

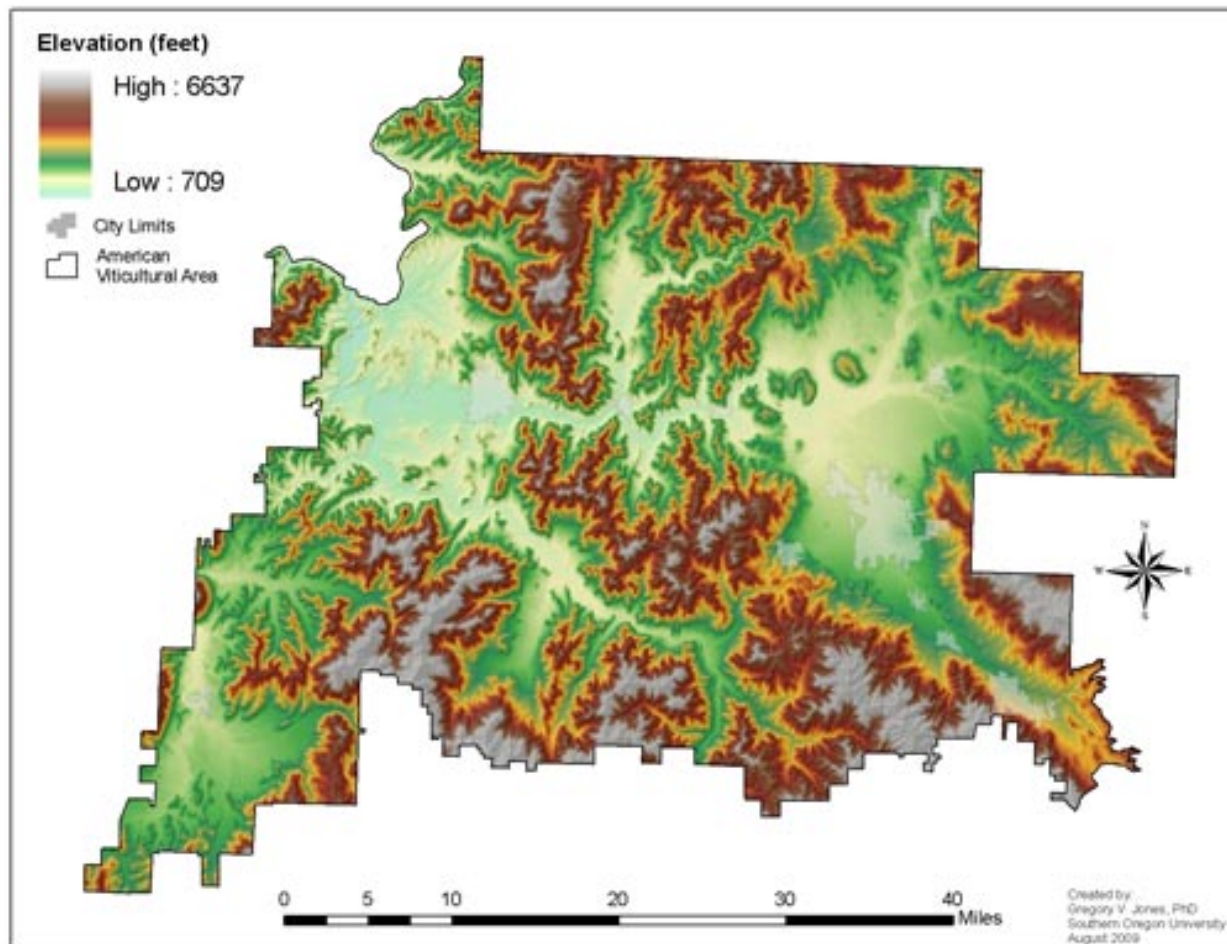
Rogue Valley Growing Areas — *Terrior*

Overall:

Terrior is a uniquely French term that embodies the sense of place in all agricultural pursuits, but has become largely synonymous with viticulture and wine production worldwide. Terrior is a holistic concept that relates to both environmental and cultural factors that define the marriage of a given winegrape cultivar planted in its ideal climate, over favorable topography and physical soil characteristics, that together combine to create the potential to produce fine wine. The Rogue Valley represents one of the most diverse terriors found in any one wine region in the world. This diversity comes from the bioregion's unique geology, landscape, and climate.

