

2017 Oregon Vineyard and Winery Report

September 2018

Overview:

2017 saw increases in sales, revenue, and production for Oregon wineries and vineyards.

- The leading variety in planted acreage and production remains Pinot Noir accounting for 58% of all planted acreage and 59% of production.
- The overall number of vineyards increased from 1,056 to 1,144 and total planted acreage increased by more than 3,500 acres from 30,435 to 33,996, an increase of 11.7%.
- The overall number of wineries increased from 725 to 769 with the biggest increases coming from the Eastern Oregon/at large areas increasing by 18, and the Rogue Valley increasing by 13.
- Total tons crushed increased by 9.3% from 70,579 tons to 77,170 tons.
- Case sales increased 6% from 3.39 million to 3.60 million, supported by increases in international sales, direct to consumer channels, and domestic sales outside of Oregon.
- Leading the export markets for Oregon wine is Canada, which accounted for 49% of export sales.

Vineyard Section:

Table 1: Wine Grapes: Acreage, yield, production, price and value by variety, 2016-2017¹

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production		Price per Ton ²		Value of Production ³	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
	<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	185	313	159	212	2.67	3.07	425	653	2,309	2,412	981	1,574
Cabernet Sauvignon	711	1,105	626	912	2.64	2.37	1,652	2,416	2,472	2,786	4,084	6,731
Chardonnay	1,815	2,123	1,482	1,818	2.94	3.20	4,359	5,812	1,897	1,884	8,270	10,949
Gewurtzaminer	230	183	201	151	2.71	2.47	544	373	1,284	1,264	699	472
Malbec	NA	242	NA	191	NA	2.84	NA	543	NA	2,606	NA	1,416
Merlot	464	553	430	514	3.19	2.81	1,374	1,442	2,097	2,366	2,881	3,413
Muller Thurgau	114	79	108	71	7.04	3.56	760	253	1,001	1,086	760	275
Pinot Blanc	247	214	239	208	3.84	4.11	920	853	1,642	1,813	1,511	1,547
Pinot Gris	3,853	4,888	3,705	4,656	3.67	2.96	13,601	13,786	1,484	1,199	20,188	16,532
Pinot Noir	19,471	19,697	17,744	18,488	2.58	2.89	45,851	53,457	2,422	2,375	111,061	126,965
Riesling	782	540	713	500	4.34	3.55	3,095	1,778	1,131	1,224	3,502	2,176
Sauvignon Blanc	109	88	93	71	2.80	3.79	259	269	1,688	1,821	437	489
Syrah	611	1,316	535	1,002	3.11	2.91	1,663	2,915	2,274	2,407	3,782	7,015
Tempranillo	343	368	302	319	3.15	3.17	952	1,011	1,995	1,994	1,898	2,017
Viognier	226	276	200	243	3.26	3.42	654	833	1,839	1,765	1,203	1,470
Other ⁴	1,196	2,011	1,048	1,651	3.29	3.00	3,452	4,948	1,788	1,757	6,173	8,806
Total ^{5,6}	30,435	33,996	27,658	31,008	2.88	2.94	79,282	91,342	2,056	2,056	167,859	191,846

¹ Includes estimates for incomplete responses.

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

³ Value of production is derived by multiplying quantity by price.

⁴ Other includes all other varieties, including some varieties for which data were collected, but reported values were too small to disclose (Chenin Blanc, Gamay, and Sangiovese)

⁵ 2016 totals include figures for Zinfandel which was not included in the 2017 report.

⁶ Totals may not add up due to rounding.

Table 2: Wine Grapes: Vineyards, acreage, yield and production by growing area, 2016-2017¹

Region	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
	<i>Number²</i>	<i>Number²</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 ³	607	637	18,424	19,705	16,770	18,458	2.85	2.94	47,863	54,365
South Willamette Valley ^{4,9}	112	119	3,369	3,819	3,218	3,659	2.96	2.85	9,534	10,416
Umpqua Valley ⁵	71	82	2,821	3,227	2,610	2,904	2.86	2.93	7,454	8,494
Rogue Valley ⁶	163	198	3,827	4,860	3,276	4,129	2.97	2.92	9,716	12,061
Eastern Oregon ⁷ and at large	103	108	1,994	2,384	1,783	1,858	2.92	3.23	5,215	6,006
Total⁸	1,056	1,144	30,435	33,996	27,658	31,008	2.88	2.94	79,782	91,342

¹ Includes estimates for incomplete responses.

² Numbers fluctuate due to inconsistent responses and consolidation of vineyard operations.

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

⁴ Includes areas south of Monmouth and the South Salem Hills and all of Lane County.

⁵ Includes Elkton Oregon and Red Hill Douglas County AVAs.

