

UMPQUA VALLEY WINEGROWERS ASSOCIATION

CODE OF ETHICAL BEHAVIOR

Core Principle

As wine professionals, we are responsible for adding value to the Umpqua Valley Winegrowers and contributing to the ethical success of this organization. We accept professional responsibility for our individual decisions and actions. We are also advocates for Umpqua Valley Winegrowers by engaging in activities that enhance its credibility and value.

Intent

- To build respect, credibility and strategic importance for the Umpqua Valley Winegrowers within our organizations, the business community, and the communities in which we live.
- To assist Umpqua Valley Winegrowers in achieving its objectives and goals.
- To encourage professional decision-making and dialogue.

Guidelines

1. Adhere to the highest standards of ethical and professional behavior.
2. Comply with the law.
3. Work consistent with the values of the wine industry.
4. Advocate openly and within the established forums for debate in order to influence decision-making results.

Any individual or business member who overwhelmingly and consistently causes harm to the Umpqua Valley Winegrowers or its members shall be removed as a member of the organization. This shall be done in only extreme situations and with overwhelming proof. Shall it be necessary to remove a member, this action may only be possible by a unanimous vote of the entire board.