



April 2021 Newsletter

NEWS AND UPDATES

Save the Date: Second Annual Wine On Earth Taste-a-Thon!



The past year has taught us just how special the simple act of coming together over a bottle of wine can be. Whether we are still social distancing or celebrating a welcome reunion with family and friends, wine can bring us together. The second annual “Wine On Earth Taste-A-Thon” is a series of virtual tastings from the world’s most renowned wine regions all occurring on a single day: June 17, 2021. Our members from around the world will taste wines from their unique regions. Everyone is welcomed to join in – at any time, from any time zone, and from the comfort of your home. Keep an eye on our [event page](#) to learn more and to find a virtual tasting in your country.

WOA Urges New USTR to End Barriers to Trade in Wine



On March 17, 2021, the U.S. Senate unanimously confirmed Katherine Tai to be the next U.S. Trade Representative. The Wine Origins Alliance sent Ambassador Tai a [letter](#) urging her to work alongside partners in the European Commission to build upon the recent progress that has been made towards resolving the aircraft subsidies dispute and seek multilateral solutions to other disputes that avoid tariffs on unrelated products such as wine, and to better protect wine place names in U.S. trade agreements. This letter followed an agreement among the United States, European Union, and United Kingdom to suspend the Airbus-Boeing retaliatory tariffs for four months. Click [here](#) for more details.

Australian Wine Industry Assesses Bushfire Damage, Recovery



After more than five months of ranging bushfires across the continent of Australia, there are few official figures on the wine industry value that was lost because vintners must see how vines recover both from the fires and the searing heat over the next year. [Wine Spectator](#) reported that while historically unprecedented, the fires have not presented as large of a loss as initially feared. Recovery, not loss, is a common theme among wine producers affected by the burning and smoke taint.

Texas Wine Growers Agree to Elevate AVA Labeling Requirements



On March 10, several leading associations and players in the Texas wine industry agreed on a legislative compromise regarding the amounts of Texas fruit to be used in Texas wines, allowing the state to join other leading wine producing states and label wines whose fruit comes from designated locations within the state. The legislative compromise language states that “[w]hen using the AVA designation on a wine label, 85% of the grapes in that bottle must come from the AVA stated, while the remaining 15% of the grapes must come from Texas. Read more about the proposed changes [here](#).

Wine Regions Mitigate Changing Climates



From rising average temperatures, longer periods of drought, and less predictable rainfall, our member wine regions are on the frontlines of climate change, but also ahead of the curve in finding ways to combat these issues. Natalie Sellers describes in [Wine Searcher](#) how wine regions in France, the United States and Australia are looking for ways to thrive through new irrigation, renewable energy and sustainable viticulture solutions, including experimentation to produce new grape varieties. Read more [here](#).

MEMBER TRIVIA



With about 200,000 inhabitants, Jerez de la Frontera is the largest city in the area and capital of the wine region to which it lends its name.



The Tokaj wine region is located near the Tisza and Bodrog Rivers in northeastern Hungary and southeastern Slovakia.



Instituto dos Vinhos do Douro e do Porto, I. P.

September 10 commemorates the date of the 1756 law that created the *Companhia Geral da Agricultura das Vinhas do Alto Douro* or the Douro Wine Company.

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