⁶ Includes Applegate Valley AVA. Increases in number of vineyards and planted acres may be due to a combination of new vineyards and underreporting in previous years.

⁷ Includes the Oregon side of Columbia Gorge, Columbia Valley, Walla Walla Valley, The Rocks District of Milton-Freewater, and Snake River Valley AVAs, as well as any area not within other denoted AVA boundaries.

⁸ Totals may not add up due to rounding.

Table 3: Wine grapes – Acreage and production by variety and growing area, 2016 and 2017 totals¹

Variety	North Willamette Valley ²			South Willamette Valley ²			Umpqua Valley ²			Rogue Valley ²			Eastern Oregon and at large ²		
	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	2	2	5	0.2	0.2	1	22	9	26	157	101	304	132	101	316
Cabernet Sauvignon	83	65	174	77	65	184	63	63	90	528	423	1,116	354	296	851
Chardonnay	1,597	1,441	4,511	136	88	285	54	42	148	286	214	751	51	33	118
Gewurtzaminer	58	52	130	39	22	59	34	30	48	47	45	130	4	2	6
Malbec	-	-	-	-	-	-	43	36	93	154	124	358	44	31	93
Merlot	-	-	-	2	2	7	71	66	141	217	203	550	264	243	745
Muller Thurgau	60	53	207	8	8	25	10	10	21	-	-	-	-	-	-
Pinot Blanc	175	174	702	23	17	65	7	7	13	9	9	72	0.6	0.4	1
Pinot Gris	2,678	2,494	7,733	1,311	1,304	3,276	263	234	749	536	524	1,699	100	98	329
Pinot Noir	13,832	13,094	37,317	2,049	2,001	6,262	2,051	1,887	5,851	1,462	1,275	3,379	303	231	648
Riesling	297	296	1,108	7	5	12	34	29	83	172	147	470	31	23	105
Sauvignon Blanc	37	31	91	3	2	10	14	5	13	19	19	45	13	13	109
Syrah	229	187	632	1	1	2	245	217	462	442	385	1,079	400	211	740
Tempranillo	39	39	114	5	3	7	124	108	329	148	131	429	53	38	133
Viognier	51	51	89	8	2	8	17	16	33	170	148	560	30	26	142
Other ³	565	479	1,551	149	137	214	175	143	395	514	381	1,118	608	511	1,670
Total, 2017	19,705	18,458	54,365	3,819	3,659	10,416	3,227	2,904	8,494	4,860	4,129	12,061	2,384	1,858	6,006
Total, 2016 ⁴	18,424	16,770	47,863	3,369	3,218	9,534	2,821	2,610	7,454	3,827	3,276	9,716	1,994	1,783	5,215

¹ Includes estimates for incomplete responses.

² See Growing Area descriptions in Vineyard Section Table 2.

³ Other includes all other varieties, including some varieties for which data were collected, but reported values were too small to disclose (Chenin Blanc, Gamay, and Sangiovese).

⁴ 2016 totals include figures for Zinfandel which was not included in the 2017 report.

- No data reported

Table 4: Wine Grapes - Price per ton by variety and growing area, 2017

Variety	Statewide ¹				Regions																				
					North Willamette Valley ²				South Willamette Valley ²				Umpqua Valley ²				Rogue Valley ²				Eastern Oregon ³				
	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	
Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
Cabernet Franc	2,412	2,100	1,231	2,654	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Sauvignon	2,786	2,117	1,537	3,776	-	-	-	-	-	-	-	-	-	-	-	-	2,076	2,000	1,683	2,179	3,200	2,452	2,032	3,386	
Chardonnay	1,884	2,385	1,050	3,500	1,981	2,410	1,117	3,474	1,773	1,962	1,584	3,406	-	-	-	-	1,613	1,500	1,154	1,763	-	-	-	-	-
Gewurtzaminer	1,264	1,325	850	1,906	1,172	1,382	792	1,760	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malbec	2,606	2,050	1,876	3,633	-	-	-	-	-	-	-	-	-	-	-	-	2,029	1,944	1,901	2,105	-	-	-	-	-
Merlot	2,366	1,919	1,045	3,286	-	-	-	-	-	-	-	-	-	-	-	-	1,664	1,600	1,352	2,107	2,605	1,938	1,906	2,733	
Muller Thurgau	1,086	1,101	1,063	1,235	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Blanc	1,813	1,550	1,325	2,545	1,945	1,971	1,409	2,499	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,199	1,450	750	2,000	1,085	1,478	751	1,966	1,325	1,475	1,009	1,791	1,367	1,400	1,244	1,554	1,388	1,388	1,346	1,537	-	-	-	-	-
Pinot Noir	2,375	2,491	1,033	5,460	2,534	2,609	1,065	5,482	2,264	2,337	1,486	3,390	2,260	2,000	1,664	2,357	1,671	1,890	1,127	2,180	-	-	-	-	-
Riesling	1,224	1,250	776	2,022	1,376	1,500	1,628	1,975	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sauvignon Blanc	1,821	1,800	1,552	2,035	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Syrah	2,407	2,175	1,411	3,955	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,626	2,102	1,906	2,811	
Tempranillo	1,994	2,000	1,617	2,430	1,824	1,699	1,666	1,917	-	-	-	-	-	-	-	-	2,047	2,200	1,983	2,219	-	-	-	-	-
Viognier	1,765	1,850	1,390	2,067	-	-	-	-	-	-	-	-	-	-	-	-	1,762	1,825	1,496	1,958	-	-	-	-	-
Other	1,757	1,603	893	2,485	1,697	1,624	1,056	2,231	1,556	1,583	1,253	1,804	-	-	-	-	1,603	1,843	955	2,319	2,137	1,801	948	2,462	
Total	2,056	1,952	879	3,529	2,304	2,002	887	3,524	1,845	1,800	1,009	3,484	2,166	1,800	901	2,772	1,655	1,850	884	2,840	2,487	1,951	916	3,390	

