



## September 2021 Newsletter

### NEWS AND UPDATES

#### WOA Meets Virtually with U.S., EU Policymakers



This spring, Wine Origins Alliance (WOA) members convened virtually to meet with policymakers in Washington, DC and Brussels to call for the elimination of tariffs and other non-tariff barriers to trade in wine, such as the lack of effective name protection for wine regions in the U.S. and around the world. WOA members discussed these important issues with members of Congress, the Office of the U.S. Trade Representative, the U.S. Mission to the European

Union, the EU Delegation to the United States and the European Commission. To learn more about these meetings, click [here](#).

## **Willamette Valley Receives Protected Geographical Indication Status in the EU**



In July, WOA member Willamette Valley became just the second American wine region to receive Protected Geographical Indication (PGI) status in the European Union. The PGI status acknowledges the importance of location in making Willamette Valley wines and will help provide added security and protection for the Willamette Valley name from those who seek to mislead consumers. For more information about this decision and the importance of protecting wine place names, click [here](#).

## **WOA Holds Second Annual Wine on Earth Taste-a-Thon**



On June 17, WOA held its second annual “Wine on Earth Taste-A-Thon,” a day of virtual wine tastings and events hosted by some of the world’s most renowned wine regions. Event attendees had the unique opportunity to hear and learn from wine producers and representatives from 12 wine regions in six countries around the world. For more information about this year’s event and to watch select events on demand, visit [www.wineonearth.org](http://www.wineonearth.org).

## Global Wine Regions Face, Adapt to Fiery Conditions



Unfortunately, several WOA member regions around the world have experienced recent wildfires. In France, the Provence region was [impacted](#) by fires in August that affected as many as 73 wineries in the growing area. In the United States, wildfires broke out north of Napa Valley, and smoke from the

fires is likely to [affect](#) grapes in certain parts of both Napa Valley and Sonoma County. WOA members have worked to [adapt](#) to more frequent wildfires such as these by using smoke-tainted grapes for different kinds of wine, [adopting](#) new filtration processes, using coating compounds and more.

## WOA Members Embrace Sustainability



From increased temperatures to changing soil acidity levels, WOA member regions are implementing sustainable agricultural practices to meet the challenges of climate change. Michelle Williams details in [Wine Enthusiast](#) how South African wine producers are experimenting with drought resistant grape varieties and Napa Valley wine growers are planting more heat resistant grapes. Many wine regions are also expanding their grape varieties and blends produced to help adapt to a changing climate and ensure their wines can be produced for years to come. Read more [here](#).

## MEMBER TRIVIA



The Barossa wine region is known for its richly flavored Shiraz wines from both Barossa Valley and Eden Valley, some that are more than 170 years old.



Seneca Lake is the largest and deepest of the Finger Lakes and helps influence the terroir and climactic conditions of the Seneca Lake AVA.



The Rhône Valley was once a collapsed pit filled by the Mediterranean Sea, formed after a confrontation between the Massif Central and the Alps.

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