

2010

LIVE 2010 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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LIVE Board Meeting Minutes

January 7th, 2010, 10am-1pm

Northwest Viticulture Center, 215 Doaks Ferry Road, Salem, OR

Attending Board: Ted Casteel (Chair), Jason Tosch (Vice Chair), Allen Holstein (Treasurer), Stirling Fox (Secretary), Betty O'Brien (Chair Emeritus), Ed Fus, Al MacDonald, Kevin Corliss, Don Crank, Ted Farthing (Ex-Officio), Dan Kent (Ex-Officio)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Ted Casteel called meeting to order at 10:05 am.

Minute Approval: Betty O'Brien proposed minor changes to the November meeting minutes. Ted Casteel motioned to approve minutes from November board meeting with the changes Betty proposed. Al MacDonald seconded. Motion unanimously approved.

Reports: Chris Serra presented regular reports

Membership Report: Chris presented the membership report and stated that 5 members had dropped out due to various reasons. 1 new member joined for 2010 in December. 3 new wineries joined the program for the 2009 cycle. Board members held a discussion about pending new members and trends of members joining/dropping out.

Inspector Report: Chris stated that nearly all members reported by the deadline and those that had not had valid extenuating circumstances. Ted Casteel agreed to speak to two vineyard members who still had outstanding reports due.

Lecture Series: Chris stated that the lecture series is off to a good start and that the first lecture is nearly filled to capacity already.

Financial Report: Chris presented the end-of-year actual numbers. The profit and loss was shown for a two year period due to the overlap in crop year/fiscal year and it was shown that LIVE has broken even with the help of grant funding. Chris showed a savings of \$13,000 for FY2009 due to cutting of various expenses from the budgeted amounts. Chris stated that current cash position is \$35k. Following this was a review of best and worst-case scenarios for the next two fiscal years. This led to a discussion of revenue options for the future.

OCSW (Oregon Certified Sustainable Wine) Update: Ted Farthing stated that OCSW currently has 1.5 million bottles that have been registered for logo use. OWB spending in the first year was stated at \$73k. Ted stated that the program takes much OWB energy, including marketing, research and education.

There was much discussion and defense of statements of memory of the history of development between OCSW and LIVE. There were some disagreements about the facts, which seem to have caused some of the tension between the two programs.

Betty O'Brien stated that we move forward with the state of the programs as they stand.

Ted Farthing stated that we should address the OWB mission in terms of marketing, research, and education and how a grant to LIVE would succeed in furthering that mission.

A lengthy discussion followed on how to best re-write the LIVE/OWB grant proposal to have the best chance of success at procuring it.



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Betty O'Brien thanked Chris Serra for well-prepared financial statements.

Vineyard Certification Technical Committee: Jason Tosch spoke about pursuing a more in depth IPM structure for decision-making and risk assessment. He is looking at a more detailed model called PRiME.

Dan Kent stated that thorough evaluation system of ecosystem interactions is needed to address new chemistries and a pilot program is in the works to use the first version of this new tool.

Kevin Corliss gave an update on the Washington Technical Committee. He stated that in the future there are 3 main points to be addressed: 1) Review of Checklist detail, 2) Update and consideration of Yellow List chemistries, and 3) Failure of certain products to address pest problems. He stated a need for better monitoring and review of products with trials and regional extension agents or entomologists. He also stated that there is a need for better assessment of Phomopsis symptoms.

Jason then spoke about Movento being recalled as a legal pesticide due to pre-approval research not having been reported properly. Jason then recommended that LIVE withdraw current support for Movento trials.

Winery Certification Technical Committee: Ed Fus spoke about the winery certification. Ed stated that a major goal in the coming months is to incorporate a dedicated OSHA representative to LIVE for familiarity with the wine industry. The committee is continuing its work on addressing chemical use in the winery. We are also working toward addressing data collection of emissions and energy usage in a more comprehensive manner.

Ed spoke about LIVE being approached to house the Carbon Neutral Challenge standards and be the certifier for this program. The details of this are still being worked out between LIVE and the other parties involved (OEC, OWB, Ecos, et al).

Ed and Dan Kent spoke about integrating Salmon-Safe into new winery development standards. Dan stated that the goal was to have an addendum for 2010 reporting.

Annual Meeting: The annual meeting was discussed briefly. Suggested topics for the meeting included a Leafroll/mealybug discussion as well as lecture by Laurent Deluc. Suggestions for Founders Awards included Porter Lombard and Jude Hobbs.

Ed Fus suggested we find volunteers to help.

The meeting is to be held at the Allison Inn in Newberg on April 22nd, 2010.

