

## People &amp; Places

# Winery thrives on experimenting with label art, vineyard practices

## Company asks art students to design labels

By **MATEUSZ PERKOWSKI**  
Capital Press

DUNDEE, Ore. — Though the design of a wine label is considered a key element of its appeal to consumers, the Argyle winery doesn't mind experimenting sometimes.

Each year, the company awards three scholarships to art students who then spend a day "immersed" in its vineyard, winery and tasting room operations in Oregon's Yamhill County, inspiring each to design a wine label that captures the "essence" of Argyle.

"It's the same information going in and it comes out in all these different directions," said Cathy Martin, the company's marketing coordinator. "We'd like to see how they'd interpret Argyle."

The art students are selected from applicants attending the Pacific Northwest College of Art in Portland based on their previous work, but the winery gives them free rein to design the labels on their own.

"We never know what we're getting for the artwork," Martin said.

The unique process can sometimes take the winery "outside of its comfort zone," but each label is affixed to bottles of Argyle's Vintage Brut sparkling wine and the three-bottle packages are featured in its yearly holiday catalog, she said.

"We do a lot of promotion about it," Martin said.

The "Art of Sparkling" program, now in its fourth year, is an example of Argyle's collaborative approach to winemaking, which also extends to its



**Geoff Hall, vineyard manager for the Argyle Winery, manages 375 acres of the company's vineyards in Oregon's Yamhill County.**



**Cathy Martin, marketing coordinator for Argyle Winery, in the company's tasting room in Dundee, Ore.**

Photos by Mateusz Perkowski/Capital Press



ArgyleWinery.com

**The work of scholarship winners from the Pacific Northwest College of Art in Portland appears on labels for Argyle Winery's "The Art of Sparkling" wines.**

375 acres of vineyards.

To invest its work crew supervisors in the winemaking process, the company allows them to independently manage specific areas of the vineyard that they've identified as producing unique grapes, said Geoff Hall, Argyle's vineyard manager.

The idea is to isolate and separately ferment wines from those special "pockets," blending them into finished products according to their individual properties, he said.

"We're using their innate knowledge of the vineyards to get the best of these vineyards," Hall said. "They care a lot

more. You see it in their enthusiasm for the vineyards."

This year, Argyle has cooperated with the USDA's Natural Resources Conservation Service and the Yamhill Soil and Water Conservation District to begin expanding pollinator-friendly habitat at its vineyards.

More than 3 acres were planted with seven different types of wildflower mixes that are intended to boost pollinator populations while being resilient enough to withstand machinery and vineyard operations.

"We don't want to guess what we should be putting in over the next few years, so we went to the experts," Hall said of the collaboration with government agencies.

Once the company learns which "islands" of wildflowers are most effective, it plans to expand the project to include more land, he said.

"When we know what's working or not working, that's when we scale it," Hall said.

Aside from being "the right thing to do," enhancing pollinator activity at Argyle's vineyards is intended to create an overall better environment

that's conducive to beneficial predatory insects that consume pests.

"It's our way of getting more diversity into the vineyard," Hall said.

This same approach of scaling up is being used to explore no-till practices in the vineyards with an eye for improving soil health.

While reduced tillage creates more competition for water and nutrients for Argyle's grapevines, it increases mycorrhizal fungi in the ground that can unlock nutrients not otherwise available to the plants.

Planting clover and other legumes between the rows discourages weeds while fixing nitrogen that can be released when those cover crops are mowed or eventually plowed under.

"With more diverse cover crops, we hope to have more diverse microbiology in our soil and be less dependent on chemical fertilizers," Hall said. "That's the direction we're going to incrementally increase the acreage we don't till."

Founded in 1987 by a group of investors and eventually taken over by the Australia-based Lion food and beverage company, Argyle is among the "second wave" of wineries to locate in Oregon's Willamette Valley, said Martin.



**Western Innovator**

**ARGYLE WINERY**

**Founded:** 1987

**Owner:** Lion, an Australia-based food and beverage company

**Operations:** 375 acres of vineyards in Oregon's Yamhill County, a tasting room in Dundee, Ore., and a winery in Newberg, Ore.

**Production:** 80,000 cases a year of sparkling and still wines

**Varietals:** Pinot noir, Chardonnay, Riesling

**Winemaker:** Nate Klosterman

**Vineyard manager:** Geoff Hall

lia-based Lion food and beverage company, Argyle is among the "second wave" of wineries to locate in Oregon's Willamette Valley, said Martin.