Landscape:

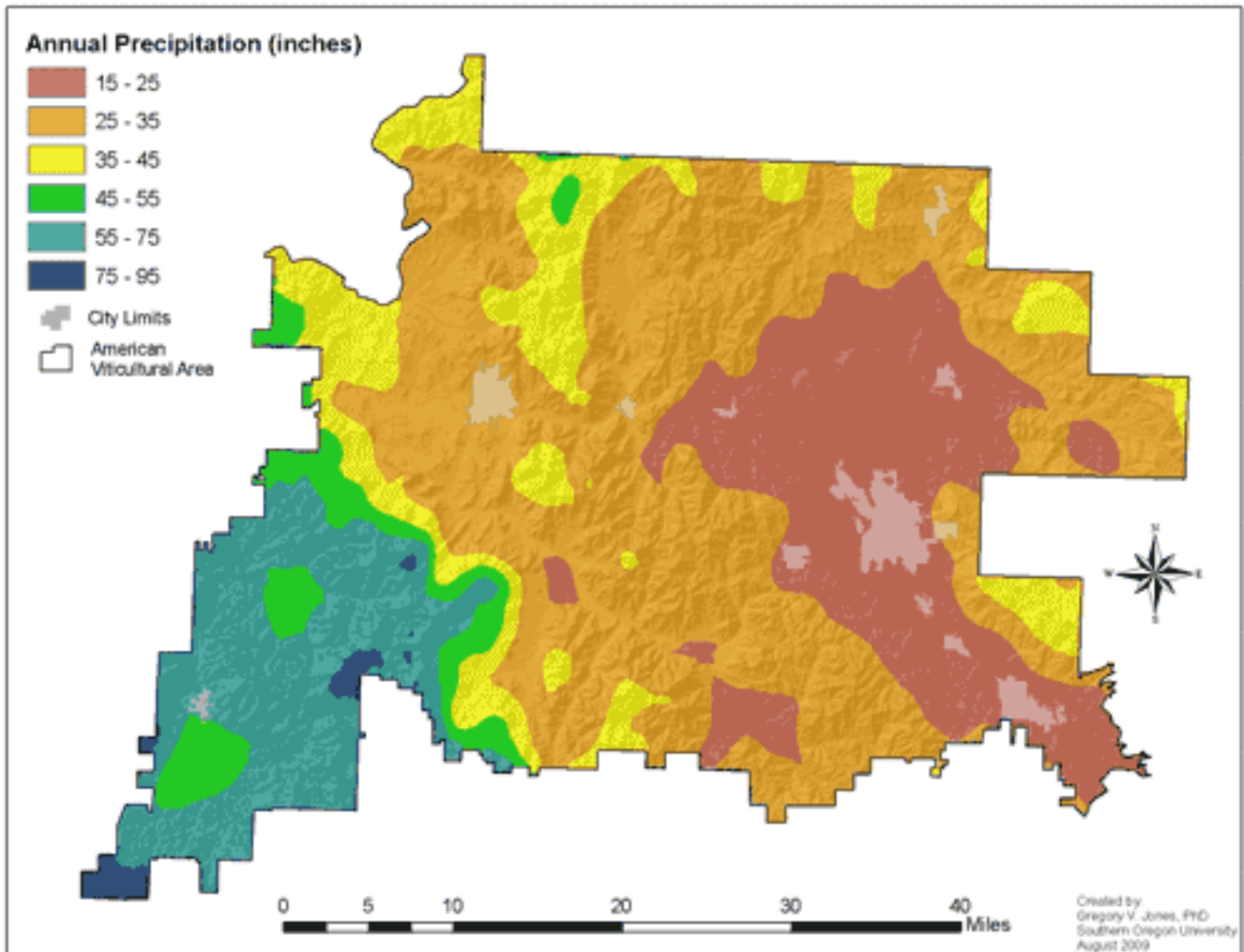
The landscape of the Rogue Valley AVA is extremely diverse, being derived from the joining of three mountain ranges of varying ages and structure: the Klamath Mountains, the Coastal Range, and the Cascades. The region is drained mainly by the Rogue River and its major tributaries; the Applegate River, the Illinois River, and Bear Creek. The agricultural landscape of the Rogue Valley AVA is mostly comprised of valley lowlands with some isolated hills, stream terraces or benches, and footslopes of alluvial fans scattered by hilltops and ridges. From this diverse geology comes a widely varying mix of metamorphic, sedimentary, and volcanic derived soils that produce unique terriors throughout the region. The Rogue Valley ranges from roughly 700 ft in elevation to over 6600 ft at its highest point. Vineyards in the region are planted to elevations that range from 900 ft to nearly 2500 ft and are found on gradual to very steep slopes that are distributed along the isolated hills, stream terraces or benches, and at the foot of alluvial fans throughout the region.