Future Meetings:

- WV Vineyard Certification Technical Committee Meeting: January 12, 2010, Viticulture Center, Vineyard determinations
- WV Vineyard Certification Technical Committee Meeting: January 19, 2010, Viticulture Center, Chemistries for 2010
- WA Vineyard Certification Technical Committee Meeting: January 20, 2010, Venue TBD, Chemistries for 2010



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- Vineyard Certification Technical Committee Summit: February 2, 2010, Venue TBD
- Winery Certification Technical Committee Meeting: February 9, 2010, Viticulture Center
- Board Meeting: March 4, 2010, 10am, Washington venue TBD
- Annual Meeting: April 22, 2010, Allison Inn, Newberg
- Board Meeting: June 3, 2010, 10am, Southern Oregon venue TBD
- Board Meeting: August 5, 2010, 10am, Viticulture Center

Adjournment: Ted Casteel adjourned the meeting at 12:10pm



LIVE Board Meeting Minutes

March 4th, 2010, 1-4pm

Northstar Winery, Walla Walla, WA

Attending Board: Ted Casteel (Chair), Jason Tosch (Vice Chair), Allen Holstein (Treasurer), Stirling Fox (Secretary), Betty O'Brien (Chair Emeritus), Ed Fus, Al MacDonald, Kevin Corliss, Don Crank

Attending Guests: Kevin Scribner (Vinea/Salmon-Safe), Jason Magnaghi (Leonetti), Tom Waliser (Waliser), Norm McKibben (Les Collines), Andrea Durbin (OEC), Hannelore Buckenmeyer (OWB via conference), Terry Anthony (via conference), Hester Yorgey (Ecos Consulting via conference)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Ted Casteel called meeting to order at 1:05 pm.

Minute Approval: Ted Casteel motioned to approve minutes from January board meeting as written. Al MacDonald seconded. Motion unanimously approved.

Reports: Chris Serra presented regular reports

Membership Report: Chris presented the membership report and stated that we were on our way to meeting our goal of 20 new vineyard members. Currently there are 10 new members for the year. No new wineries have signed up for 2010, in fact, wineries are still being inspected for 2009 certification. Chris stated that Pepper Bridge is scheduled to become the first winery to be certified in Washington.

Financial Report: Chris presented the financial status of LIVE for the first two months of the year, which was seen as off to a good start. Receivables for vineyard dues (billed in January) were coming in at an acceptable rate. Chris stated that LIVE had \$10,000 committed to lecture series sponsorship.

Vineyard Certification Technical Committee: Jason Tosch presented the technical committee report. He stated that we reviewed chemistries at our annual summit in The Dalles. Region II chemistries were adjusted to meet the need for mealybug pressures as well as to give them more options to work with.

Jason stated that the LIVE Checklist was reviewed over a two-day period in February by a sub-committee, and changes were made that included expanding explanations and compliance instructions, re-wording vague or misleading language, and adjusting requirements to be more regional and realistic. One item that was added was a green bonus item for reporting non-EPA-registered inputs. Tom Waliser raised issues with the vagueness of reporting requirements and Jason stated that this would be a bonus item and not required to pass.

Jason spoke about the conference call with RoxyAnn/Foothills vineyard and their desire to purchase Movento® prior to it being discontinued. LIVE decided to allow it, as the chemistry has been shown to be extremely soft on beneficial insect populations.

Jason continued on to talk about resolving the variant language confusion, in that members could apply for variants in consecutive years if it was for a different pest on a different part of the vineyard, but it would have to be vetted through the technical committee and a decision would have to be made before allowing it.

Jason finished his report by talking about the interest in the pesticide evaluation system PRiME.



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March 4th, 2010, 1-4pm

Northstar Winery, Walla Walla, WA

Winery Certification Technical Committee: Ed Fus spoke about the winery certification. He began by stating that 10 people attended a meeting on February 9th, in which chemical safety was discussed. It was decided that members should be required to have safety committees and train their employees on using MSDS sheets to determine best practices for their winery.

Ed then stated that dealing with wastewater was going to be a longer-term issue that would be dealt with on a site-specific basis, as well as through Salmon-Safe's standards.

He then spoke about going to a Velcorin training at Dobbies winery, and said that he was much more comfortable with the LIVE decision to allow its use under controlled conditions.

Ed then stated that the quality of the sustainability plans as submitted by the wineries for 2010 were not very thorough although it was seen as a positive first step. The technical committee will be required to approve the plans annually, but it was seen as unsustainable to require the whole committee to do so, so it was suggested that a sub-committee be formed.

The next committee meeting will be held on April 1st.

Salmon-Safe/Vinea Update: Kevin Scribner state that LIVE/Salmon-Safe certified 93% of Vinea's acreage, which accounts for about 60% of all of Walla Walla. He then spoke about Jean Francois Pellet's drive to create a winery technical committee to move forward with winery certifications.

The Vinea annual meeting is on March 25th.

Kevin stated the wish for Vinea members to be proactive in addressing new pests and that they see LIVE as the standard bearer for such efforts.

*Andrea Durbin and Norm McKibben arrived at 2:20pm

Board Elections: After deliberating, the ad hoc sub-committee formed to nominate new board members chose Chad Vargas (Adelsheim) and Bill Hanson (Panther Creek). Ted Casteel and Betty O'Brien are the two board members who are retiring from the board.

Annual Meeting: Chris stated that the annual meeting topics would be OSU genetics work of Laurent Deluc as well as Mealybug/Leafroll by Doug Walsh at WSU.

