

POLICY STATEMENTS ON EVENT PARTICIPATION

WASHINGTON STATE WINE COMMISSION

Statement of Policy on the Participation in Washington State Wine Commission Events

- *RCW Assessment Requirement*
- *Event Participation Policy*
- *Cidery Involvement Policy*

State Mandated Grape and Wine Assessments:

No producer or grower may participate in any event sponsored, in whole or in part, by the Washington State Wine Commission and funded by the assessments imposed by RCW 66.24.215 and RCW 15.88.130, unless such producer has paid all assessments and other amounts due pursuant to RCW 66.24.215 and applicable regulations, or all assessments and other amounts due have been collected on behalf of such grower as provided by RCW 15.88.130 and applicable regulations.

Event Participation Policy:

Participation Policy Approved at the January 9, 2015, Board Meeting
(supersedes policy dated February 8, 2008)

The Washington State Legislature created the Washington State Wine Commission (the “Commission”) for the purpose of promoting the State’s vinifera grape growing and wine making industries. Washington law directs the Commission to seek the input of grape growers and wine producers located within the State in developing its program goals.

The Commission is funded primarily by grape and wine assessments. Historically, participation in Commission events has been supported as presented in Table 1 below:

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Source of Grapes/Production	Assessments Collected	WSW Event Participation
Washington Grapes, Licensed Washington Producer	Grape & Wine	Full
Oregon Grapes, Licensed Washington Producer	Wine	Full
Washington Grapes, Producer Not Licensed in Washington	Grape	None
Oregon Grapes, Producer Not Licensed in Washington	None	None

As the Washington State wine industry evolves, the Commission recognizes the importance of promoting the Pacific Northwest as home to world-class wines. Washington shares three cross-border AVAs with Oregon. The growing reputation of these cross-border AVAs presents an opportunity for the industry to collaborate to raise awareness of the unparalleled terroir in these unique AVAs, regardless of state borders.

Accordingly, the Commission has adopted the following policy effective January 9, 2015:

The Commission henceforth will welcome our cross-border partners to participate in Commission-sponsored events, on a “pay-to-play” basis, if the wine(s) meet the following criteria:

1. Production facility is licensed by, and located in Washington State, or is located within the borders of a federally recognized AVA that includes acreage in Washington State,

AND

2. At a minimum, 95% of the grapes used in the production of the participating wine must be from a vineyard located within Washington State, or from one of the current three federally recognized AVA that includes acreage in Washington State (Columbia Valley, Walla Walla Valley, and Columbia Gorge AVAs),

AND

3. The wine label must list the AVA rather than be labeled with the Oregon State wine designation.

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Cider Participation in WSW Events

Cider Participation Policy Approved January 9, 2016, Board Meeting

As of the April 2015 approval of HB 1179, cideries that produce a fermented alcoholic cider with a maximum of **7% ABV** no longer pay an assessment to the Washington State Wine Commission

Additionally, recent legislation (SB 6325) has changed the definition of cider. Effective June 9, 2016, the alcohol content increases to 8.5 percent.

As a result, these cideries are not included in the WSWC constituency and may not participate in WSWC programs, events and promotions in the same capacity as Washington State wineries.

Cideries making fermented alcoholic cider with a maximum of **8.5% ABV** can participate in Taste Washington as a non-winery vendor and purchase a vendor table at that price.

Cideries that produce an apple wine **above 8.5% ABV** continue to be assessed eight cents (.08¢) per gallon by WSWC. Therefore, cideries may participate with these apple wines at Commission programs, events and promotions.