages with an exciting announcement of your participation in LIVE. For example, you could post something like this, accompanied by a photograph:

Facebook: *Acme Winery is a proud member of LIVE, an internationally recognized certification of sustainable winegrowing practices in the Pacific Northwest. We care about the natural environment, our workers, and the community, and show this through our participation in LIVE certification. Please show your support for sustainability and follow @livecertified.*

Twitter: *Acme Winery supports sustainability by being @livecertified. We care for the environment, workers, and community. #livecertified*

During the year, there are certain LIVE milestones that lend themselves to photographs and posts you can share with your fans. Here are some ideas for a timeline of social media posts – we ask that you combine the post with a link or a tag to the LIVE Facebook/Twitter page:

January: *Vineyard certificate with an announcement that you have achieved certification for the vintage*

February: *Wine label with the LIVE logo on it*

April: *LIVE Annual Meeting*

May: *Winery certificate with an announcement that you have achieved winery certification*

August: *Inspection (with your inspector's permission of course), highlighting a practice you are proud of*

October: *Harvest, highlighting worker health and safety*

HASHTAG USE

Hashtags (using the # symbol on your keyboard) are a popular way of 'tagging' your social media posts so that those who are interested in a topic can find more content that may have been tagged the same way by other users. You can tag your posts #livecertified, which will add to the LIVE-related social media content from our members.

YouTube: Add #livecertified to any of your video posts. Consider mentioning LIVE certification in your wine reviews or any educational videos about your vineyard or menu.

Instagram: Add #livecertified to your photos that indicate LIVE practices mentioned above.

Pinterest: Add #livecertified to your photos that indicate LIVE practices mentioned above. Consider a Pinterest board focused on your sustainable culture and the care you give to create a better environment.

To take full advantage of your participation in LIVE, we have put together a document called *Best Practices for Marketing LIVE Certification* that will distill the most important and compelling aspects of your certification into a common and usable language. Feel free to take what you find useful and weave it into your marketing message in a way that will suit your brand. To download a copy, visit liveinc.org/logos.



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

Oregon Wine Board
USDA Specialty Crop Block Grant Program
USDA Value-Added Producer Grant Program

THANK YOU TO OUR INDUSTRY AND CERTIFICATION PARTNERS

Idaho Wine Commission
Oregon Wine Board
Salmon-Safe
Vinea Sustainable Trust
Washington Association of Wine Grape Growers

THANK YOU TO OUR EVENT SPONSORS AND HOSTS

Atlas Vineyard Management
Oregon Vineyard Supply
Results Partners
TricorBraun Winepak
Ecotrust
Recology Compost Oregon
Newberg Mail Room
Zenith Vineyard

THANK YOU TO THESE NORTHWEST BUSINESSES THAT DONATED TO LIVE EVENTS

Whole Foods Market Bridgeport
New Seasons Market
Port Orford Sustainable Seafood



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Tom Danowski | *Ex-officio*
Vicky Scharlau | *Ex-officio*
Moya Shatz-Dolsby | *Ex-officio*

STAFF

Chris Serra | EXECUTIVE DIRECTOR
Abby Cullinan | WINERY PROGRAM MANAGER

CONTACT

info@liveinc.org
503.396.4094