Porter Lombard and Jude Hobbs will be given Founder's Awards.

Ted Casteel stated that the personnel committee would have to convene to evaluate the program manager in May.

Carbon Neutral: After a short break, the Carbon Neutral topic was discussed and a conference call convened. Andrea Durbin of the OEC presented a history of how the project developed and explained the emphasis of the project: measuring emissions, creating a continuous improvement strategy, making the process affordable and accessible, and institutionalizing the checklist. The specific goal was to have LIVE establish a certification program for this standard.

OEC has developed a turnkey process based on measuring, mitigating, and offsetting emissions. The offsets would have to be high impact, verifiable, and measurable, according to Andrea. OEC would lead a



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Northstar Winery, Walla Walla, WA

technical committee that regularly reviewed the standards. They would also raise grant funding through two years.

Andrea discussed other aspects of the program and fielded questions and concerns from the board. She then presented an ideal scenario, where OEC would raise funds, the project would launch in one year, LIVE would hire a full time employee to administer this program.

The board agreed that we should have more discussion before taking a vote. Ted Casteel asked to convene a special board meeting on March 31st at 10am.

Adjournment: Ted Casteel adjourned the meeting at 4:15pm



LIVE Board Meeting Minutes

March 31st, 2010, 10-12pm

Northwest Viticulture Center, Salem, OR

Attending Board: Ted Casteel (Chair), Jason Tosch (Vice Chair), Allen Holstein (Treasurer), Stirling Fox (Secretary), Betty O'Brien (Chair Emeritus), Ed Fus, Al MacDonald, Kevin Corliss (via conference), Don Crank

Attending Guests: Andrea Durbin (OEC), Hannelore Buckenmeyer (OWB via conference), Terry Anthony (via conference), Brad Denig (Ecos Consulting via conference), Pat Dudley (Bethel Heights)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Ted Casteel called meeting to order at 10:05 pm.

The group all gave a roll call.

Ex-Officio Member: The board discussed adding Vicky Scharlau to the board in an ex-officio capacity. Kevin Corliss gave an endorsement of Vicky to become an ex-officio member. Dan Kent said that she would be a help in joint fundraising. Ed Fus stated that Vicky has a leadership reputation. Allen Holstein moved to add Vicky Scharlau to the board as an ex-officio member. Ed Fus seconded the motion. Unanimously approved.

Carbon Neutral: Ted Casteel introduced the topic. Terry Anthony stated that the only difference between his vision and that of Andrea Durbin is that Andrea's version included LIVE being the administrator of the program in house.

Andrea gave an overview of her vision and that there is one other key difference - that being the creation of a dual program: carbon reduction and zero carbon option.

Chris Serra addressed his concerns with taking on a separate certification program rather than adopting standards from a separate program in the same way we do for Salmon-Safe.

Kevin Scribner recounted what he understood to be the concerns of LIVE and suggested that Willamette Partnership would be a good partner to take this initiative on. Andrea stated that WP does not do certification and this is a key aspect of LIVE taking this on.

Allen Holstein expressed concern about not having independent technical expertise. Andrea said that there would be enough committed parties to address technical concerns.

Don Crank expressed concerns with the fact that there are too many questions with the existing system for him to be comfortable with LIVE certifying carbon neutral.

Dan Kent said that LIVE should not ignore the climate issue but he was not certain that this program was the right path.

Kevin Corliss agreed with Betty O'Brien that we need a generous timeline and guarantee of funding. He also stated that any certification program should be crafted to include on wider regional basis than just Willamette Valley.

Allen Holstein excused himself and left a Yes Vote on adopting the carbon neutral certification program.

Kevin Scribner stated that LIVE should act as a "midwife" to this program moving to a separate organization.



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Northwest Viticulture Center, Salem, OR

Ted Casteel asked for a motion. Discussion ensued. Ted asked to form an ad hoc committee to develop a transition plan to incorporate the program. Members would be Ed Fus, Jason Tosch, Don Crank, and Kevin Scribner. Kevin Scribner is the chair.

Particulars were worked out through discussion so as to craft a motion.

Al MacDonald motioned that LIVE start a carbon mitigation certification program as a separate entity under an administrative capacity, conditional on funding and committee participation, as well as an exit strategy if the program is not sustainable. On an annual basis this program would be reviewed and within 36 months a decision would be made on whether to continue with it. A committee will be formed to develop transitional plans to incorporate the current standards. Ted Casteel asked for a motion. Ed Fus seconded. Unanimously approved.

Adjournment: Ted Casteel adjourned the meeting at 11:40am.



LIVE Board Meeting Minutes

June 3rd, 2010, 1-4pm

RoxyAnn Winery, Medford, OR

Attending Board: Jason Tosch (Chair), Allen Holstein (Treasurer), Stirling Fox (Secretary), Ed Fus, Al MacDonald, Don Crank, Kevin Corliss (via phone), Bill Hanson, Chad Vargas

Attending Guests: Randy Gold (Gold Vineyard/Southern Oregon Tech Committee Chair)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Jason Tosch called meeting to order at 1:00 pm.

