

## 2016 Oregon Vineyard and Winery Census Report

August 2017

2016 saw increases in domestic sales for Oregon wine alongside reduced vineyard production.

- The leader in vineyard planted acreage and production remains Pinot Noir accounting for 64% of all planted acreage and 57% of production.
- Yields were mixed with varieties such as Pinot Blanc, Pinot Gris, and Pinot Noir seeing reductions while varieties including Riesling, Syrah, and Merlot seeing increases.
- The overall number of wineries increased from 702 to 725.
- The North Willamette Valley continues to lead the state with 73% of total tons crushed.
- Case sales increased 10% to nearly 3.4 million in 2016, helped along by a 14% jump in national sales.
- Leading the exports of Oregon wine is Canada accounting for 41% of export sales.

### Vineyard Section:

Table 1: Wine grapes: Acreage, yield, production, price and value, variety, 2015-2016<sup>1</sup>

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production		Price per Ton <sup>2</sup>		Value of Production <sup>3</sup>	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Dollars</i>	<i>Dollars</i>	<i>1,000 Dollars</i>	<i>1,000 Dollars</i>
Cabernet Franc	162	185	139	159	2.79	2.67	389	425	2,267	2,309	882	981
Cabernet Sauvignon	630	711	596	626	2.47	2.64	1,472	1,652	2,608	2,472	3,839	4,084
Chardonnay	1,564	1,815	1,181	1,482	3.11	2.94	3,668	4,359	1,837	1,897	6,738	8,270
Gewüztraminer	213	230	198	201	2.99	2.71	591	544	1,267	1,284	749	699
Merlot	461	464	385	430	2.88	3.19	1,109	1,374	1,992	2,097	2,209	2,881
Müller Thurgau	92	114	85	108	5.11	7.04	434	760	1,133	1,001	492	760
Pinot Blanc	246	247	218	239	4.70	3.84	1,025	920	1,375	1,642	1,409	1,511
Pinot Gris	3,615	3,853	3,403	3,705	4.49	3.67	15,294	13,601	1,427	1,484	21,825	20,188
Pinot Noir	17,452	19,471	15,507	17,744	3.27	2.58	50,737	45,851	2,353	2,422	119,384	111,061
Riesling	724	782	666	713	3.71	4.34	2,470	3,095	1,179	1,131	2,912	3,502
Sauvignon Blanc	114	109	89	93	3.93	2.80	350	259	1,754	1,688	614	437
Syrah	620	611	554	535	2.87	3.11	1,593	1,663	2,261	2,274	3,602	3,782
Tempranillo	414	343	364	302	3.39	3.15	1,234	952	2,015	1,995	2,487	1,898
Viognier	241	226	222	200	3.09	3.26	688	654	1,810	1,839	1,245	1,203
Zinfandel	80	77	59	72	3.32	3.11	195	223	1,778	1,930	347	430
All Others	1,406	1,196	1,074	1,048	3.45	3.29	3,702	3,452	1,899	1,788	7,030	6,173
<b>Total<sup>4</sup></b>	<b>28,034</b>	<b>30,435</b>	<b>24,742</b>	<b>27,658</b>	<b>3.43</b>	<b>2.88</b>	<b>84,949</b>	<b>79,782</b>	<b>2,001</b>	<b>2,056</b>	<b>175,763</b>	<b>167,859</b>

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Price per ton is a weighted average of price received by Oregon grape growers.

<sup>3</sup> Value of production is derived by multiplying quantity by price.

<sup>4</sup> Totals may not add up due to rounding.

Table 2: Wine grapes: Vineyards, acreage, yield and production by growing area, 2015-2016<sup>1</sup>

Growing Area	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
	<i>Number<sup>2</sup></i>	<i>Number<sup>2</sup></i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley <sup>3</sup>	606	607	16,993	18,424	15,143	16,770	3.51	2.85	53,089	47,863
South Willamette Valley <sup>4,9</sup>	109	112	2,785	3,369	2,438	3,218	3.54	2.96	8,618	9,534
Umpqua Valley <sup>5</sup>	69	71	2,688	2,821	2,443	2,610	3.62	2.86	8,837	7,454
Rogue Valley <sup>6</sup>	164	163	3,313	3,827	2,856	3,276	3.23	2.97	9,220	9,716
Columbia River <sup>7</sup> and at large <sup>9</sup>	104	103	2,254	1,994	1,862	1,783	2.79	2.92	5,185	5,215
<b>Total<sup>8</sup></b>	<b>1,052</b>	<b>1,056</b>	<b>28,034</b>	<b>30,435</b>	<b>24,742</b>	<b>27,658</b>	<b>3.43</b>	<b>2.88</b>	<b>84,949</b>	<b>79,782</b>

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Numbers fluctuate due to inconsistent responses and consolidation of vineyard operations.

