WVWA 2021 Strategic Plan

Mission

The mission of the Willamette Valley Wineries Association is to promote, preserve, and advance the prestige of Oregon's Willamette Valley AVA and its wines by engaging our members and supporting our community and environment.

Vision

The Willamette Valley AVA is universally recognized as the premier New World winegrowing region. We are Pinot Noir and so much more.

Strategic Objectives

Trade and Consumer Education – Create awareness of and preference for Willamette Valley AVA wines. Tourism
Promotion –
Increase wine
focused
visitation to the
Willamette
Valley AVA.

Stewardship—
Dedicated to the goal that our wines are crafted utilizing sustainable practices from vine to glass.

Environmental

Community
Support –
Enhance the
health and
wellbeing of the
winegrowing
community in
the Willamette
Valley.

Advocacy – Monitor Federal, State, and local public policy to inform members, collaborate, and advocate on behalf of the Willamette Valley wine industry.

Success Factors

Branding - Promote a clear and consistent brand of Willamette Valley AVA wines and the region.

Membership – Deliver member value across diverse business models and foster engagement.

Industry Collaboration – Increase efficiency and effectiveness of initiatives by working with other organizations.

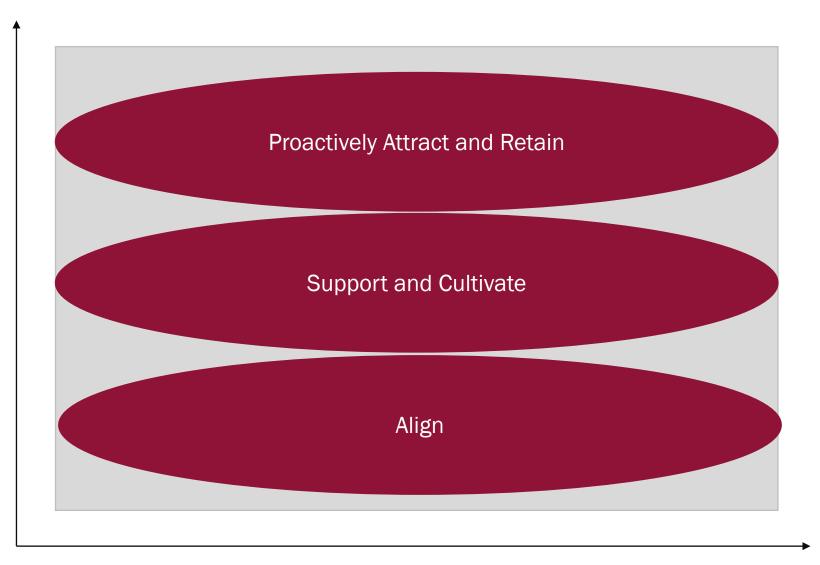
DRAFT: WVWA Membership Objectives Per Segment

Highly Engaged in Multiple Programs

Engagement w/ WVWA

Transactional Program Participation

Reactive





DTC and Limited Distribution

National Distribution