Minute Approval: Jason Tosch presented the minutes for approval from the previous board meeting and a special board meeting on the Carbon Neutral program. Al MacDonald made two small corrections to the board meeting minutes. Jason asked for a motion to approve the minutes with these changes. Ed Fus motioned to approve minutes from March board meeting as well as the special board meeting from March 31st. Al MacDonald seconded. Motion unanimously approved.

Officer Elections: Officers were nominated, as this was the first board meeting following board member elections at the LIVE Annual Meeting.

Allen Holstein nominated Ed Fus for vice-chair, volunteered to remain secretary and nominated Stirling Fox to remain secretary. Bill Hanson seconded the motion. The motion was unanimously approved.

Jason asked that a new officer position be created and be called "LIVE Technical Director." This position would oversee all technical committees. Al MacDonald stated that the bylaws determine officer positions and they would have to be amended for this to happen. Al recommended creating a 'liaison' to the technical committee.

Jason Tosch motioned to create a technical committee liaison. Bill Hanson seconded the motion. The motion was unanimously approved.

Program Manager Evaluation: Jason Tosch closed the board meeting for an executive session to discuss the program manager evaluation. Chris Serra and Randy Gold were temporarily excused.

Chris Serra and Randy Gold returned and the board meeting was re-opened. Jason Tosch stated that Chris Serra was performing above expectations and that the board was very pleased with his work. He then stated that there would be a compensation of \$55,000. Jason stated that this would enable Chris to purchase insurance on the open market while still being compensated fairly. Chris thanked the board of directors for their generosity and praise.

Reports: Chris Serra presented regular reports

Membership Report: Chris presented the membership report and stated that there were currently 228 vineyard members, exceeding the 10% growth predicted. No new wineries have signed up for 2010 but Chris is confident that the goal of 10 new wineries is still reasonable and that the recruitment of wineries would take place in the summer.

Financial Report: Chris presented the financial status of LIVE.

Chris stated that the current cash position was \$98,082. He stated that he has been able to generate cost savings through negotiations with inspectors through the bidding process, and cutting expenses when not absolutely necessary. Chris stated that although the original budget

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June 3rd, 2010, 1-4pm

RoxyAnn Winery, Medford, OR



had predicted a break-even scenario, it is more likely that LIVE would show between \$0-20k surplus. Added to the predicted \$37k cash at beginning/end of year, this would show a scenario of \$37-57k cash carried forward into 2011.

There was some discussion as to how to manage the cash that was accruing. Some members recommend a dividend, while others recommended continued educational seminars. Chris Serra stated that it is generally acceptable for non-profits to retain cash that is less than two-times operating expenses, which would equal about \$290k. He stated that this cash carried forward should be used to grow the organization, maintain a highly capable inspector base, and perform more education and outreach.

Allen Holstein closed this discussion by stating that LIVE now has a defensible amount of capital in reserve that the board can discuss at future meetings

Vineyard Certification Technical Committee: Chad Vargas, the new Vineyard Certification Technical Committee chair, gave his report. He began by stating that the southern Oregon technical committee had its first meeting earlier in the day.

Randy Gold spoke briefly about how the growers in southern Oregon are excited to participate in the program and to have input through the technical committee. He stated that most growers will fall under the LIVE Region II structure.

Allen Holstein stated that they should have environmentalists on their committee so as not to have "...the fox guarding the henhouse." In other words, there has to be some form of oversight from independent sources when discussing the standards.

Chad Vargas spoke about Spotted Winged Drosophila. He stated that there was no perceived economic damage in California, and that there is a \$5.8 million grant to research the problem. Kevin Corliss stated that there is a legitimate concern in Washington about horizon pests and believes that LIVE should address these proactively. He said that he and Doug Walsh would preemptively work on control strategies for these horizon pests.

Allen Holstein stated that if heavier non-allowed chemistries are the only ones that are effective on a pest, that there needs to be a pathway for variants and emergency guidelines.

Winery Certification Technical Committee: Ed Fus gave his report. He stated that there would be a social event on June 15th to release the 2010 winery standards. Don Crank then spoke about the Carbon Neutral meetings that had taken place. He stated that all parties are still looking to secure funding that will push the process forward. Don then explained the tier structure that was presented at the last meeting.

The program is to be called "Climate Pioneers" and will be divided into two tiers: Tier 1 will not require offsets or registration with the Climate Registry, but will require greenhouse gas reporting and an inspection, followed by a mitigation plan. Tier 2 will require purchasing of offsets and TCR registration in addition to the reporting.

Jason explained that the program would be available to LIVE and non-LIVE members alike.