<sup>3</sup> Includes Yamhill-Carlton District, Chehalem Mountains, McMinnville, Ribbon Ridge, Dundee Hills, Eola-Amity Hills and areas north of Monmouth and the South Salem Hills.

<sup>4</sup> Includes areas south of Monmouth and the South Salem Hills and all of Lane County.

<sup>5</sup> Includes Elkton and Red Hills.

<sup>6</sup> Includes Applegate Valley.

<sup>7</sup> Includes Columbia Gorge, Columbia Valley, Walla Walla Valley, The Rocks, and Snake River Valley.

<sup>8</sup> Totals may not add up due to rounding.

<sup>9</sup> Acreage and production discrepancies from 2015 to 2016 in the South Willamette Valley and "at large" are due to AVA reclassification of large producer.

Table 3: Wine grapes: Acreage and production, by variety and area, 2015 and 2016 totals<sup>1</sup>

Variety	North Willamette Valley <sup>2</sup>			South Willamette Valley <sup>2</sup>			Umpqua Valley <sup>2</sup>			Rogue Valley <sup>2</sup>			Columbia River <sup>2</sup> and at large		
	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production
	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>
Cabernet Franc	-	-	-	0.2	0.2	1	13	5	6	91	85	213	80	69	205
Cabernet Sauvignon	2	2	2	12	10	27	36	25	33	178	164	382	484	425	1,208
Chardonnay	1,324	1,056	3,202	159	132	327	24	24	28	247	211	636	62	59	166
Gewüztraminer	125	119	297	44	29	76	22	17	33	33	31	127	5	5	12
Merlot	0.5	0.5	1	1	1	4	66	49	81	155	144	418	242	236	870
Müller Thurgau	88	86	681	8	8	36	18	14	43	-	-	-	-	-	-
Pinot Blanc	196	190	776	23	21	49	5	5	12	24	24	83	-	-	-
Pinot Gris	2,184	2,122	7,568	910	900	3,095	246	194	1,214	471	447	1,639	42	42	84
Pinot Noir	13,574	12,325	31,775	2,069	1,995	5,510	2,019	1,990	5,358	1,489	1,128	2,764	320	306	444
Riesling	436	412	2,067	77	71	261	45	24	57	187	168	559	37	37	152
Sauvignon Blanc	34	29	87	3	3	13	13	9	5	50	43	121	9	9	33
Syrah	30	26	69	-	-	-	79	67	144	229	200	636	272	242	814
Tempranillo	29	22	86	4	4	9	96	73	199	164	158	485	51	45	173
Viognier	34	33	96	8	2	9	12	12	29	159	145	481	13	8	40
Zinfandel	-	-	-	0.3	0.3	0.2	4	1	4	56	54	164	16	16	55
All Others	367	349	1,158	51	42	118	123	101	209	295	274	1,008	360	283	959
<b>Total, 2016<sup>3</sup></b>	<b>18,424</b>	<b>16,770</b>	<b>47,863</b>	<b>3,369</b>	<b>3,218</b>	<b>9,534</b>	<b>2,821</b>	<b>2,610</b>	<b>7,454</b>	<b>3,827</b>	<b>3,276</b>	<b>9,716</b>	<b>1,994</b>	<b>1,783</b>	<b>5,215</b>
Total, 2015 <sup>3</sup>	16,993	15,143	53,089	2,785	2,438	8,618	2,688	2,443	8,837	3,313	2,856	9,220	2,254	1,862	5,185

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> See Growing Area descriptions in Vineyard Section Table 2.

<sup>3</sup> Totals may not add up due to rounding.

