

Interpreting the 2025 Oregon Grape Pricing Report

Modifications have been made to the 2025 Vineyard & Winery Census Grape Pricing Report in comparison with previous reports. The purpose of this document is to explain the changes and help the reader interpret and understand what the data represent.

Explanation of Changes

Reported regions and varieties

The 2025 Oregon Grape Pricing Report contains data for fewer regions and varieties than in recent years. This is primarily due to insufficient data points received to be able to report on the same breadth of varieties across as many regions as in previous reports.

- Vineyards responding: 245 (-8% vs 2024)
- Pricing data points reported: 323 (-15% vs 2024)
- Tonnage associated with reported prices: 14,700 (-24% vs 2024)

While the number of vineyards reporting declined by 8%, the larger decreases in the number of grape prices reported and in tons associated with those sales are indicative of 2025 grape market conditions.

More stringent requirements to report data

In addition to the previous requirement of having at least six (6) data points to report the pricing data of a variety at the state or regional level, UO and OWB have agreed on an added threshold of the grape sales representing a minimum aggregate of 20 tons. These criteria are established to ensure a consistently robust baseline level for the price estimates.

Percentile reporting

Previous versions of this report have included “Low” and “High” prices, which reflected the average of the bottom and top three prices by variety within a region. For the 2025 report, these measures have been replaced with lower and upper quartiles. Reporting pricing at the 25th and 75th percentiles removes the outsized impact of extreme outlier prices at the high or low end.

An explanation of how to interpret percentiles and their associated graphs is provided below.

Understanding the Data

The Grape Pricing Report differs from other charts within the overall Vineyard & Winery Census Report, as it directly reports data received from growers responding to the survey, rather than reporting statewide and regional estimates using reported data in conjunction with sophisticated statistical analysis.

Four statistics are reported in the Grape Pricing Report:

- **Average:** Average price weighted by tons reported at each price point
- **Median:** Mid-point of the full list of prices reported
- **25th Percentile:** Price at which 25% of reported prices are below this number
- **75th Percentile:** Price at which 25% of reported prices are above this number

Variety	Statewide ¹			
	Average ²	Median	25th Percentile ³	75th Percentile ⁴
	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
Cabernet Franc	2,370	2,800	2,209	3,163
Chardonnay	2,936	2,991	1,675	3,331
Gamay	2,422	2,500	1,833	3,147
Pinot Blanc	2,080	1,900	1,755	2,198
Pinot Gris	1,609	1,650	1,105	1,885
Pinot Noir	2,445	2,614	2,114	3,197
Riesling	2,122	2,222	1,540	2,545
Sauvignon Blanc	1,942	2,000	1,840	2,200
Syrah	2,766	2,608	1,767	3,208
All other varieties	2,209	2,200	1,800	2,200
Average	2,479	2,350	-	-

Excerpt from 2025 Grape Pricing Report

[Weighted] Average vs. Median

The difference between the weighted average and the median can help illustrate how grape prices are distributed across reported sales. Because the weighted average accounts for the number of tons sold at each reported price, it is influenced by larger-volume sales, while the median represents the midpoint price. In other words, half of prices reported were above the median and half were below. When the weighted average is lower than the median, it suggests that a larger share of reported tons were sold at lower prices; when the weighted average is higher than the median, it suggests a larger share of reported tons were sold at higher prices. Large outlier prices may also influence the relationship between the two measures.

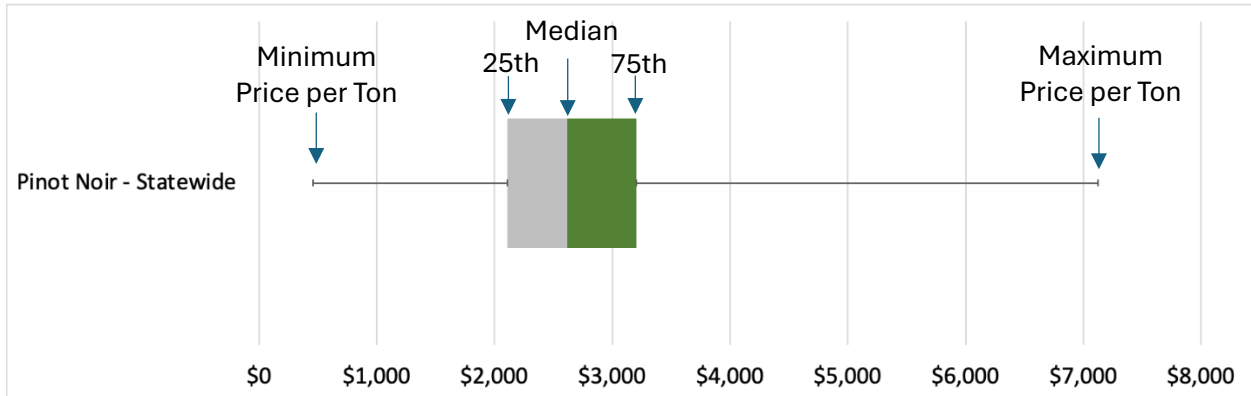
For example, the weighted average price per ton for statewide Pinot Noir grapes sold, based on reported prices from the 2025 Oregon Vineyard and Winery Survey, was \$2,445, while the median price per ton was \$2,614. Because the weighted average was \$169 lower than the median, the reported sales included a greater share of tons sold at lower price points, which pulled the weighted average below the midpoint price.