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RoxyAnn Winery, Medford, OR

Future Meetings: Although board meetings are typically held on the first Thursday of every other month, some board members have requested flexibility due to conflicts. The following meetings were scheduled:

Board Meetings

- Tuesday, August 3rd, 2010 at 10am at the Northwest Viticulture Center in Salem
- Thursday, November 11th, 2010 at 1pm at the Northwest Viticulture Center in Salem
- Wednesday, January 5th, 2010 at 1pm at the Northwest Viticulture Center in Salem

Vineyard Joint Technical Committee Meeting

- Wednesday, January 5th, 2010 from 10am-12pm (prior to board meeting)

OEC/LIVE

- Wednesday, July 7th at 10am at the OEC office in Portland

Adjournment: Jason Tosch adjourned the meeting at 2:55 pm



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August 3rd, 2010, 10-12pm

Northwest Viticulture Center, Salem, OR

Attending Board: Jason Tosch (Chair), Ed Fus (Vice-Chair), Allen Holstein (Treasurer), Stirling Fox (Secretary), Al MacDonald, Don Crank, Kevin Corliss (via phone), Bill Hanson, Chad Vargus, Dan Kent (Ex-officio via phone), Vicky Scharlau (Ex-officio via phone)

Attending Guests: Gwen Goodrich

Attending Staff: Chris Serra (Program Manager)

9:56 am Vicki patched in on teleconference

10:05 am Dan Kent patched in on teleconference

Call to Order: Jason Tosch called meeting to order at 10:00am.

Minute Approval: Jason motions to approve the minutes from the June board meeting. Ed Fus seconds the motion. Unanimously approved.

Special New Business: Potential expansion into new regions.

Chris Serra and Dan Kent present the case for expansion into British Columbia (BC). At this year's Salmon-Safe summit, one SS' partners, Pacific Salmon Foundation (PSF), expressed interest in developing a certification program for vineyards in BC.

PSF: Dan Kent BC work Salmon-Safe has been working towards conservation into outreach into land orders from N CA to BC. SS is looking to develop a few partnerships with BC groups. PSF attended the summit a few years ago and formalized the arraignment in BC with Salmon Safe. PSF is non-profit foundation that collects and distributes federal and provincial funds to conservation projects throughout BC to preserve salmon. First farm assessment with Jude Hobbs will be taking place later this summer. Also looking to build more capacity with Trout Unlimited which focuses on putting water back into streams, just received grants that will target orchards and vineyards.

As an aside, Dan Kent mentions that Brown and Sons, certified through LIVE/Salmon-Safe, are orchard owners that are selling fruit with Salmon-Safe PLU stickers on them.

Dan Kent does not feel expansion will require an additional tech committee. Kevin Corliss states it will be possibly be too far to combine committees from a logistical standpoint.

Chris Serra states that his recommendation is to form a technical committee and look for grant from PSF for fees. John Morrison would inspect this region's vineyards. In the second year, vineyards would pay for themselves. Dan feels that PSF would definitely be approving of giving grants to start this. Jim Bernau at Willamette Valley Vineyards met with PSF and went to BC to speak about these conservation efforts.

Allen Holstein stated that LIVE started as more of an educational organization but turned into more of a presence in the marketplace. He is concerned that additional members would mean additional work for an already strained board. Allen asks what the point would be of expanding into PA and NY. He argues that LIVE stands to lose influence in the areas we are representing and inspecting unless there are energetic people behind these areas with a tech committee.

Jason Tosch asks when are we going to put limits on where our expansion should end? From Willamette Valley to all of the Northwest. Jason asks 'What are the true benefits to growing?'



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Northwest Viticulture Center, Salem, OR

Al MacDonald states that we can use Food Alliance as a model, work done by volunteer board members at LIVE when FA has its own specialist. Al MacDonald states that this is a little past our original scope/target but encouraging sustainability is important and let's assist as much as we can.

Dan Kent wants to maintain LIVE as the primary vineyard certifier, possibly finding someone else to start the certifying projects and then at some later point LIVE would take over as the sole certifier in BC. Allen states that there wouldn't be a synergy with the having wine sold in BC versus our area.

Bill Hanson states that BC is viewed as sustainable as well as our area, so joining with them and branching out with LIVE as a meaningful umbrella to help simplify all of the different certifications to streamline.

NY doesn't have any certifiers and is untapped. Al MacDonald has spoken to representatives from NY and who have subsequently developed a workbook and has looked into getting state funds. Al then stated that we could possibly look into setting up a program for a fee as consultants.

Don Crank expressed some concern with under-participation in the group. He would like to see much more interest before proceeding.

Vicky Scharlau stated that LIVE was typically considered to be OR-based and that LIVE should be branded as more of a wines and vines certification instead of Oregon based.

Jason Tosch proposed a motion to proceed with BC expansion.

Motion: The board moves to recommend exploring and implementing an expansion of LIVE certification in British Columbia along the timeline and strategy presented by Chris Serra.

Vote: Six yays (Don Crank, Stirling Fox, Ed Fus, Bill Hanson, Al MacDonald, Chad Vargas), two nays (Kevin Corliss, Allen Holstein). Jason Tosch abstained. Motion carries.

A brief discussion took place about a proposed New York/Pennsylvania timeline.

Al MacDonald stated that eventually LIVE could take over the role of the IOBC, certifying regional chapters, rather than the vineyard/winery members themselves. In the next few years there will be a national sustainability standard released that LIVE will have to conform to or change its claim.

