OREGON WINEGROWERS ASSOCIATION
P.O. Box 2134 Salem, Oregon 97301

July 31, 1982

Director, Bureau of Alcohol,
Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20044
Attn: Chief, Regulations and Procedures Division

Dear Sir:

In accordance with the procedures delineated in 27 CFR, Section 4.25a(c)(2), the Oregon Winegrowers Association hereby petitions the BATF to establish a viticultural area within the State of Oregon to be known as "Umpqua Valley". The proposed area is located entirely in Douglas County in the southwest part of the state and consists of approximately 300,000 acres. Wrong ≈ 1200 sq Mi 768,000 acres

"(a) Evidence that the name of the viticultural area is locally and/or nationally known as referring to the area specified in the petition;"
The beginnings of viticulture in the Umpqua Valley are traced in The Winemakers, by Purser and Allen, Harbor House Publishing Ltd., 1977, to Jesse Applegate who planted 40 acres of grapes in 1876, that were probably sold as table grapes. The Von Pessl brothers planted the first vinifera vines soon after, having brought cuttings from St. Helena and Lodi, California. The brothers grew Zinfandel, Riesling and Sauvignon, made wine for home use, and also ran a distillery. Adam Doerner visited the Von Pessls in 1888, worked for the Beringers in St. Helena, then returned to the Umpqua Valley to grow Sauvignon and Riesling grapes. The winery he started continued to produce wine up until 1965 (selling must to home winemakers during Prohibition) under Adam's son and grandson.

Leon Adams, in The Wines of America, McGraw-Hill Book Co., 1978, calls Richard Sommer "the father of today's Oregon fine wine industry." "Remembering what Dr. Amerine [Univ. of Calif., Davis professor] had taught, that the finest wine grapes in California are grown in the cooler districts, Sommer went where it is still cooler, to Oregon. He went...north, testing the grapes in each locality. At Roseburg in the Umpqua Valley he found some Zinfandels in the eighty-year-old Doerner's Winery vineyard that tested right. In 1961 he bought a hillside farm... ten miles west of Roseburg, planted vines from the Napa Valley, and bonded his winery two years later." (pp. 478, 479) In the two decades since that renaissance winegrape acreage in the Umpqua Valley has grown to approximately 133 acres, according to the 1981 Oregon Winegrape Acreage Survey, by Stanley D. Miles, Oregon State University professor.

"Umpqua Valley" has been in use on approved wine labels since 1964, and became one of three appellations of origin approved for use on Oregon wines by the Oregon Liquor Control Commission in 1976. That appellation was defined, using political boundaries, as being all of Douglas County. Those county lines coincide almost exactly with the boundary of the Umpqua River basin. However, only the center, intermountain lowland section of that basin is cultivable and suitable for viticulture.

The name "Umpqua Valley" is the name used in both academic and consumer-oriented wine and viticulture books to refer to section of Douglas County where grapes are grown. The Wines of America (op. cit.), Northwest Wine by Ted Meredith, Nexus Press, 1980, and Touring the Wine County of Oregon by Ronald and Glenda Holden, 1982 all make extensive mention of viticulture in the Umpqua Valley. The Winemakers (op. cit.) interchanges "Umpqua Valley" and the more proseic

"Hundred Valleys of the Umpqua", which accurately describes the landscape but is more of a tourist slogan than a viticultural designation.

"(b) Historical or current evidence that the boundaries of the viticultural area are as specified in the petition;"
"Umpqua is an historic name in the state. It was used by the Indians to refer to the locality of the Umpqua River...and the name came to be applied both to the river and to an Indian tribe." (Oregon Geographic Names by Lewis L. McArthur, Oregon Historical Society, 1974) Early spellings include "Umptqua", "Umqua", "Umquah" and "Imp-qua". "The territorial legislature created an "Umpqua County January 24, 1851. It ceased to exist October 16, 1862, its area having been added to other counties." [Douglas and Lane Counties] (ibid, p. 749) "The Hudson's Bay Company had an establishment in the Umpqua Valley as early as 1832, probably on Calapooya Creek. It was generally called Old Fort Umpqua."(ibid, p. 749) An Umpqua City was established near Reedsport in 1850 but petered out by 1867. The present Umpqua post office is on the Umpqua River, near the mouth of Calapooya Creek. It was originally known as Umpqua Ferry when it was established in 1877.

