

November 2, 2017

The President  
The White House  
1600 Pennsylvania Avenue NW  
Washington, DC 20500

Dear Mr. President:

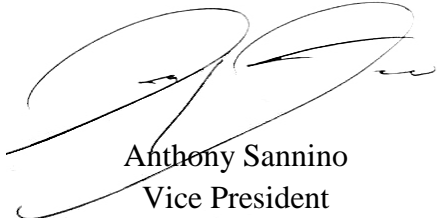
As representatives of winery and grape grower organizations in seven U.S. wine regions, we believe the names of great winegrowing regions around the world should be protected against misuse by producers from outside those regions. We therefore oppose the request you received on October 3, 2017 from various food and beverage groups to ask the governments of Japan and Mexico not to protect certain wine place names in their respective trade agreements with the European Union.

While we are fully aware of the controversial nature of place names in the food industry, we hope you understand that the issue is far less controversial in the world of wine. The American wine industry is strong today because it is built on distinctive regional names, and wine consumers around the world have come to expect truthful and accurate labels when it comes to the origin of our products.

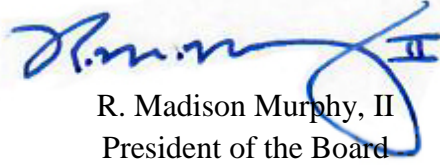
Together, we represent more 4,600 wineries and grape growers that contribute more than \$70 billion to the U.S economy. While we may be competitors in the market place, there is consensus among us that when wine place names are misused on a label, the credibility of the industry is diminished and consumers will be misled.

The U.S. government can effectively support increased exports of U.S. wines from U.S. winegrowing regions by allowing for the continued protection of winegrowing place names. That is why we urge you not to intervene with Japan or Mexico to narrow the scope of wine place names protected by their agreements with the European Union. We appreciate your consideration of our views and welcome any questions that you might have.

Sincerely,



Anthony Sannino  
Vice President  
Long Island Wine Council



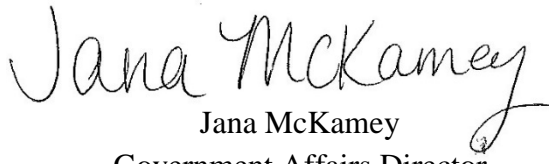
R. Madison Murphy, II  
President of the Board  
Santa Barbara Vintners



Linda Reiff  
President & CEO  
Napa Valley Vintners Association




Tara Guthrie  
Executive Director  
Texas Wine Growers



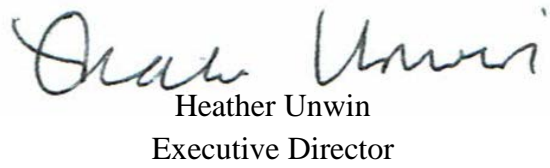
Jana McKamey  
Jana McKamey  
Government Affairs Director  
Oregon Winegrowers Association



Morgen McLaughlin  
Executive Director  
Willamette Valley Wineries Association



Jennifer Porter  
Executive Director  
Paso Robles Wine Country Alliance



Heather Unwin  
Executive Director  
Walla Walla Valley Wine Alliance

Cc:

The Honorable Sonny Perdue, U.S. Department of Agriculture

The Honorable Robert Lighthizer, U.S. Trade Representative

The Honorable Wilbur Ross, U.S. Secretary of Commerce

The Honorable Joseph Matal, Undersecretary of Commerce for Intellectual Property and  
Director of the U.S. Patent and Trademark Office

The Honorable Kevin Brady, Chairman, House Ways and Means Committee

The Honorable Mike Conaway, Chairman, House Agriculture Committee

The Honorable Bob Goodlatte, Chairman, House Judiciary Committee  
The Honorable Charles Grassley, Chairman, Senate Committee on the Judiciary  
The Honorable Orrin Hatch, Chairman, Senate Committee on Finance  
The Honorable Pat Roberts, Chairman, Senate Agriculture, Nutrition & Forestry Committee  
The Honorable John Conyers, Ranking Member, House Judiciary Committee  
The Honorable Dianne Feinstein, Ranking Member, Senate Committee on the Judiciary  
The Honorable Richard Neal, Ranking Member, House Ways and Means Committee  
The Honorable Collin Peterson, Ranking Member, House Agriculture Committee  
The Honorable Debbie Stabenow, Ranking Member, Senate Agriculture, Nutrition & Forestry  
Committee  
The Honorable Ron Wyden, Ranking Member, Senate Committee on Finance