The company was started with the idea of producing both sparkling and still wines, which provides it with flexibility depending on a particular season's temperatures and weather, she said.

In warmer years, the higher sugar content within the grapes is preferable for traditional still Pinot noir and other varietals. In cooler years, more of the grapes can be dedicated to sparkling wine.

"You actually harvest the grapes earlier," Martin said. "You don't want them as ripe as with still wine."

# Iverson elected new Oregon Farm Bureau president

By **GAIL OBERST**  
For the Capital Press

GLENEDEN BEACH, Ore. — Nearly 200 members of the Oregon Farm Bureau applauded as Sharon Waterman, the group's first female president, handed the gavel to Barb Iverson, owner of the Wooden Shoe Tulip Co.

"I'm honored to lead this family," Iverson said at the awards ceremony wrapping up the 87th anniversary of the Bureau's annual meeting Dec. 12 at Salishan Resort near Lincoln City.

Before Waterman took the reins in 2018, Boring, Ore., farmer Barry Bushue had been president for 19 years. When Bushue quit to become the executive director of the USDA Farm Service Agency, Waterman, the first vice president, took the position as interim then was elected by the membership later that year.

Waterman declined to run again, saying she wanted to spend more



Gail Oberst/For the Capital Press

**Farm Bureau staffer Gail Greenman, left, congratulates Barb Iverson after her election as president of the Oregon Farm Bureau.**

time with her family. As a result, three candidates vied for the top position at the annual conference: Iverson, Angela Bailey, an ornamental tree and shrub farmer in Gresham, and Dylan Wells, the Marion County Farm Bureau president.

Before the election, Iverson was first vice president and Bailey was second vice president.

In a separate election, Bailey was chosen first vice president, and Bryan Glaser, owner of Sod Farms in

Shedd, was chosen second vice president.

"We need someone who can step in today, and lead this organization," said Harney County Farm Bureau president and rancher Rusty Inglis, as he seconded Iverson's nomination. He said that she visited almost every chapter during her tenure as first vice president.

Iverson said it has been the greatest compliment to be called "a farm kid" by visitors to Wooden Shoe during its annual

tulip festival.

"I've had a long history with the Farm Bureau, but I also have the scars of a long family farm career," she said. Although best known for its tulips, Iverson's 1,200-acre farm near Woodburn is diverse, employing 100 full-time people who grow hemp, seed crops, squash and table and wine grapes.

As part of her Farm Bureau and farm experience, she's worked with local, state and national agencies, and said she understands how vulnerable farmers feel in the face of "issues beyond our control." But her daily interaction with the public gives her hope.

"The majority wants to support and trust us," she said. "Getting our message out is important."

Getting the message out was also a top concern in the delegation meetings that took place over the two-day conference. Members debated the details of the OFB's policies, updated

each year to reflect Oregon agriculture's changing landscape. Those policies establish the Farm Bureau's political goals for the coming year. Among new policy changes approved:

- The Farm Bureau supported a "working wilderness" designation for federal lands that would allow agricultural activities in those areas.

- Members opposed a "one-size-fits all" rule applied to farms with tile gates and culverts. In addition to environmental concerns, the rules should take into consideration economic feasibility and whether the current structure is operating or failing.

The updated book of 2020 policies approved December 12 will be available at [oregonfb.org](http://oregonfb.org) in a few weeks.

The Farm Bureau has 6,587 members in 32 chapters statewide. The non-profit "...gives voice to farm and ranch families at the Capitol," according to its mission statement.

## CALENDAR

Website: <https://bit.ly/2DMjyIR>

### THURSDAY JAN. 9

**Idaho Range Livestock Symposium:** 8 a.m., BYU-Idaho Ag. Science Center, 525 S Center St., Rexburg, Idaho. Adapting to a changing environment. Registration required. Contact: Benton Glaze, 208-736-3638, [aglaze@uidaho.edu](mailto:aglaze@uidaho.edu) Website: <https://bit.ly/2DMjyIR>

### THURSDAY-FRIDAY JAN. 9-10

**Oregon Mint Growers Annual Meeting:** 8 a.m. Salishan Resort, 7760 North Highway 101, Gleneden Beach, Ore. Make your plans to attend the 71st annual meeting, where you'll hear the latest on the mint industry. Contact: <http://oregonmint.org>, 503-364-2944