Jason Tosch stated that this discussion could be tabled for future meetings.

10:25 am Dan Kent excuses himself

10:30 am Stirling Fox arrives

A discussion took place about a proposal for vendor accreditations. Chris Serra stated that LIVE could accredit, rather than certify vendors that the organization saw in line with its objectives and goals. He stated that Salmon-Safe and Oregon Tilth both have an accreditation model that could be adapted for LIVE. The board universally agreed that this would be beyond the scope of what LIVE is chartered to do.

Reports: Chris Serra presented the regular reports

Membership Report: 235 total vineyard members, 216 in OR 18 in WA. LIVE passed the 20,000 total acre mark. 40 new members joined this year thus far, and we lost 6. Some individuals still

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have not paid. Grown 16.4%. Aiming for 10 new wineries this year alone. Exceeded growth for vineyard membership.

Financial Report: LIVE is still conservatively projecting 2010 breakeven. However, \$4200 is still outstanding for vineyard inspections. \$4,000 dues is still outstanding. \$9,000 still projected to come in for projected 9 additional wineries. With the outstanding revenue, there is a potential for retained earnings of \$18,000 which, when combined with the \$33,000 carryover from 2009, may result in \$55,000 in the bank at year end.

Vineyard Certification Technical Committee: Chad Vargas gave an Update for Region I and II:

- Research Trials for New Chemistries
 1. Movento for phylloxera control (Vaughn Walton).
 - 2010 is the second year of this three year experiment. First application were made in 2009 with one rate of Movento (6.25 oz/a) with DyneAmic surfactant (72 oz/a) at two timings (6/12/09 and 7/22/09) for a total of 12.5 oz/a. Controls were present directly across from the treated vines and were kept clean of chemicals by use of plastic drapes. In 2010, a second treatment was added in which the rates were split between the highest allowed per application (8 oz/a) and a second application at 4.5 oz/a for a total of 12.5 oz and the rate of DyneAmic was increased to 80 oz/a. The timings of application for 2010 were 6/27 and 7/28.
 - At the Adelsheim site, an additional larger area consisting of approximately 1.5 acres was sprayed starting in 2009 with the 6.25 oz/a at the two timings. The effects of the spray were quite obvious in 2010 and the vines recovered significantly from the application. We decided to continue the treatments on the area and in 2010, applied 8 oz/a the first application and 4.5 oz/a at the second.
 2. Miticide for control of rust mites (Vaughn Walton).
 - 2010 will be the first year in an undetermined length experiment involving several miticide treatments that show potential for controlling rust mites. The treatment is designed to look for chemistries that effective just prior to the annual migration of the rust mites to their over wintering sites. Treatments include Movento, sulfur plus Vintre, sulfur alone, Vintre alone, Envidor, and Surround.
- Research Trials for Efficacy
 1. Botryticide efficacy trial introducing Regalia.
 - 2010 experiment which looks at the efficacy of several botrytis products. The treatment list included Flint, Regalia, Serenade, Vanguard, Actinovate with whey, and Endura (boscalid component of Pristine). One treatment was planned at the bloom timing and those applications were made the week 7/12 to 7/16.
 - A decision was made by the Tech Committee to retreat the experiment at the bunch closure stage (8/2 to 8/6). The second application will make the trial follow what appears to be the standard treatment schedule for botrytis this year.
- Southern Oregon Tech Committee Update



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Northwest Viticulture Center, Salem, OR

- Randy Gold email indicates first meeting will be in September and all members have been asked to get familiar with Passport for Region II and bring opinions and ideas to the meeting.
- New chemistries meeting scheduled- August 24th at Golden Valley Brew Pub hosted by Don Welliver of Crop Production Services.

Winery Certification Technical Committee: Ed Fus stated that the June 15th social event was a great success, and that there has been no technical activity because this was when the workbook was finalized for the year. The winery workbook is now available as a web-based checklist in the same way the vineyard checklist is. Currently Gwen Goodrich is finishing her winery recruitment project, using grant funding from the OWB. Vicki Scharlau stated that Winerywise has been focusing on this as well, they have received a grant to complete the workbook. Vicky stated that she is hoping to build in the LIVE certification process as well.

OCSW report: Hannelore Buckenmeyer stated that there has been quite a lot of media coverage, with videos and media focused events. The second focus is the online marketing campaign, and retailer education push through the grant that has not been received yet. The next big push will happen in spring of 2011.

Lecture Series: Chris Serra stated that the OSHA lecture at Argyle was a great success, and that it should be continued in 2011.

Climate Pioneers/OEC: \$92,500 was awarded to OEC by the ODA to fund two years of operations. The OEC is also looking into Erath Foundation for website development. There is a meeting next week at OEC to look into the technical committee. Tony Soter has mentioned bridge funding if ODA funding doesn't come available immediately.

There has been a verbal commitment from great tech committee from OSU, and WSU. Participation from wineries has been great thus far.

