

# 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**

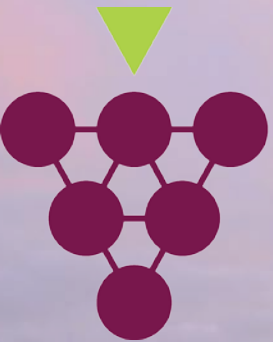
Membership based 501-c-6 and can lobby

**Washington Wine Industry Foundation**

Donation based 501-c-3 and cannot lobby







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**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!**