- No data reported.

**Table 4: Wine grapes: Price per ton, by variety and region, 2016**

Variety	Statewide <sup>1</sup>				Regions																				
					North Willamette Valley				South Willamette Valley				Umpqua Valley				Rogue Valley				Columbia River and at large				
	Average <sup>2</sup>	Median	Low <sup>3</sup>	High <sup>4</sup>	Average <sup>2</sup>	Median	Low <sup>3</sup>	High <sup>4</sup>	Average <sup>2</sup>	Median	Low <sup>3</sup>	High <sup>4</sup>	Average <sup>2</sup>	Median	Low <sup>3</sup>	High <sup>4</sup>	Average <sup>2</sup>	Median	Low <sup>3</sup>	High <sup>4</sup>	Average <sup>2</sup>	Median	Low <sup>3</sup>	High <sup>4</sup>	
	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	
Cabernet Franc	2,309	2,150	1,684	2,689	-	-	-	-	-	-	-	-	-	-	-	-	-	2,210	2,000	1,862	2,406	2,430	2,380	-	-
Cabernet Sauvignon	2,472	2,003	874	3,516	-	-	-	-	-	-	-	-	-	-	-	-	-	1,992	1,800	1,208	2,370	2,622	2,342	1,146	3,516
Chardonnay	1,897	2,000	852	3,867	1,983	2,400	852	3,867	1,692	1,754	-	-	-	-	-	-	-	1,762	1,775	1,395	2,000	-	-	-	-
Gewürztraminer	1,284	1,408	793	1,994	1,163	1,214	796	1,968	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Merlot	2,097	1,939	1,056	3,422	-	-	-	-	-	-	-	-	-	-	-	-	-	1,998	1,950	1,497	2,266	2,185	2,000	1,782	3,422
Müller Thurgau	1,001	999	556	1,092	999	944	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Blanc	1,642	1,557	1,288	2,068	1,687	1,557	1,314	2,068	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,484	1,547	884	2,485	1,410	1,523	884	2,485	1,514	1,540	1,232	1,702	-	-	-	-	-	1,703	1,665	-	-	-	-	-	-
Pinot Noir	2,422	2,500	962	5,376	2,582	2,652	1,118	5,376	2,471	2,308	1,014	3,548	2,061	1,902	1,427	2,298	2,202	2,013	1,339	2,378	1,955	2,067	-	-	
Riesling	1,131	1,318	813	2,117	1,068	1,463	770	2,166	1,632	1,400	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sauvignon Blanc	1,688	1,800	1,255	1,920	-	-	-	-	-	-	-	-	-	-	-	-	-	1,613	1,800	-	-	-	-	-	-
Syrah	2,274	2,091	1,594	4,448	2,811	2,488	-	-	-	-	-	-	-	-	-	-	-	2,256	2,083	1,950	2,381	2,291	2,097	1,609	4,195
Tempranillo	1,995	1,972	1,273	2,732	-	-	-	-	-	-	-	-	-	-	-	-	-	1,901	2,000	1,218	2,319	-	-	-	-
Viognier	1,839	1,900	1,065	2,276	-	-	-	-	-	-	-	-	-	-	-	-	-	1,930	1,901	1,700	2,000	-	-	-	-
Zinfandel	1,930	1,900	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All Others	1,788	1,803	453	3,284	1,310	1,647	530	2,890	1,383	1,257	-	-	1,939	1,905	-	-	-	2,021	1,900	1,278	2,243	2,030	1,993	1,582	3,284
<b>Total<sup>2</sup></b>	2,056	2,099	-	-	2,050	2,178	-	-	2,100	2,004	-	-	2,054	1,902	-	-	-	2,013	1,901	-	-	2,277	2,127	-	-

<sup>1</sup>Statewide prices include data from all regions including those with insufficient data to report separately.

<sup>2</sup>Averages are weighted by the number of tons sold at the price reported by Oregon grape growers.

<sup>3</sup>Lows are a weighted average of the lowest three prices received by Oregon grape growers.

<sup>4</sup>Highs are a weighted average of the highest three prices received by Oregon grape growers.

-Data insufficient for reporting.