A question was posed: Will the program succeed beyond this core group or will it stall with 10 interested parties. This will hinge on the success of OCSW. Hannelore stated that in less than 5 years it will be incorporated into OCSW in some form. Convincing wineries to go carbon neutral will be difficult, and for this reason it is believe that the carbon reduction option will be popular. Jason stated that the program may have to be grant funded indefinitely. He stated that at this point we are involved and moving forward regardless of additional interest. Bill Hanson stated that this program looks prohibitively expensive for wineries to be involved in. Chris Serra assured him that the program will be optional for wineries to be involved in for at least 5 years, and will not be required by LIVE. Interviews for the position of Climate Pioneer program manager will be taking place and be conducted by a subcommittee of the LIVE board combined with OEC and OWB.

New Officers: At the last board meeting, Al MacDonald stated that it may be necessary to amend the bylaws to assign new officers. Chris Serra stated that after reviewing the bylaws this is not the case - no vote necessary to assign officer position. Chris Serra would like to convert the technical committee liaison to an officer position. Chad Vargas is currently the unofficial voice for these individuals as Willamette Valley Technical Committee Chair.



LIVE Board Meeting Minutes

August 3rd, 2010, 10-12pm

Northwest Viticulture Center, Salem, OR

Jason Tosch moved that LIVE create the position of Viticulture Technical Officer for the purpose of communicating board decisions to and from the tech committees. Motion carried unanimously.

Chris Serra stated that he would also like to create a position of *Education Officer*. The board agreed that this may be necessary in the future, but would like to see a description of responsibilities before making a vote.

Chris Serra stated that he would also like to create a position of *Climate Pioneer Officer*. Jason Tosch again agreed that this may be necessary, but only after the program manager is hired for this new program.

New Business

Changes to the LIVE Lecture Series: Chris Serra recommended holding fewer lectures and combining them into all day events quarterly. He recommended obtaining new volunteers, and piggybacking onto other events in the industry. He stated a \$20,000 sponsorship goal, recommended recruiting volunteers to fundraise, and would like to have each board members recruit one donor.

Ed Fus asked about a potential Washington partnership. Vicky Scharlau stated that there is a summer tour all day bus event that could possibly be tied in. Vicky could give an introduction at the WAWGG annual meeting that is attended by LIVE. Chris stated that the events have to be in alignment with LIVE's standards for the members get credit for attending.

5-year plan review: Chris Serra stated that it is time for the LIVE board to have a one-day retreat where we revisit the 5-year plan. Jason Tosch requested that the LIVE board be sent the current 5-year plan. A focus of where LIVE wants to go needs to be addressed in that 5 year plan, especially focusing on other regional issues. The board agreed that January is the best time to have that particular meeting. Jason stated that the meeting should be held in the afternoon of the vineyard determination meeting. All tech committee officers and board members should be involved. The date of Jan 12th at 9 am was proposed for the retreat. Vicky will possibly be the moderator, its just a few weeks before the WA annual meeting and will be strapped for time. Vicky and Chris will go over expectations and focus. 9-5 through the Discovery Center, lunch will be provided.

Website Update: Blogging is now available on the LIVE website, and participation from the board members is desired.

Future Meetings: The following meetings were scheduled:

Board Meetings

- Thursday, November 11th, 2010 at 1pm at the Northwest Viticulture Center in Salem
- Wednesday, January 5th, 2010 at 1pm at the Northwest Viticulture Center in Salem

Vineyard Joint Technical Committee Meeting

- Wednesday, January 5th, 2010 from 10am-12pm (prior to board meeting)

Climate Pioneers

LIVE Board Meeting Minutes

August 3rd, 2010, 10-12pm

Northwest Viticulture Center, Salem, OR



- Wednesday, August 11th at 10am at the OEC office in Portland

Adjournment: Jason Tosch adjourned the meeting at 11:58 am.

LIVE Board Meeting Minutes

November 11th, 2010, 1-3pm

Northwest Viticulture Center, Salem, OR



Attending Board: Jason Tosch (Chair), Ed Fus (Vice-Chair), Stirling Fox (Secretary), Al MacDonald, Don Crank, Kevin Corliss (via phone), Bill Hanson, Chad Vargas, Dan Kent (Ex-officio), Vicky Scharlau (Ex-officio via phone)

Attending Guests: Kevin Scribner (Vinea/Salmon-Safe), Hannelore Buckenmeyer (OWB/OCSW via phone)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Jason Tosch called meeting to order at 1:00pm.

Minute Approval: Jason Tosch motioned to approve the minutes with typo edits from the August board meeting. Ed Fus seconded the motion. Unanimously approved.

Reports: Chris Serra presented the regular reports

Membership Report: 235 total vineyard members, 216 in OR 18 in WA. LIVE passed the 20,000 total acre mark. 40 new members joined this year thus far, and we lost 6. Some individuals still have not paid. Vineyard membership has grown by 16.4%. LIVE is still aiming for 10 new wineries this year. We have exceeded growth for vineyard membership.