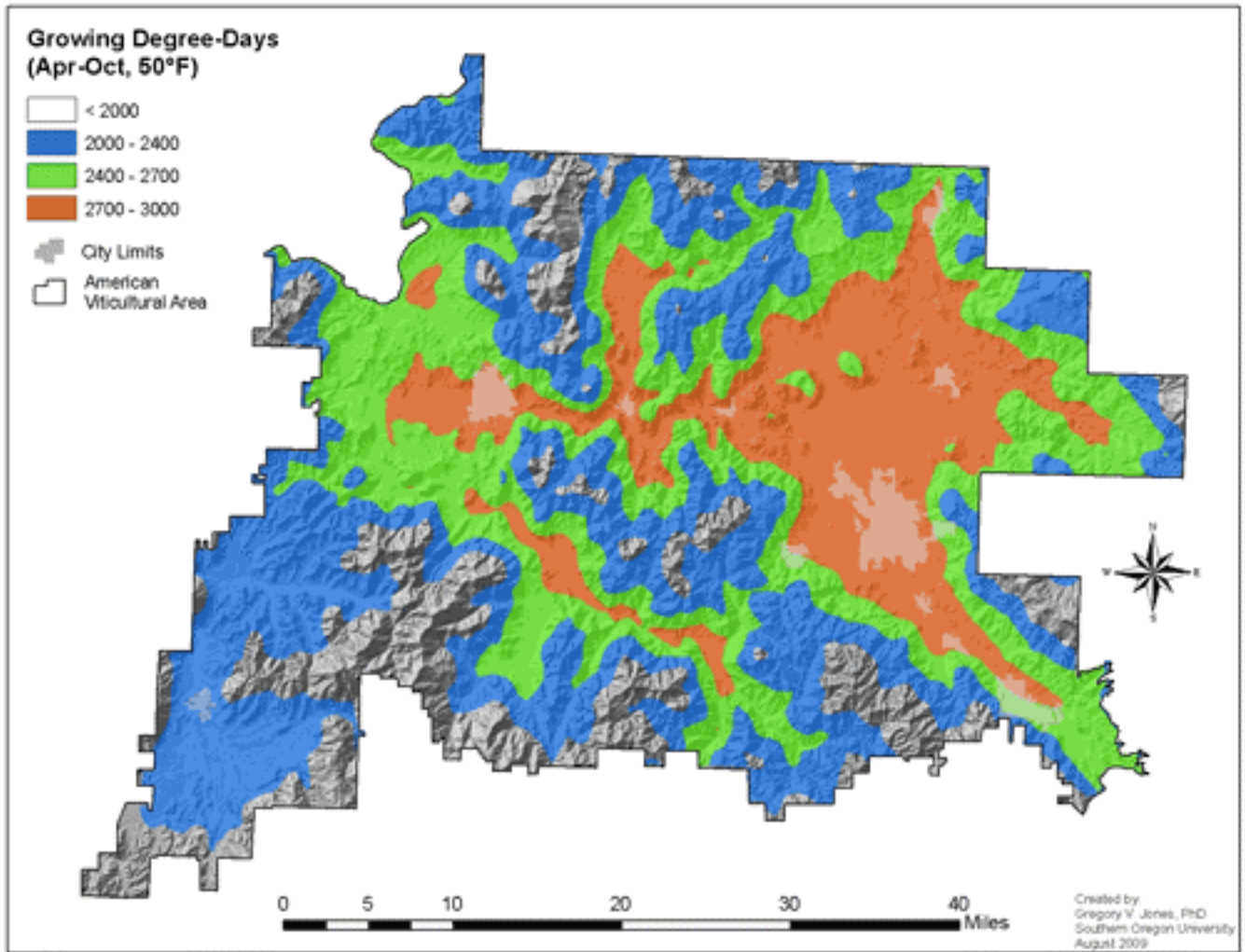
Elevations over the Rogue Valley and Applegate Valley wine growing regions.

Climate:

From a climate perspective the Rogue Valley offers some the most diverse growing conditions in Oregon and the United States, providing the conditions needed to produce both cool and warm-climate grape varieties. The growing season averages 155-185 days with degree days varying from cool climate suitability in the Illinois Valley to intermediate values in the Applegate Valley to warm climate suitability in the Bear Creek and Valley of the Rogue. Due to the region's higher elevations, the general north-south tending valleys, their proximity to the Pacific Ocean and intervening topographical barriers, the area experiences a climate transect of wetter and cooler conditions in the western parts of the region to the warmer and drier eastern portions of the valley. Annual precipitation varies from 15-95 inches across the region, declining in amount from west to east with less than 15 percent of the total precipitation occurring during the growing season of April through October.



Annual precipitation over the Rogue Valley and Applegate Valley wine growing regions.



Growing degree-days over the Rogue Valley and Applegate Valley wine growing regions. Degree-days are a measure of heat accumulation and therefore suitability for different types of winegrapes