



Brad Carlson/Capital Press

Clint Shock's research has included a wide range of plants, from potatoes and onions to hemp.

The Problem Solver

For a half-century, researcher Clint Shock has followed his curiosity, and his love for agriculture

By BRAD CARLSON
Capital Press

When Clint Shock looks at farmland, he sees more than rich soil or abundant water.

He sees the promise of better things to come.

"Look how lucky we are," Shock said. "There are all sorts of undeveloped resources, like plants with interesting properties, that haven't been fully utilized for the benefit of mankind."

As a researcher, his curiosity has taken him

to far-off lands over the past half-century. He is constantly adding to his list of interests: from staples such as onions and potatoes to the potential of California Yerba Santa and desert parsley, which can be used in respiratory medicines.

Currently, hemp, which is mainly used for its therapeutic properties, has Shock's attention. He's been working on breeding an ideal variety for arid, irrigated southeastern Oregon.

The wide-ranging nature of his interests doesn't bother him.

"It means I don't have a sterling academic career in one narrow field," Shock said. "The

things I have accomplished are all over the place, depending on what was needed in the community I lived in."

At 76, he is the retired director of the Oregon State University Malheur Experiment Station south of Ontario, where he remains an emeritus professor.

Shock's recent research suits his generalist curiosity and desire to help people while targeting specific problems.

"A lot of people are in one niche or another," he said. "My niche with plants is

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Wine labeling controversy triggers class action lawsuit

California winery accused of misleading consumers

By GEORGE PLAVERN
Capital Press

A Napa Valley winery is accused of misleading consumers about the origins of its Oregon-labeled wines in a proposed class action lawsuit filed June 18.

Copper Cane LLC, based in Rutherford, Calif., purchases winegrapes from more than 40 Oregon vineyards to make Pinot noir and rosé under the brand name Elouan. The company came under fire in 2018 after several Oregon winemakers and legislators argued the wines illegally referenced

specific regional appellations known as American Viticultural Areas, or AVAs.

Los Angeles County resident Barry N. Kay is now suing Copper Cane on behalf of wine drinkers who felt duped into believing Elouan comes from the Oregon AVAs, when actually it is made in California.

Attorneys for Kay did not return messages for comment.

The issue, while seemingly arcane, stems from both state and federal laws dictating what can and cannot be included on a wine's label.

Characteristics such as geography,

climate, soils and growing practices — collectively referred to as terroir — can all impact wine quality and flavor, making location a key selling point. The federal government designates AVAs based on these unique features.

Labeling wine from a particular AVA can significantly increase its value. For example, a bottle of Pinot noir labeled from Oregon sold for an average of \$14.64 over a 52-week period ending on June 30, 2018, according to Nielsen cash register data. But Pinot noir labeled from the Willamette Valley AVA sold for an average of \$25.06 per bottle.

To include an AVA name on the

label, a certain percentage of grapes in the wine must come from that area. Federal law requires at least 85%, while Oregon requires 95%. The wine must also be "fully finished," that is fermented and bottled, in the same state where the AVA is located.

Though Copper Cane buys winegrapes from dozens of Oregon vintners, the fruit is trucked back to California to make Elouan wines. However, the labels, box art and online promotional materials for Elouan still contained references to the Willamette, Rogue and Umpqua valley AVAs, which according to

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Mateusz Perkowski/Capital Press File
Wine grapes ripen in a vineyard in Oregon's Willamette Valley.

NW partnership aims to create early warning system for drought

Producers encouraged to report crop, livestock impacts

By GEORGE PLAVERN
Capital Press

PORTLAND — A regional collaborative group wants to hear from Northwest farmers and ranchers about how drought is affecting crops and livestock.

The Pacific Northwest Drought Early Warning System includes state climatologists and USDA representatives from Oregon, Washington, Idaho and western Montana. Its mission is to provide timely



Ryan Brennecke/EO Media Group/Bend Bulletin

A wheel line irrigation system waters a field in Culver, Ore., on June 11. A regional collaborative hopes to provide timely information and manage drought-related impacts.

information for communities to better anticipate and manage drought-related impacts, such as water shortages and wildfires.

Part of that effort is gath-

ering on-the-ground reports of drought conditions from local agricultural producers.

Scott Oviatt, snow survey supervisor for the USDA Natural Resources Con-

server Service in Portland, said feedback is crucial to updating the U.S. Drought Monitor, which in turn is used by the federal agencies to trigger a num-

DROUGHT CONDITION MONITORING OBSERVING REPORT

To report local drought conditions online to the Pacific Northwest Drought Early Warning System, visit:

<https://survey123.arcgis.com/share/b87db006f-28c4b4698f53ffe5942d9af>

ber of emergency programs — such as crop insurance, loans and support for specific commodities.

"We're just trying to get information out there, number one," Oviatt said. "That will help represent those on-the-ground, real-time conditions on the Drought Monitor itself."

While areas of Washington and northern Idaho have received near-average precipitation for the water year dating back to October, parts of Oregon are in much rougher shape, Oviatt said. The Drought Monitor shows a little more than 90% of Oregon is in some

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