Financial Report: LIVE is still conservatively projecting 2010 breakeven. However, \$4200 is still outstanding for vineyard inspections. \$4,000 in vineyard dues is still outstanding. \$9,000 still projected to come in for projected 9 additional wineries. With the outstanding revenue, there is a potential for retained earnings of \$18,000 which, when combined with the \$33,000 carryover from 2009, may result in \$55,000 in the bank at year end.

Stirling Fox arrived at 1:10pm

Budget 2011

Chris Serra gave the budget overview for 2011. Jason Tosch thanked Chris Serra for his work in reducing expenses. A brief discussion was held about any questions the board had regarding line items.

Chad Vargas motioned to approve the 2011 budget. Ed Fus seconded. Unanimously approved.

Chris brought up the planned dues increase and recommended not to raise them currently. Ed recommended communicating this to the members.

Kevin asked about the rationale to raising dues for larger vineyards. Chris and Stirling explained that it was to maintain a fair distribution of costs among the members.

Jason Tosch moved that we do not raise the dues and inspection fees for 2011. Ed Fus seconded. Unanimously approved.

Vineyard Certification Technical Committee: Chad Vargas gave an Update for Region I and II:

Region I: SWD in August. LIVE developed and approved a protocol for SWD. Entrust, an OMRI approved chemical, was approved for use.

LIVE Board Meeting Minutes

November 11th, 2010, 1-3pm

Northwest Viticulture Center, Salem, OR



New chemistries meeting in August where tech committee members heard from some chemical companies on new chemistries that were available. Chad said that some companies are releasing chemistries that are technically pre-emergent in their mode of activity, but are softer than current herbicides on the LIVE approved list. He would like to see LIVE address these chemistries in January.

In September, botrytis was an issue. Chad spoke about an in season approval for Oxidate for 2010. Chad brought up some issues that came about from the technical committee approval of this chemistry in-season.

In October samples were collected from the Movento/phyloxera trial and significant differences were found in the treatments. Movento has regained registration and will be addressed for inclusion on the 2011 list.

SWD has not been confirmed in Willamette Valley Vineyards, although larvae from fruit flies were collected. Results forthcoming.

See Tech Committee update for additional detail

Chad Vargas expressed the desire to have a Technical Committee meeting in December.

Jason Tosch expressed concern about sulfur dust being used in southern Oregon and would like to have this addressed at the January Viticulture Tech Committee meeting for new chemistries.

Chad spoke about Central Washington's technical progress. SWD research was conducted.

Botrytis outbreak was worst in history of WA. The growers would like to add botrytis products to the region II list.

Chris gave brief inspector reports.

Winery Certification Technical Committee:

Ed gave the winery technical committee report. Hannelore spoke about the OCSW steering committee review of the changes to the chemical standards in the winery program. She spoke about the committee's decision to ask LIVE to revisit these standards.

Don Crank stated that he presented the LIVE tech committee process of addressing the standards. Don stated that a member of the OCSW steering committee was concerned in particular with two chemicals, Velcorin and Potassium Sorbate. Don stated that these two chemicals are safe when used in processing.

Jason Tosch stated that any evaluation should be based on fact, not consumer opinion. He stated that Pat Dudley spoke with Neil Shay and recommended the Wine Institute develop an evaluation tool for winery chemicals.

Ed Fus spoke briefly about the emotional response to Velcorin that is relatively unfounded.

Ed spoke about other issues we will be addressing at the Dec tech committee meeting, including custom crush issues.

Hannelore stated that LIVE needs to do what is best for LIVE, and that OCSW either approves or disapproves.

LIVE Board Meeting Minutes

November 11th, 2010, 1-3pm

Northwest Viticulture Center, Salem, OR



Chris stated that Pat Dudley and Neil Shea will be attending the next technical committee. Kevin Scribner requested a record of the next LIVE tech committee because Vinea will be moving forward with the LIVE protocols for the winery.

Salmon Safe Update: Dan announced that new farm standards have been released and are about to be peer reviewed. He continued to say that Salmon-Safe is aiming for greater consistency in its certification through its methodology.

The High-Risk list will be reviewed and refined.

Salmon-Safe is looking to be included in Demeter certification, but there are large pieces missing from Demeter's standards.

Salmon-Safe has started doing farm assessments on non-vineyard properties to start, and looking toward late 2011 for vineyards.

NOA is looking at recognizing Salmon-Safe regulatory acknowledgement.

Vinea: Kevin Scribner spoke about the goal of Vinea to refine what they mean by sustainability. He also mentioned partnering with LIVE for the annual meeting.

Climate Pioneers/OEC: Chris stated that the CP standards are 90% complete and that a new hire will be made in the next week.

Jason stated that he will write a letter to the OEC to require an additional 1/5 of Chris' salary to be paid for above his current salary.

New Business: The board spoke about the annual meeting.

Location: Northwest Viticulture Center or Willamette Valley Vineyards

Speakers: IOBC, Governor

Founders Award: Ted Casteel and Pat Dudley

Future Meetings: Future meetings were scheduled.

Adjournment: Jason Tosch adjourned the meeting at 3:24 pm.