

NGWB Grant Final Report (FY16-17)

Contract 18-13-283
NWGGA – NWGGA National Industry Organization

Grant Amount
\$2,600

Contact Information

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Issue of Interest

The national organization which represents the wine industry as well as provides a forum for executive directors from associations like NWGGA is WineAmerica. Membership with this organization allows for information regarding national initiatives which could impact every grape grower and winery. It also allows for networking with other similar state Associations to share ideas and initiatives and to assist the NWGGA and its members in finding innovative ways to solve problems and improve the Nebraska wine industry.

With increased legislative threats at the state and local level, having the ability to glean information from Wine America as well as other states is an important tool in avoiding reinventing the wheel and finding proven solutions to issues.

Approach to Problem

This grant allowed for the NWGGA's Wine America's State and Regional Association dues as well as travel expenses for the NWGGA Executive director to attend the 2016 Wine America Fall Policy and Membership Meeting in Portland, OR. By attending these meetings, the NWGGA could monitor issues occurring in other states that could also occur in Nebraska as well as being abreast of national issues for the industry. Music licensing is one of the key issues that we could learn more about.

Goals/Achievement of Goals

The Executive Director Lori Paulsen attended the State Association meeting at the WineAmerica Fall Policy and Membership Meeting. This allowed her to learn about the federal efforts to improve the issues with music licensing which impact every Nebraska winery which plays recorded music or has live music performed. In addition, Washington state has been successful in creating and passing state legislation regarding music licensing and how the Performing Rights Organizations (PROs) participate in unethical business practices. These same practices have taken place in Nebraska and therefore having the chance to work with Washington state and use their legislation as a template as we create our own draft legislation is key.

In addition, being able to network with other state's regarding herbicide drift has been a key help in gathering information as we put together our own Herbicide Drift Protocol.

And finally, we could hear reports from other states about legislative issues that have come up including tax changes, license changes, and other regulatory issues. This allows us to keep our eyes open for these kinds of issues in Nebraska.

As a side benefit, by visiting Oregon Wineries, we could see how the Oregon Association markets their wineries and new ideas were gathered.

Results, Conclusions, Lessons Learned

We learned that other states success with music licensing can be leveraged here in Nebraska. We continue to feel that it is vital to have a seat at the table when information is shared. These educational and networking opportunities cannot be obtained in other ways and therefore an active presence at this meeting is vital.

Progress Achieved According to Outcome Measures

Lori Paulsen shared information with NWGGA members regarding herbicide drift, Music licensing, TTB issues and federal tax issues in the NWGGA Quick News and on the NWGGA closed Facebook page for members. One of the most important activities included the opportunity to hear about legislative threats in other states such that we can monitor similar issues in Nebraska.

Financial Report

The total grant amount was \$2,600 to include \$600 for WineAmerica dues and \$2,000 for travel expenses for the WineAmerica meetings. Total expenditures of \$2,260.88 were used for dues and travel expenses to attend the 2016 National Wine and Grape Policy and Membership Meeting in Portland, Oregon.