

Southern Oregon Wine Institute

SOWI

Presentation to Board of Education
March 21, 2018

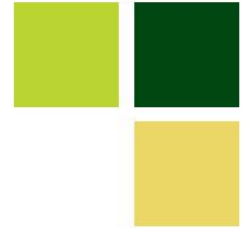


Southern Oregon Wine Institute

The Southern Oregon Wine Institute supports and promotes the Oregon wine industry, changes student lives, and enriches the community through seminars, industry partnerships, research based academic programs, and a wine tasting room offering wines made on site and by other regional wineries.



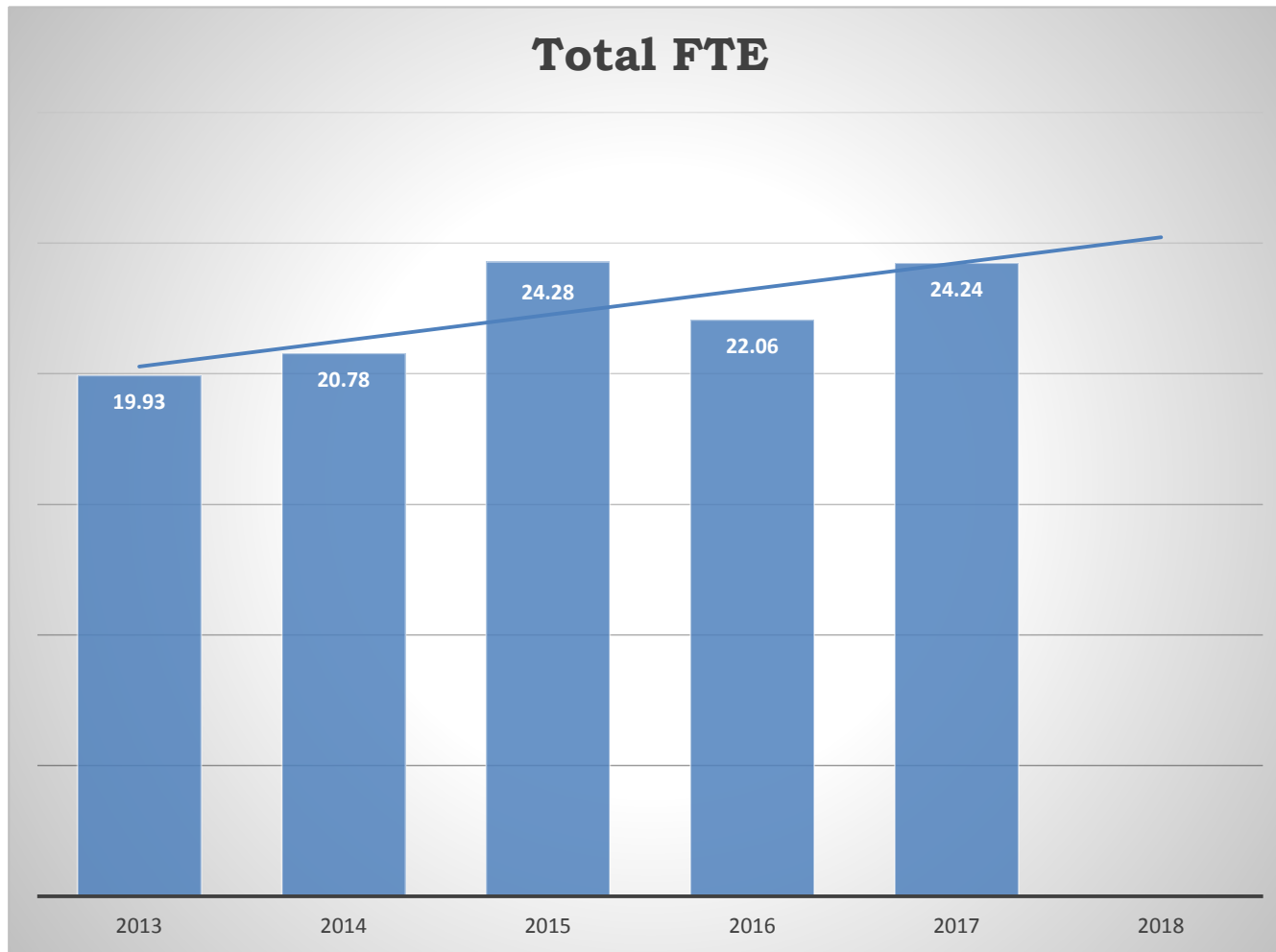
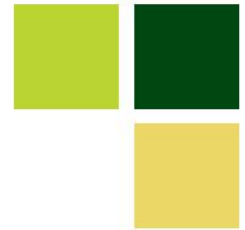
Southern Oregon Wine Institute



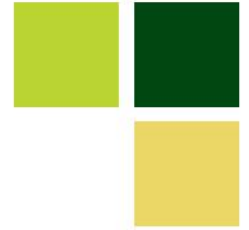
The Southern Oregon Wine Institute is a multi-faceted institution with the following components:

- Viticulture & Enology Program
- “Living Laboratory” Vineyard
- Commercial Winery
- Public Tasting Room

Viticulture & Enology Program



Viticulture & Enology Program



The Viticulture & Enology Program is currently working towards alignment and transfer agreements with the following institutions:

- Southern Oregon University
- Oregon State University
- Linfield College
- Chemeketa Community College
- Washington State University
- Walla Walla Community College



Viticulture & Enology Program



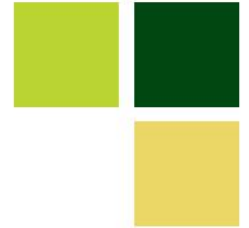
SOWI partners with other institutions of higher education, businesses, and wine industry associations to conduct educational seminars, meetings, labs, and events for the wine industry and general public.

