

To our Washington Wine Industry Colleagues,

Three years ago, we launched an industry-wide acreage survey as part of the Wine Commission's annual Grape Report. This year, **we strongly urge every grower to complete the survey** to inform a timely and comprehensive winegrape acreage report that you and your industry partners can use in support of your operations. Last year, we achieved a 65% response rate. This year, we need to reach at least **90% participation** to have the confidence and data quality needed for an accurate report.

Individual grower information is not published. Acreage data are combined and reported only in aggregate so the industry can understand statewide and regional acreage and varietal plantings while protecting information about individual operations.

Reliable, up-to-date acreage data are more important than ever as our industry responds to a dynamic market and changing landscape.

This report will be utilized for:

- **Industry planning and market analysis.** A report will help with crop estimation, and inform business decisions for future planting or replanting.
- **Education and research.** Accurate acreage will help researchers and industry programs understand where Washington's vineyard acres are concentrated by variety and region, so research and educational resources can better reflect and respond to what growers actually have in the ground in specific and environmentally unique locations.
- **Trade and media inquiries**. When a writer asks how many acres are under vine in any particular AVA, for example, we should be the primary, accurate resource for that information, not others who may not be as reliable and do not have the breadth of knowledge about the Washington industry.
- **Grant applications and advocating materials for state and federal officials.** The report will document the size and needs of the industry when it competes for research grants, specialty-crop funding, favorable legislation and regulation, and other resources that support Washington grape growing and winemaking.

Bottom line, an accurate annual acreage report enables all of us to understand the size and changing composition of our industry and make informed decisions, accordingly. No other source exists that can provide current information.



Every other major winegrowing state provides this information annually, and Washington should be on equal footing when it comes to understanding the size and scope of our wine industry.

The Wine Commission's existing Grape Report, which annually collects tonnage data by grape variety sold, provides the perfect vehicle to collect comprehensive data, year after year, sustainably and consistently. It gives our industry a practical way to build that information each year—but its accuracy depends on grower participation.

Every response matters. Even if your acreage has not changed, completing the survey helps establish a more complete and accurate picture of Washington's vineyards and strengthens the data available to the entire industry.

Signed sincerely on behalf of our organizations,

Rebecca DeKleine, Chair, Washington State Wine Commission
Todd Newhouse, Emeritus Chair, Washington State Wine Commission
Dustin Tobin, Chair, Washington Winegrowers Association
Emily Fergestrom, President, Washington Wine Institute