

Harmonizing Grapevine Nursery Stock Certification Programs In The Pacific Northwest



**Cooperative Agreement Award
Farm Bill 2008
USDA APHIS PPQ
Science and Technology**



Year Three--

-Washington Wine Industry Foundation

-State Departments of Ag

(Idaho, Oregon, Washington)



WHY

- Advance cause of clean plants
- Ease interstate shipping of virus-tested grapevines

HOW

- Certification program for grapevine nursery stock
- Harmonize cert. programs & quarantine pests list
- Pilot draft regulations with nurseries in two states



TIMELINE:

APHIS 2017

July 1, 2017 to June 30, 2018

APHIS 2018

July 1, 2018 to June 30, 2019



“A stakeholder driven effort” ...



Stakeholders

Each State

- Grower groups
- Vintner/processor groups
- Nursery groups
- Other

Northwest

- Foundation Block Advisory Group
- Growers (wine & juice)
- Nurseries
- Processors
- Universities
- Departments of Ag



Vicky Scharlau *Executive Director*

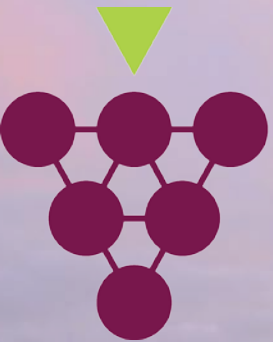
Washington Winegrowers Association

Membership based 501-c-6 and can lobby

Washington Wine Industry Foundation

Donation based 501-c-3 and cannot lobby





WASHINGTON
WINE INDUSTRY
FOUNDATION



WASHINGTON
WINEGROWERS®

ADVANCING OUR INDUSTRY

Why is a stakeholder driven effort different?



1

Farmers either drive the effort that impacts them (esp. regulatory) or they will fight it, or worse, dismiss it and ignore it.



2

For farmers to drive an effort they need to own it.



3

For farmers to own it, it needs to be their idea.



4

If it's their idea, they need "regular" updates or check-ins on progress: This could be twice a year or quarterly or monthly.

(But carry through on your promise.)

5

A progress report or check-in is NOT a:

- **Website update**
- **Column in industry publication**
- **Photo on Instagram**
- **Facebook post**

Or, heaven forbid, a:

- **Tweet**

5, cont.

It is an:

In. Person. Face. To. Face. Meeting.



5. a.

Side Rule: Farmers prefer meetings, and the effort, be organized by industry organizations:

- **Not federal agencies**
- **Not state agencies**
- **Not universities**

But a group to which they (begrudgingly) pay membership dues.

They then claim “ownership”.

5. b.

Side Rule: Farmers do not actually have to attend these meetings. They only need to have had the OPPORTUNITY to attend.



6

The membership organization needs to have a plan that was or will be created WITH the:

- **federal agencies**
- **state agencies**
- **universities**

6. a.

Side Rule: Take care when creating a plan. Farmers are logical, analytical, fact-based, realistic, risk averse and risk tolerant, and have memories like elephants.



7

In the end, farmers will not only claim victory but share with and give credit to everyone.



After following steps:

You will have a successful stakeholder driven effort!



Thank you!