¹ Statewide prices include data from all regions, including those with insufficient data to report separately.

² See Growing Area descriptions in Vineyard Section Table 2.

³ Includes the Oregon portion of the Columbia Gorge, Columbia Valley, Walla Walla Valley, The Rocks District of Milton-Freewater, and Snake River Valley AVAs.

⁴ Averages are weighted by the number of tons sold at the price reported by Oregon grape growers.

⁵ Lows are a weighted average of the lowest three prices reported by Oregon grape growers.

⁶ Highs are a weighted average of the highest three prices reported by Oregon grape growers.

- Data insufficient for reporting.

Winery Section:

Table 1: Wineries – Number and crush by growing region, 2016-2017¹

Growing Region ²	All Wineries ³		Number of Wineries Crushing Grapes	Total ⁵ Wine Grapes Crushed	
	2016	2017		2016	2017
	Number ⁴	Number ⁴	Number	Tons	Tons
North Willamette Valley	490	491	284	51,601	56,653
South Willamette Valley	64	73	34	7,816	8,116
Umpqua Valley	41	44	37	2,873	3,303
Rogue Valley	83	96	61	5,466	5,919
Eastern Oregon and at large	47	65	38	2,823	3,179
Total⁵	725	769	454	70,579	77,170

¹ Includes estimates for incomplete responses.

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

³ Includes all TTB bonded wineries and Growers Sales Privilege and Winery License Holders (issued by the OLCC).

⁴ Numbers fluctuate year over year due to inconsistent responses.

⁵ Totals may not add up due to rounding.

Table 2: Wineries – Crush by grape source location and crush area, 2016 and 2017 totals¹

Growing Region ²	Sourced in Oregon	Sourced from Other States	All Crush, 2017	All Crush, 2016
	Tons	Tons	Tons	Tons
North Willamette Valley	56,512	142	56,653	51,601
South Willamette Valley	7,656	460	8,116	7,816
Umpqua Valley	3,303	0	3,303	2,873
Rogue Valley	4,612	1,307	5,919	5,466
Eastern Oregon and at large	1,050	2,129	3,179	2,823
Total, 2017³	73,132	4,038	77,170	
Total, 2016³	67,918	2,660		70,579

¹ Includes estimates for incomplete responses.

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

³ Totals may not add up due to rounding.

Table 3: Wineries – Sales by channel, 2016 and 2017 totals¹

Year	Direct to Consumer			Wholesale (FOB, Trade, etc.)				Total Cases	Total Dollars
	Tasting Rooms	Wine Clubs	Web/ Phone Orders	Sold in Oregon	Sold Nationally (excluding Oregon)	Sold Internationally	Private Label		
	Cases	Cases	Cases	Cases	Cases	Cases	Cases		
2017	489,820	233,391	81,852	579,155	2,039,747	94,351	84,177	3,602,493	550,623,346
2016	484,714	228,179	72,898	593,192	1,868,838	65,515	77,622	3,390,958	529,075,387

¹ Includes estimates for incomplete responses.

Table 4: Wineries – Export sales by destination, 2017 totals¹

Canada	Mexico	Denmark	United Kingdom	Sweden	All Other Europe	Hong Kong/ China	Japan	South Korea	All Other Asia	All Other Destinations	All Export Sales
Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
46,692	394	2,584	10,047	2,248	4,918	2,209	8,952	1,057	1,075	14,173	94,351

¹ Includes estimates for incomplete responses.



This report is sponsored by the Oregon Wine Board (industry.oregonwine.org).