Contemporary attempts to define an "Umpqua Valley" viticultural area include the above-mentioned OLCC-approved appellation and "Wine-Grape Adaptation to Oregon Climates" by Warren Aney in the Proceedings of the Oregon Horticultural Society, 1974. Mr. Aney used various climatological factors to isolate an oval-shaped area around Roseburg, 33 miles wide and 70 miles long, stretching from Elkton in the north to Canyonville in the south. A recent unpublished proposal by the same author (February 25, 1982) identifying various potential viticultural areas in the Pacific Northwest, defined the "Umpqua subregion" as "that part of the Umpqua basin above Elkton [having an]

- elevation not greater than 300m (1000 ft)
- expected 20-year minimum temperature not lower than -20°C (-4°F)
- growing season at least 180 days long
- at least 2000 degree days (Apr - Oct)"

A map of donation land claims (free land given to settlers by 1855) in the Atlas of Oregon, University of Oregon Books, 1976, p. 8, and a map compiled from LANDSAT satellite photos (ibid, p.23) both clearly isolate the agricultural intermountain lowlands of the Umpqua basin from the surrounding forested coastal and Cascade Mountain regions. The most accurate map showing the cultivable land in the Umpqua River basin is the two-part General Soil Map contained in Appendix I - 16, Umpqua Drainage Basin to Oregon's Long-Range Requirements for Water, State Water Resources Board, Salem, 1969. It divides all the land in the central part of the basin into five classes of irrigation suitability, from excellent to very poor (non-irrigable), based on slope and soil type. In defining the boundaries of the proposed viticultural area, we have tried to include all areas with soils in Classes I - IV in the central part of the basin, i.e. from Scottsburg upstream.

"(c) Evidence relating to the geographical features (climate, soil, elevation, physical features, etc.) which distinguish the viticultural features of the proposed area from surrounding areas;"
The proposed Umpqua Valley viticultural area is basically the intermountain lowlands section of the Umpqua basin. It is bounded on the west and north by the Coast Range mountains. The Klamath Mountains form the southern boundary and the Cascade Mountains the eastern. The area is separated from the Willamette Valley by an 800 foot divide at the Douglas/Lane County line.

"The topography of the lowlands section is less severe than that of the other sections of the basin. Elevations range from about 300 feet at Drain to 715 feet at Riddle. A few peaks are as high as 1500 feet above sea level. Nearly level to gently undulating stream valleys filled with alluvial material make up about 30 percent of the area. Sloping to steep ridges and hills underlain with rock

comprise most of the remaining area. Some of the terraces along the outer margins of the valleys have sloping topography." (Appendix I - 16, Oregon's Long-Range Requirements for Water, p. 8)

The soils reflect the complex geology of the region. In the flood plain of the Umpqua and its tributaries, there is much recent alluvial material which is slightly acid and well-drained. Basaltic origin soils, clayey and dark-colored, are found on the uplands from Drain to Roseburg. Sedimentary soils originating from sandstone and mudstone dominate the remaining terraces and fans. The soils of the proposed viticultural area are used mainly for the production of cultivated crops and forage. In particular, the flood plains are intensively used for irrigated specialty crops, including grapes. Other vineyards are located on the gently sloping terraces and foothills, together with pasture and dryland grain production uses.

"The climate of the Umpqua Basin is characterized by cool winters, warm summers, and high annual precipitation with a definite summer deficiency. Annual precipitation varies considerably because of the moderating influence of elevation and and because of differences in proximity to the Pacific Ocean." (Ibid. p.2) The intermountain area has slightly greater annual temperature ranges than the Willamette Valley to the north and the coastal areas to the west. The mean January temperature at Roseburg is 41°F, the July mean is 67°F. The frost-free period averages 230 days, and the April - October degree-day index is 2380. Average annual precipitation ranges from about 25 inches in the southern part near Riddle, increases to 32 inches at Roseburg, and up to 44 inches at Drain.

Native grasses and open stands of Garry Oak woodland covered much of the area prior to cultivation. Northern slopes and higher, steeper sloped areas are covered by forests of Douglas Fir and other species.

