

WineVision Meeting, June 7-8

Paul Dolan described the meeting as "a remarkable happening of industry unity and discussion of key issues facing the wine industry.

Following a discussion of key issues facing the wine industry, the WineVision Team is now ready to move forward with a successful process. Following the meeting there was a new enthusiasm for leveraging and coordination.

From soil to shelf, this is what's possible

**To make American wine an integral part of American culture,
to be the preeminent supplier to the global market,
and a leader in sustainable* practices.**

* environmentally sound, economically viable and socially just

With a unified message, the wine industry can fund and support research databases, enhance the distribution system, develop legal and political strategies, create a U.S. wine image and maximize relationships with stakeholders and all governments.

The group decided to begin cataloging organizations of what groups are in place and what they are currently doing.

Priority industry-wide issues include

1. Expanding the global marketplace which includes expanding the consumer base and listening to the consumer, improving the U.S. wine image and internal education.
2. Working with the shifting dynamics of the anti-alcohol movement looking at legal liability, the relationship of wine with tobacco, guns and children and social issues such as drunk driving, youth access and fetal alcohol syndrome.
3. Dealing with increasing government regulations some of which are positive and negative such as taxation, environmental, distribution, advertising and promotional activities and labor and immigration.
4. Increasing global industry market intelligence data by funding research, disseminating research and trends forecasting.
5. Developing proactive environmentally friendly solution including production practices, ag/urban interface and costs
6. Continuing support of health issues
7. Product/label integrity by better defining what wine is to the consumer.