State policy and public administration impacts on an emerging industry: the wine industry in Oregon and Washington

Anthony Gene White, Portland State University

Sponsor
Portland State University, School of Urban and Public Affairs.

Advisor
Walter G. Ellis

Date of Award
1993

Document Type
Dissertation

Degree Name
Doctor of Philosophy (Ph.D.) in Public Administration and Policy

Department
Public Affairs and Policy

Physical Description
1 online resource (2, v, 149 pages)

Subjects
Wine industry -- Government policy -- Oregon, Wine industry -- Government policy -- Washington (State), Wine industry -- Oregon

DOI
10.15760/etd.1290

Abstract
Oregon and Washington state administrative agencies' impacts on economic development within the winery industry are examined. Policy cluster development appears to impact economic development programs differently in each state. The wine industry has flourished in both states since 1970, yet Oregon with 60% of Washington's population supports 10% more wineries. Oregon winery numbers continue to grow while Washington's seem to have leveled out. From the literature and industry interviews, three variables were selected to be tested for their industry impacts:

1. domestic consumption (state population times wine industry per-capita consumption);
2. market domination (estimated from interviews and proportional market share); and
3. net government intervention, an outgrowth of policy cluster analysis (policies cannot be examined in isolation, but must consider the impacts of direct and indirect collateral state agency policies as well).

Comparisons between states were made. Multiple regression analysis determined these three variables accounted for approximately 95% of the variability of numbers of Oregon and Washington commercial wineries. Different equations were derived for each state. Of the three variables, Oregon’s number of wineries appears to be more influenced by government policy than in Washington. In Washington domestic consumption has more impact on winery numbers than in Oregon. No substantial impacts of oligopoly could be determined in either state.

Description
If you are the rightful copyright holder of this dissertation or thesis and wish to have it removed from the Open Access Collection, please submit a request to pdxscholar@pdx.edu and include clear identification of the work, preferably with URL.
Next to the wine industry, also research in the wine business is going green. Research in the field of sustainability in wine has been fostered by the growing interest of the industry and by the active role of institutions - that funds specific research programmes - associations or individual companies. When observing some cases - such as the Washington State Wine Industry - we can say that university research has fostered the development of the wine industry (Stewart 2009). The field of sustainability in the wine industry appears as a breeding ground for the development of academics and university collaborations: (Lee 2000) provides a general framework that can be used for describing the benefits arising from the relationship between academics and industry. Tapering sales, imported wines and dining habits will impact the U.S. wine industry in 2018. The text predicts that circumstances facilitating the wine 'industry’s 20-year growth trajectory cannot be repeated,' and that ‘Successful wineries 10 years from now will be those that adapted to a different consumer with different values—a customer who uses the internet in increasingly complex and interactive ways, is frugal and has less discretionary income than their predecessors.’ The boom, in other words, may taper off for many involved in the wine industry, but could continue for those vigilant to stay market-savvy and adaptable. Vineyard grapes (credit: Shutterstock). Other inclusions p