## Winery Section:

**Table 1: Wineries: Number and crush, by growing region, Oregon, 2015-2016<sup>1</sup>**

Growing Region <sup>2</sup>	All Wineries <sup>3</sup>		Number of Wineries Crushing Grapes	Total <sup>5</sup> Wine Grapes Crushed	
	2015	2016		2015	2016
	<i>Number<sup>4</sup></i>	<i>Number<sup>4</sup></i>	<i>Number</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	468	490	283	55,328	51,601
South Willamette Valley <sup>6</sup>	63	64	37	3,022	7,816
Umpqua Valley	40	41	26	2,812	2,873
Rogue Valley	84	83	39	5,378	5,466
Columbia River and at large <sup>6</sup>	47	47	39	6,978	2,823
<b>Total<sup>5</sup></b>	<b>702</b>	<b>725</b>	<b>424</b>	<b>73,518</b>	<b>70,579</b>

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Survey respondents identified one of these growing regions as their production location. See Growing Area descriptions in Vineyard Section Table 2.

<sup>3</sup> Includes all TTB bonded wineries and Growers Sales Privilege and Winery License holders (issued by the OLCC).

<sup>4</sup> Numbers fluctuate due to inconsistent responses.

<sup>5</sup> Totals may not add up due to rounding.

<sup>6</sup> Acreage and production discrepancies from 2015 to 2016 in the South Willamette Valley and "at large" are due to AVA reclassification of large producer.

**Table 2: Wineries: Crush, by grape source location and crush area, 2015 and 2016 totals<sup>1</sup>**

Growing Region <sup>2</sup>	Sourced in Oregon	Sourced from Other States	All Crush, 2016	All Crush, 2015
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	50,665	936	51,601	55,328
South Willamette Valley	7,431	386	7,816	3,022
Umpqua Valley	2,873	-	2,873	2,812
Rogue Valley	5,466	-	5,466	5,378
Columbia River and at large	1,485	1,338	2,823	6,978
<b>Total, 2016<sup>3</sup></b>	<b>67,918</b>	<b>2,660</b>	<b>70,579</b>	
Total, 2015 <sup>3</sup>	71,849	1,670		73,518

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Survey respondents identified one of these growing regions as their production location. See Growing Area descriptions in Vineyard Section Table 2.

<sup>3</sup> Totals may not add up due to rounding.

**Table 3: Wineries: Sales by sales channel, 2015-2016<sup>1</sup>**

Year	Direct to Consumer			Wholesale (FOB, Trade, etc.)				Total Cases <sup>4</sup>	Total Dollars
	Tasting Rooms	Wine Clubs	Web/Phone Orders	Sold in Oregon	Sold Nationally (excluding Oregon)	Sold Internationally <sup>2</sup>	Private Label		
<b>2016</b>	<i>Cases</i> <b>484,714</b>	<i>Cases</i> <b>228,179</b>	<i>Cases</i> <b>72,898</b>	<i>Cases</i> <b>593,192</b>	<i>Cases</i> <b>1,868,838</b>	<i>Cases</i> <b>65,515</b>	<i>Cases</i> <b>77,622</b>	<b>3,390,958</b>	<b>529,075,387</b>
2015	421,178	232,045	81,568	574,232	1,645,668	70,608	68,361	3,093,661	470,650,919

<sup>1</sup> Includes estimates for incomplete responses except international sales.

<sup>2</sup> Includes historical data for incomplete responses.

<sup>4</sup> Totals may not add up due to rounding.

**Table 4: Wineries: Export sales, by destination, Oregon, 2016 totals<sup>1</sup>**

Canada	Mexico	Denmark	United Kingdom	Sweden	All Other Europe	Hong Kong /China	Japan	South Korea	All Other Asia	All Other Destinations	All Export Sales
<i>Cases</i> 26,798	<i>Cases</i> 625	<i>Cases</i> 2,821	<i>Cases</i> 6,953	<i>Cases</i> 3,158	<i>Cases</i> 4,343	<i>Cases</i> 2,475	<i>Cases</i> 6,592	<i>Cases</i> 1,581	<i>Cases</i> 899	<i>Cases</i> 9,269	<i>Cases</i> 65,515

<sup>1</sup> Includes estimates from historical data for incomplete responses.