

# WINE COUNCIL ANNUAL REPORT | 2024

The newly formed **Wine Council** fills a current gap in services provided to existing members when it comes to the adult beverage industry, specifically the wine sector. The Council serves as a focused space and group that can address many of the issues facing organic wine growers and brands in the organic and made with organic grapes category for wines.

## Council Highlights | 2024



- Collaborated to better understand and provide feedback on equivalency discussions with trading partners, with support from OTA staff and council members.
- Provided a forum to discuss packaging and labeling concerns, consumer perceptions, and strategies to grow the organic adult beverage market.

## Council Priorities | 2025-2026



- Continue to grow membership within the Council and across OTA.
- Focus on the commercial side of the business by tracking and analyzing consumer trends.
- Educate customers and consumers through webinars and other engagement opportunities.
- Stay up to date on developments in the regulatory space.

## Why participate?



OTA's Wine Council fills a critical gap in services for the adult beverage sector by providing a dedicated space to address the unique challenges and opportunities facing organic wine. Participation offers members:

- Regular updates from OTA staff on domestic and international regulatory issues impacting wine.
- A diverse forum to share perspectives, discuss challenges, explore opportunities, and generate new ideas.
- Collective advocacy to protect and promote organic wine, especially in the made with organic grapes category.
- Education for stakeholders across the three-tier system, strengthening understanding of organic wine in the marketplace.
- A space to address imports, exports, and equivalency agreements, as well as emerging issues critical to the sector's growth.

## COUNCIL MEMBERS

**BONTERRA**  
ORGANIC ESTATES.

*Frey*  
**Frey Vineyards**

**O'Neill Vintners**

**POCC**  
COMMUNITY  
MARKETS

 **SES, INC.**

**SOS**  
STRENGTHENING ORGANIC SYSTEMS

**SPOTTSWOODE**  
A Family Wine Estate

**SUSTAINABLE STRATEGIES**  
Advisors in Food  
& Agriculture

**TROON VINEYARD**  
& FARM

**TRUE**  
ORGANIC PRODUCTS, INC.

**WHOLE**  
FOODS  
MARKET

**Wolf & Associates**  
THE ORGANIC SPECIALISTS



**ORGANIC  
TRADE  
ASSOCIATION**

*The Wine Council is led by Joseph Brinkley (Bonterra Organic Estates) as Chair, Caine Thompson (O'Neill Vintners & Distillers) as Vice Chair, and Eliza Frey (Frey Vineyards) as Secretary. If you are interested in joining the Council, please contact Danielle Cote (DCote@ota.com).*