### TUESDAY, JAN. 14

**Introduction to Food Safety & HACCP Workshop:** 8 a.m. U of I Food Technology Center, 1902 E Chicago St., Caldwell, Idaho. This is a one-day overview course designed

for line workers, QC personnel, sanitation professionals, supervisors, and other employees of food processing operations. Participants will spend part of the day learning about food safety prerequisite programs, which are used to ensure food products are free from non-hazardous objectionable contaminants. Cost: \$355 Website: <https://bit.ly/2DJSOSP>

### WEDNESDAY, JAN. 15

**Farm and Ranch Succession Planning Workshop Series:** 1-4 p.m. Multnomah Grange No. 71, 30639 SE Bluff Road, Gresham, Ore. Register now for this free series of workshops on farm and ranch succession. Workshops are held every other Wednesday from Jan. 15 to Feb. 26 In addition to these courses, no-cost, confidential, one-on-one business counseling is provided free by an experienced Farm and Ranch Small Business Development Center adviser. Let us help you identify issues and evaluate options

in passing your farm and business on to the next generation. A complimentary light lunch is provided at 12:30 p.m. There is room for 50 people. Presented by: Clackamas Small Business Development Center and the East Multnomah & Clackamas Soil & Water Conservation Districts. Questions? Call Diana Tourney at 503-594-0732.

### WEDNESDAY-THURSDAY JAN. 15-16

**Introduction to Safe Quality Food:** 8:30 a.m. U of I Food Technology Center, 1902 E Chicago St., Caldwell, Idaho. Instructor Jana Hamlett will provide knowledge of the roles and responsibilities of the SQF practitioner and how they ensure supplies are in compliance with an internationally recognized and accredited Food Safety Management System which will support compliance to the FSMA rules. Website: <https://bit.ly/2LmRLS3>

Submit upcoming ag-related events on [www.capitalpress.com](http://www.capitalpress.com) or by email to [newsroom@capitalpress.com](mailto:newsroom@capitalpress.com).

### MONDAY, JAN. 6

**Idaho Range Livestock Symposium:** 8 a.m., American Legion Hall, Marsing, Idaho. Adapting to a changing rangeland environment. Registration is required. Contact: Scott Jensen, 208-894-4104, [scottj@uidaho.edu](mailto:scottj@uidaho.edu) Website: <https://bit.ly/2DMjyIR>

### TUESDAY JAN. 7

**Idaho-E. Oregon Alfalfa and Clover Seed Growers Meeting:** 8 a.m., Caldwell Elks Lodge, 1015 N. Kimball Ave., Caldwell, Idaho. Alfalfa and clover seed growers from Eastern Oregon, southwest Idaho and the Magic Valley of Idaho will have their annual meeting. Contact: Benjamin Kelly, 208-888-0988, [benjamin@amgidaho.com](mailto:benjamin@amgidaho.com)

**Idaho Range Livestock Symposium:** CSI Herrett Center, 315 Falls Ave., Twin Falls, Idaho. Adapting to

a changing environment. Registration required. Contact: Benton Glaze, 208-736-3638, [aglaze@uidaho.edu](mailto:aglaze@uidaho.edu) Website: <https://bit.ly/2DMjyIR>

### TUESDAY-WEDNESDAY JAN. 7-8

**Cropping Systems Conference:** 9 a.m., Three Rivers Convention Center, 7016 W. Grandridge Blvd., Kennewick, Wash. The two-day event features something for everyone with a trade show, general and breakout sessions, and research poster sessions. Sponsored by the Pacific Northwest Direct Seed Association. Website: <http://directseed.org> Contact: [agmgt@agmgt.com](mailto:agmgt@agmgt.com), 509-585-5460.

### WEDNESDAY JAN. 8

**Idaho Range Livestock Symposium:** 8 a.m., Bannock County Veterans Memorial Building, 300 N Johnson Ave., Pocatello, Idaho. Adapting to a changing environment. Registration required. Contact: Benton Glaze, 208-736-3638, [aglaze@uidaho.edu](mailto:aglaze@uidaho.edu)



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### Index

Dairy ..... 10  
Livestock ..... 10  
Markets ..... 12  
Opinion ..... 6

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