



About the Author: Clive Michelsen is a management consultant with focus in channel strategies, product and portfolio development, brand management, landscape/process review, and training to the wine-trade and processing industry since 1994. In 1995 he started Malmö Wine Academy where he continues to conduct seminars, educational programs and training to industry professionals and private connoisseurs. Clive participated in a weekly, live radio program about wine and attended the MW program in London in 2000 & 2001. Clive has also authored the best-seller *Tasting & Grading Wine* (2005), *Allt om Vinprovning* ('All About Wine-Tasting' in Swedish, 2004), and *Cross-Training* (2007), a management book about improving employees' competency, flexibility and motivation.



JAC
INTERNATIONAL

OREGON ECO-FRIENDLY WINE
LEADING THE WORLD IN "GREEN" WINE

CLIVE S. MICHELSEN

OREGON ECO-FRIENDLY WINE



LEADING THE WORLD IN "GREEN" WINE

CLIVE S. MICHELSEN

About the Book: Oregon Eco-Friendly Wine is about "green" wine and Oregon's determination to lead the world in this endeavor. It introduces the reader to Oregon and its environmentally friendly culture and is written for everyone who is interested in organically (eco-friendly) grown wines.

Oregon shows that good wine can be made in union with the environment—and their eco-friendly programs (L.I.V.E., Sustainable Agriculture, Organic, Biodynamic, LEED, Salmon Safe, and others), many of which are voluntary, lay their foundation. Without good fruit you will never be able to make good wine.

If you talk with any of the wineries they'll mention that they are "Stewards of the Land." One thing is for sure, environmentalists and critics of US environmental policy have never been to Oregon!

In Oregon you can experience some of the best Pinot Noirs of the "Modern World" or "New World." Burgundy's Côte de Nuits has got competition in Oregon and if they want to retain their number one position they'll have to pull a few rabbits out of their hats in the near future.