Recent partnerships for seminars, meetings, and labs include:

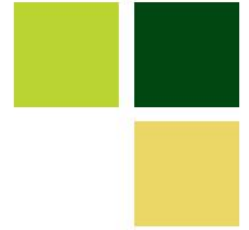
- Oregon State University-Southern Oregon Research & Extension Center
- Umpqua Valley Winegrowers Association
- TacAero Aviation
- Mountain High Aviation
- ETS Laboratories
- BlueMorph UV
- Bahco Tools
- Douglas County Extension Service-OSU
- Naumes Crush and Ferment
- Duarte Nursery
- Pacific Crest Vineyard Services
- Results Partners
- King Estate Winery
- Quady North Winery-Barrel 42



Viticulture & Enology Program



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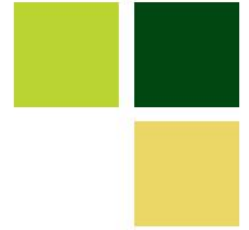
“Living Laboratory” Vineyard

Utilized to provide relevant instruction to students. This provides practical hands-on experiences, helps students develop marketable skills, and supplies grapes to the SOWI winery.

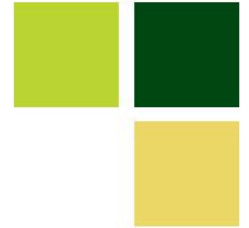
- 2 acre vineyard now in production.
- 3 acre “Charlie’s Place” being developed 2018.

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“Living Laboratory” Vineyard



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Commercial Winery

A commercial winery with state of the art equipment is used to teach current and emerging industry practices, provide practical hands-on experiences familiarizing students with winery equipment, and helps students develop skills that benefit employers.

- Produces wines from SOWI estate vineyards and other sources.
- Contracts winemaking services for other Oregon wineries.
Currently hosting 2 alternating proprietors.
 - Spire Mountain Cellars
 - Mustard Seed Cellars
- SOWI is successfully negotiating additional contract winemaking services and winery clients.

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Commercial Winery

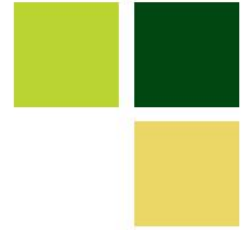


State of the
art equipment



Southern Oregon Wine Institute

Commercial Winery



Students develop
marketable skills

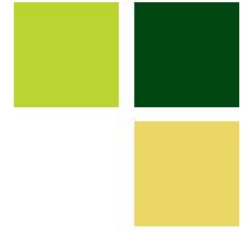


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Commercial Winery



Southern Oregon Wine Institute

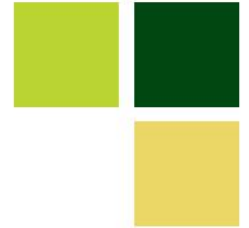


Public Tasting Room



- Promotes and sells wines produced by SOWI during public tasting room hours.
- Supports events at the Lang Center and other UCC venues by selling SOWI and other local wines, beers, and ciders.

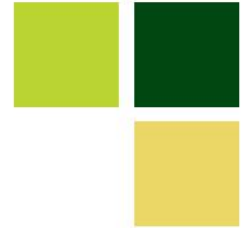
Southern Oregon Wine Institute



Vision

- Expand support and promotion of the Southern Oregon grape and wine industry through program offerings, and by acting as a centralized venue for industry meetings and educational seminars.
- Gain recognition of SOWI's Viticulture & Enology Program as the leading institution in Southern Oregon for wine and grape industry education.
- Become a more recognized venue for community and industry events and cultural activities including art exhibits, music, craft shows, and wine festivals.
- Promote other Southern Oregon wineries through sale of their wines, during public tasting room hours.
- Expand the Viticulture & Enology Program to include a certificate in winery equipment repair and maintenance.

Southern Oregon Wine Institute



Industry and Community Relations

The Southern Oregon Wine Institute has a good overall relationship with the local and statewide wine industry.

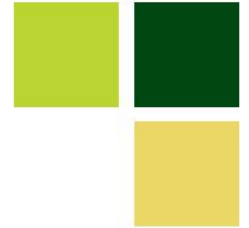
SOWI continues to culture a favorable relationship with the small number of wine industry members who have not been SOWI supporters in the past.

SOWI **currently** supports the wine industry and community in the following ways:

- Hosting of industry meetings
- Educational seminars for industry members
- Educating new and incumbent industry employees
- Contract winemaking services
- Alternating proprietors and incubator clients
- Sale of other wineries' wines at events
- Purchase of grapes from other vineyards
- Public wine tasting room
- Community education classes



Southern Oregon Wine Institute



Future Plans and Goals

- Increase student enrollment by continued collaboration with, and visibility to, industry partners and community groups.
- Increase advertising to build stakeholder and community awareness and appreciation of SOWI's valuable industry role.
- Increase participation in statewide industry events and wine festivals to promote SOWI and recruit students.
- Increase SOWI tasting room traffic by offering food, and more cultural activities such as art exhibits, music, craft shows, and wine festivals.
- Increase industry and community educational events.
- Increase industry services such as additional contract winemaking, winery clients, and industry promotion.

SOWI

A valued resource for the
Oregon wine industry