Visualizing the Data with Box and Whisker Plots

To illustrate the range of prices reported for each variety and by region, **box and whisker** plots of grape prices are provided. These indicate the distribution of prices within each data set, illustrating how reported grape prices are distributed.

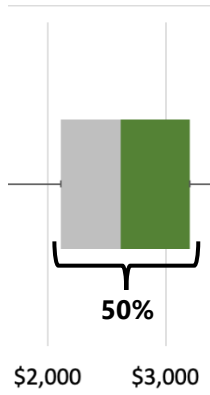
Understanding box and whisker plots

The box and whisker plots in this report illustrate five data points from left to right, as shown below: Minimum price, 25th Percentile price, Median price, 75th Percentile price, and Maximum price.



Box and whisker plot of 2025 statewide Pinot noir pricing data

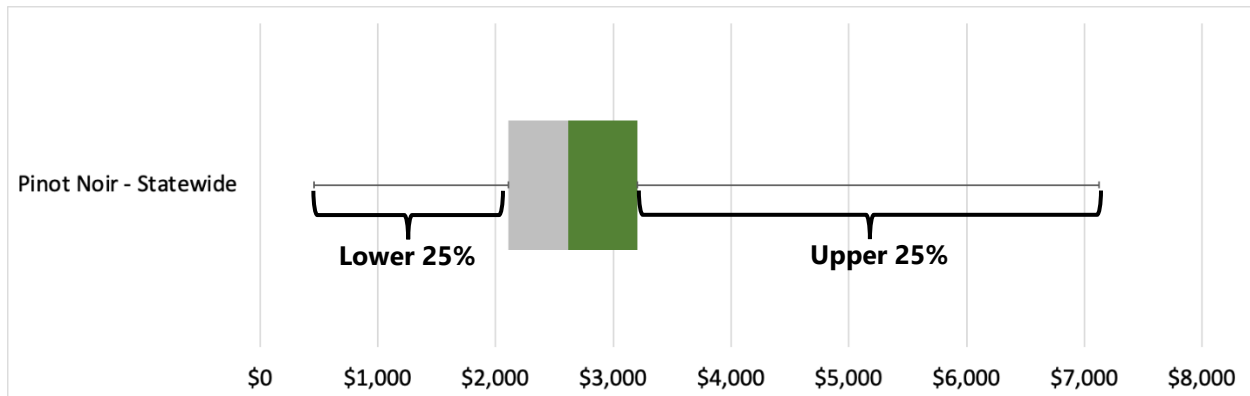
The whole box shows the range of the middle 50% of prices.



The line separating the colors within the box is the **median price**. 50% of reported prices are above and below this line.



The whiskers extend from the box to the **lowest and highest prices**. 25% of reported prices are within each of the whiskers.



Interpreting box and whisker plots

- A **longer box** means the middle 50% of grape prices represent a larger range.



- A **shorter box** means less variability – prices are clustered around the midpoint.



- If the **median** is off-center within the box, the middle 50% of prices have greater variability at higher or lower values (in the example below, there is more variability in prices above the median).



Looking at the 2025 statewide Pinot noir box and whisker plot above as an example, it has a relatively short box, indicating a clustering of data around the median price of \$2,614/ton.

50% of all reported Pinot noir grape prices fall between the 25th percentile (\$2,114/ton) and the 75th percentile (\$3,197/ton).

The right (upper quartile) whisker is longer than the left (lower quartile) whisker, indicating a wider range of prices at the upper end than the lower end of the overall data set.