There appears to be a close association between native vegetation, climate, soil type and topographic position. In particular, elevation seems to be a fairly reliable indicator of suitability for cultivation. We have chosen, therefore, to use the 1000 foot contour line as the basic boundary of the viticultural area. There are a few sections of the region below that elevation, particularly south of the Umpqua River between Elkton and Scottsburg, which contain no cultivable soils. These have been excluded by using township lines and imaginary lines between two defined points. Similarly, in the Cascade foothills, the upper sections of the valleys of the North Umpqua River and Calapooya Creek have been excluded for lack of irrigible land. Please note, in the description that follows, the mileages indicated are approximate and are given only to facilitate locating the required points on the maps.

"(d) A description of the specific boundaries of the viticultural area, based on features which can be found on United States Geological Survey (U.S.G.S.) maps of the largest applicable scale;"

Two U.S.G.S maps, scaled 1:250,000 are enclosed:

(1) "Roseburg", Location Diagram NK 10-2.
(2) "Medford", Location Diagram NK 10-5.

The Umpqua Valley viticultural area is located in Douglas County, Oregon. From the beginning point at the intersection of Interstate Highway 5 and the Douglas/Lane County line in Township T21S/R4W, the boundary proceeds north along that County line approximately ½ mile to the 1000 foot contour line;

(1) Thence northwest along that contour line to the Douglas/Lane County line;
(2) Thence west along that county line 2½ miles, returning to the 1000 foot contour line;
(3) Thence generally west along that contour line to the R9W/R10W ~~township line~~ range line;
(4) Thence south along that township line 2 3/4 miles to the center of the Umpqua River;
(5) Thence in an easterly direction 6¼ miles along a straight line to the intersection of ~~township~~ range line R8W/R9W and the center of the Umpqua River;
(6) Thence south along the R8W/R9W line 3½ miles to its intersection with

township line T22S/T23S; → southeast

(7) Thence southwest 8½ miles along a straight line to the intersection of township lines T23S/T24S and R7W/R8W;

(8) Thence south along the R7W/R8W line 8 miles to the intersection of that line with the 1000 foot contour line; → Southeast

(9) Thence southwest approximately 3½ miles along an imaginary straight line toward the intersection of township lines T25S/T26S and R6W/R7W, returning to the 1000 foot contour line;

(10) Thence south along that contour line to the intersection of township lines T27S/T28S and R7W/R8W;

(11) Thence southwest 3½ miles in the direction of the intersection of township lines T28S/T29S and R8W/R9W, returning to the 1000 foot contour line;

(12) Thence south along that contour line to its intersection with township line T29S/T30S;

(13) Thence east along that T29S/T30S line 1/3 mile, rejoining the 1000 foot contour line;

(14) Thence north, but eventually south along that contour line, past the town of Riddle, to the ~~township~~ range line line R6W/R7W;

(15) Thence south along that R6W/R7W line ½ mile back to the 1000 foot contour;

(16) Thence east, then west, and eventually north along that contour line to a point 3½ miles east of Dillard, where the contour line crosses Interstate Highway 5;

(17) Thence northeast along that highway ¼ mile, returning to the 1000 foot contour line;

(18) Thence east along that contour line, past the town of Idleyld Park, to the R2W/R3W township line;

(19) Thence north along that R2W/R3W line 1 3/4 miles to the T25S/T26S township line;

(20) Thence west along that T25S/T26S line ¼ mile, returning to the 1000 foot contour line;

(21) Thence west and north along that contour line, up the valley of Calapooya Creek, to the R3W/R4W township line;

(22) Thence north along that R3W/R4W line 2¼ miles, back to the 1000 foot contour line;

(23) Thence west and north along that contour line to the T23S/T24S township line;

(24) Thence east along that T23S/T24S line 2 2/3 miles (2.75 Mi.) to the 1000 foot contour line;

(25) Thence north along that contour line to its intersection with the Douglas/Lane County line;

(26) Thence north along that county line 3/4 mile to the point of beginning. We estimate that the area enclosed by this boundary is some 300,000 acres.

A last point should be made about our petition. Any description of such a large area must be greatly generalized. Our attempt has been to include all existing or potential vineyard sites. If any such sites come to light during the evaluation of this petition, we would urge they be included in the final description of the viticultural area..

Thank-you for the opportunity to submit this petition.

Sincerely,

David B. Adelsheim
Chairman, Appellation Committee
Oregon Winegrowers Association

Please address correspondance concerning this petition to:
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