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Ralph L. Seltzer

Advisor to the  
Music Industry

July 26, 1990

Chief, Wine and Beer Branch  
Bureau of A T & F  
P O Box 385  
Washington D C 20044-0385

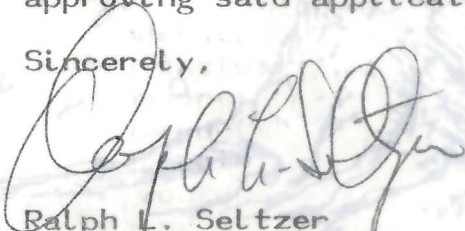
Attn: Notice #704

Gentlemen:

Please consider this to be my comments with respect to the proposed establishment of "The Rogue Valley Viticultural Area."

The undersigned heartily endorses said application, concurs in the factual statements set forth therein, feels that a vast majority of persons within the grape-growing and winery industries within the proposed viti cultural area concur, both factually and conceptually with the application, and I would urge every favorable consideration be given towards approving said application.

Sincerely,



Ralph L. Seltzer  
Owner, Great Oak Vineyard  
RLS/mw

Great Oak Vineyard, 1751 Draper Valley Road, Selma, Oregon 97538, U.S.A.

Cable Address: Musicworld - Selma (503) 597-2161

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WEISINGER'S  
Vineyard & Winery  
3150 SISKIYOU  
ASHLAND, OR 97520

John & Sherita Weisinger

AUGUST 1, 1990

CHIEF, WINE AND BEER BRANCH  
B.A.T.F.  
P.O. BOX 385  
WASHINGTON, D.C. 20044-0385

ATTEN: NOTICE NO. 704

DEAR SIR:

I WANT TO RESPOND TO THE NOTICE NO. 704 WHICH I RECEIVED FROM THE BUREAU CONCERNING THE ESTABLISHMENT OF THE "ROGUE VALLEY" VITICULTURAL AREA.

I AM MOST PLEASED TO SEE THIS STEP TAKEN AND HOPE FOR YOUR APPROVAL. THIS AREA IS VERY UNIQUE AND THE SEVEN WINERIES, OF WHICH I AM A 4,000 CASE PER YEAR WINERY, THOUGH SMALL IN NUMBER HAVE TODAY BROUGHT SIGNIFICANT ATTENTION TO THIS AREA BECAUSE OF THE WINES WE HAVE PRODUCED.

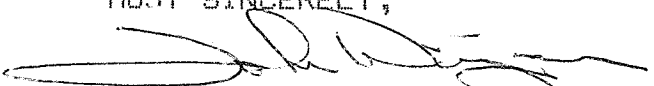
MR. DAVID BEAUDRY IS TO BE COMPLIMENTED ON THE EXCELLENT JOB HE DID AND THE SUPERB QUALITY OF RELEVANT ARGUMENTS HE MADE FOR THE AREA HISTORICALLY, CLIMATICALLY AND GEOGRAPHICALLY.

I HAVE BEEN A GRAPE GROWER WITH 4 1/2 ACRES OF GRAPES FOR THE PAST 11 YEARS AND COMPLETELY SUPPORT THIS PROPOSAL. I BELIEVE YOU WILL FIND LITTLE IF ANY RESISTANCE TO THIS PROPOSAL BY GROWERS OR WINERIES IN THE AREA. SHOULD THERE BE ANY RESISTANCE IT WILL BE BASED ON SELF INTEREST AS OPPOSED TO CRITERIA UPON WHICH A VITICULTURAL AREA SHOULD BE ESTABLISHED.

LASTLY, I SUPPORT THE "ROGUE VALLEY" VITICULTURAL AREA AND FEEL THAT AS MORE WINERIES AND VINEYARDS ARE ESTABLISHED THERE IS ROOM FOR SUB-VITICULTURAL AREAS TO BE ESTABLISHED IN SOME OF THE TRIBUTARIES OF THE ROGUE RIVER.

THANK YOU FOR YOUR SUPPORT FOR THIS PROPOSAL AND ITS HASTY ADOPTION.

MOST SINCERELY,



JOHN D. WEISINGER / SHERITA P. WEISINGER  
OWNERS

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OREGON WINE GROWERS ASSOCIATION  
ROGUE VALLEY CHAPTER  
3150 SISKIYOU  
ASHLAND, OR. 97520

AUGUST 1, 1990

CHIEF, WINE AND BEER BRANCH  
B.A.T.F.  
P.O. BOX 385  
WASHINGTON, D.C. 20044-0385

DEAR SIR;

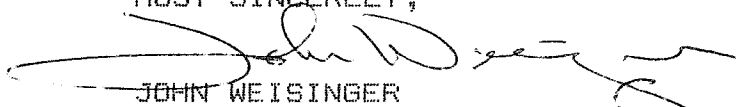
I WRITE TO YOU AS THE PRESIDENT AND REPRESENTATIVE OF THE "ROGUE CHAPTER" OF THE OREGON WINE GROWERS ASSOCIATION CONCERNING NOTICE NO. 704 ROGUE VALLEY VITICULTURAL AREA.

THE LOCAL CHAPTER OF GROWERS AND WINERIES VOTED UNANIMOUSLY TO SEEK RECOGNITION FOR THIS VITICULTURAL AREA. THERE WAS NO OPPOSITION TO THE PROPOSAL. THERE WAS, HOWEVER, A GREAT DEAL OF DISCUSSION AS TO THE NAME OF THE AREA. THERE WERE A NUMBER OF NAMES OFFERED AND THE OVERWHELMING EVIDENCE WAS IN FAVOR OF "ROGUE VALLEY", A NAME WHICH THIS AREA HAS CARRIED FOR OVER A CENTURY AND BY WHICH IT IS KNOWN THROUGHOUT THE UNITED STATES. THERE WAS ONE WINERY WHICH DID NOT LIKE THE NAME AS IT WAS SIMILAR TO ONE OF THE EXISTING WINERIES NAMES. THE DIFFICULTY WAS PERSONAL AND WAS NOT A CONCERN OF ANY OF THE OTHER WINERIES OR GROWERS. THE FINAL ACTION OF THE CHAPTER ON THIS MATTER WAS A VOTE WHICH WAS OVERWHELMING SUPPORTIVE OF THE "ROGUE VALLEY" AS A VITICULTURAL DESIGNATION WITH THE EXCEPTION OF ONE DISSENTING WINERIES VOTE.

THERE WAS ALSO DISCUSSION OF THE ESTABLISHMENT OF SMALLER VITICULTURAL AREAS, HOWEVER, THE FEELING OF THE GROUP WAS THAT THERE WERE TOO FEW VINEYARDS AND WINERIES TO DO THAT AT THIS TIME. THE FEELING WAS THAT THIS COULD BE DONE AT A LATER DATE AS SUB-APPLATIONS OF THE "ROGUE VALLEY".

I HOPE THIS BACKGROUND AND INFORMATION WILL BE HELPFUL IN YOUR ASSESSMENT OF THE ROGUE VALLEY CHAPTER OF THE OREGON WINE GROWERS ASSOCIATION'S ENDORSEMENT OF THE PROPOSAL BY MR. BEAUDRY.

MOST SINCERELY,

  
JOHN WEISINGER  
PRESIDENT O.W.A. ROGUE CHAPTER