

petitioners proposing the same (or a similar) name for other viticultural areas, the Group amended its petitioned name to “Red Hills of Dundee.” After continuing concern, the Group again renamed petitioned area “Dundee Hills” to avoid confusion with other domestic and international “Red Hill” or “Red Hills” viticultural areas.

Name Evidence

The revised petition states that local residents, vintners, and others know the proposed viticultural area as the “Dundee Hills.” Noting that several area businesses use the Dundee Hills name, the petition includes references to the October 2002 Yamhill County, Oregon, Verizon Super Pages telephone book, which lists “Dundee Hills Estate,” and the “Shop Newberg” Web site, which lists “Dundee Hills Farm.”

The updated petition also includes over 30 other examples of the proposed name’s use from academic journals, magazines, newspapers, and Web sites. These include Ellen C. McCornack’s March 1912 Oregon Historical Society Quarterly article, “A Glimpse into Prehistoric Oregon.” The Willamette Valley was, she noted, a large, prehistoric body of water, and that “[a]cross a narrow straight from Chehalem was the island of the Dundee Hills * * *.”

An article in the fall/winter 1998 issue of Wine Press Northwest, “In with the New World,” lists several pioneer Oregon wine growers, including David Lett, who arrived in 1965 with:

a degree in viticulture from the University of California-Davis and a plan to find a cool climate suitable for planting pinot noir and other varieties from Burgundy. Lett decided on the Dundee Hills in the Willamette Valley

* * *. Another early pioneer is Dick Erath of Erath Vineyards, also still producing great wine in the Dundee Hills near Newberg.

Fred Delkin, in a 2002 Oregon Magazine article, “Papa Pinot Still Preaching Gospel That Created an Industry,” also notes that, in 1966, Lett planted “Pinot Noir and its cousin, Pinot Gris, in the Dundee hills area.” A November 14, 2002, Seattle Times article, “Wine Is the Main Course this Thanksgiving Celebration,” adds, “Erath Vineyards, high in the Dundee hills, is one of the Willamette Valley’s pioneer wineries.”

The 1989 Parker’s Wine Buyer’s Guide (page 814) explains that “Pinot Noir from the Dundee Hills, a subregion of the Willamette Valley, has a more herbaceous, Bing-cherry fruitiness.” In Marne Coggan’s Vineyards and Winery Management article, “Vineyard Land Values Part 2: What’s Happening Beyond the North Coast” (Vol. 27, No. 4, 2001), states:

The premier Oregon wine growing area is called the Dundee Hills * * *. Vacant land values in the Dundee Hills have climbed from \$8,000–\$10,000 to \$10,000–\$15,000 per acre. But those prices drop dramatically as you head south toward Salem and the Polk County area, where values are probably half of the Dundee Hills levels.

In addition, the revised petition contains an October 2001 Oregon Wine Magazine article (page 20) that describes a French-owned gravity-fed winery, Domaine Drouhin, which “clings to the heights of the Dundee Hills.” The revised petition’s remaining name evidence contains similar references to Dundee Hills.

Boundary Evidence

According to the petition, the proposed Dundee Hills viticultural

area’s boundaries are based on a combination of geographical features, including elevation, terrain, climate, and soil, as well as the modern viticultural history of the area.

The proposed area consists of a single, continuous uplifted landmass that rises above the surrounding valley floors. The petition states that the level lands along the Willamette River and its tributary, the Yamhill River, define the Dundee Hills to the east and south. Millican Creek, a southward flowing tributary of the Yamhill River, and a smaller drainage flowing north into Chehalem Creek, which empties into the Willamette River, border the hills to the west. The petition notes that the Chehalem Valley defines the hills’ northern limits.

The area’s proposed boundary line is an irregular circle encompassing the Dundee Hills. The 200-foot contour line constitutes most of the proposed area’s boundary line, which, the petition states, divides the base of the hills’ slopes from the surrounding valley floors. On much of its western side, a roadway that varies between 200 and 300 feet in elevation is used in lieu of the 200-foot elevation line, which, the petition notes, meanders far from the logical perimeter of the proposed viticultural area.

Wine grapes planted in 1969 at Erath Vineyards produced 216 cases of Pinot noir in 1972, and, in 1971, five acres of Pinot noir grapes were planted at the Sokol Blosser vineyard, according to the petition. Statistics from the petition show the viticultural growth of the proposed Dundee Hills area:

VITICULTURE GROWTH IN DUNDEE HILLS AREA

	Decade ending 1980	Decade ending 1990	Decade ending 2000	As of 2002
Acreage	299	577	1,161	1,264
Vineyards	13	22	38	44

Growing Conditions

A combination of elevation, terrain, climate, and soil factors that contrast with the surrounding valley floors define the proposed viticultural area, according to the petition. As noted earlier, the 200-foot contour line defines most of the boundary between the proposed Dundee Hills viticultural area and the surrounding, flatter valley floors. The petition proposes to use a roadway to mark much of the area’s western boundary.

Elevation and Terrain

The proposed area’s elevation rises from the 200-foot contour line to the highest hill’s peak of 1,067 feet. These heights contrast with the Chehalem and Willamette Valleys, which flank the north, east, and south sides of the proposed area. The petition states that the western boundary line, along Abbey and Kuehne Roads, is marked by a natural depression with drainage south to the Yamhill River via Millican Creek, while a smaller, unnamed drainage flows north into the Chehalem Valley.

The proposed Dundee Hills viticultural area’s topography consists of a north-south spine with ridges and small valleys on the east, south and west sides. This hilly area is above the Willamette and Chehalem Valleys’ flood plains. Numerous small streams originate in the hills’ higher elevations, according to the petitioner, and the proposed area is dotted with small reservoirs. Light-duty and unimproved dirt roads service the proposed area.

The petition cites the 5th edition of the “Geology of Oregon” by Elizabeth