

2025 OREGON GRAPE PRICING REPORT

May 2026

Wine Grapes - Price Per Ton, by Variety and Region, 2025

Data are reported for a given variety / region combination when at least six (6) data points representing a minimum of 20 tons of grapes sold were received through the 2025 Vineyard & Winery Census survey.

Variety	Statewide ¹				Regions								
	North Willamette Valley ⁵		South Willamette Valley ⁶				North Willamette Valley ⁵		South Willamette Valley ⁶				
	Average ²	Median	25th Percentile ³	75th Percentile ⁴	Average ²	Median	25th Percentile ³	75th Percentile ⁴	Average ²	Median	25th Percentile ³	75th Percentile ⁴	
Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	
Cabernet Franc	2,370	2,800	2,209	3,163	-	-	-	-	-	-	-	-	-
Chardonnay	2,936	2,991	1,675	3,331	3,016	3,021	2,253	3,390	-	-	-	-	-
Gamay	2,422	2,500	1,833	3,147	2,594	2,736	1,864	3,221	-	-	-	-	-
Pinot Blanc	2,080	1,900	1,755	2,198	2,088	1,950	1,734	2,596	-	-	-	-	-
Pinot Gris	1,609	1,650	1,105	1,885	1,622	1,800	1,551	1,964	-	-	-	-	-
Pinot Noir	2,445	2,614	2,114	3,197	2,491	2,794	2,183	3,369	2,485	2,353	1,999	3,166	-
Riesling	2,122	2,222	1,540	2,545	2,083	2,250	1,750	2,486	-	-	-	-	-
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	2,295	2,450	1,800	2,798	-	-	-	-	-
Average	2,479	2,350	-	-	2,262	2,452	-	-	2,010	2,000	-	-	-

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

² Averages are weighted by the number of tons sold at the price reported by grape growers

³ One quarter of reported prices are below the 25th percentile

⁴ One quarter of reported prices are above the 75th percentile

⁵ Includes Chehalem Mountains; Dundee Hills; Eola-Amity Hills; Laurelwood District; McMinnville; Mount Pisgah, Polk County; Ribbon Ridge; Tualatin Hills; Van Duzer Corridor; and Yamhill-Carlton AVAs, and areas north of the northern boundaries of Benton and Linn counties.

⁶ Includes Benton, Lane, and Linn counties, including Lower Long Tom AVA.

- Data insufficient for reporting

The graphs below reflect a visual representation of the median price per ton and percentile distribution of data points received. For more information on interpreting these charts, see [this document](#).

Figure 1: Graph of statewide pricing data (price per ton by variety)

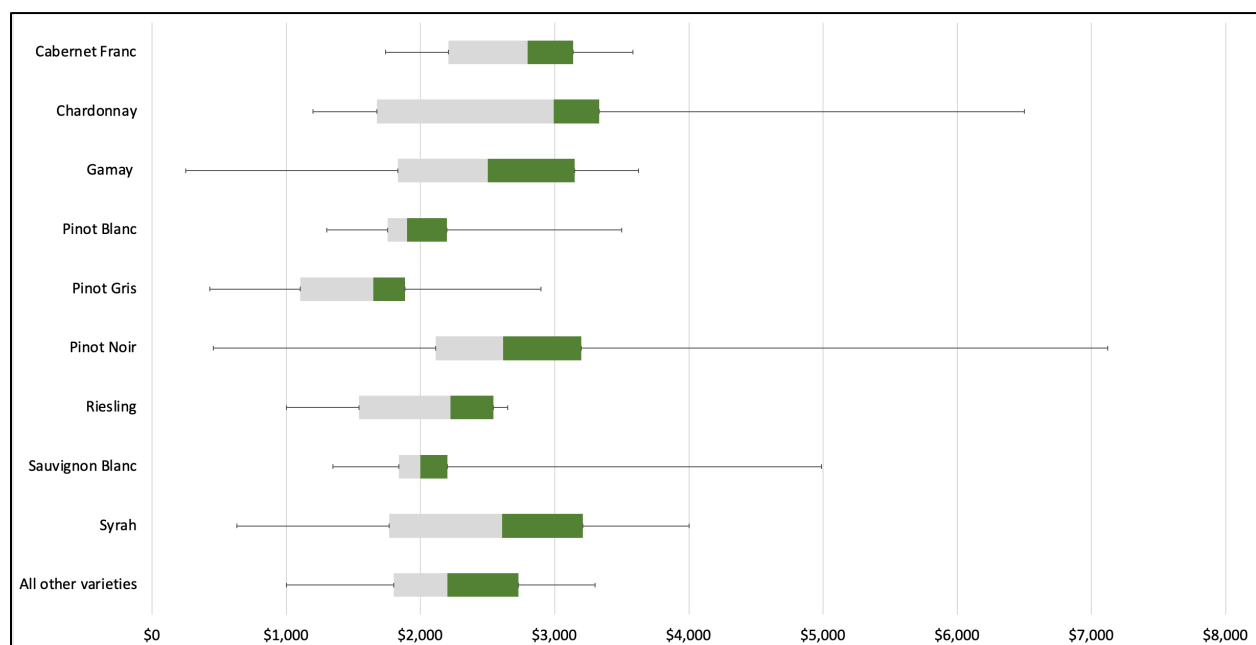


Figure 2: Graph of North Willamette Valley pricing data (price per ton by variety)

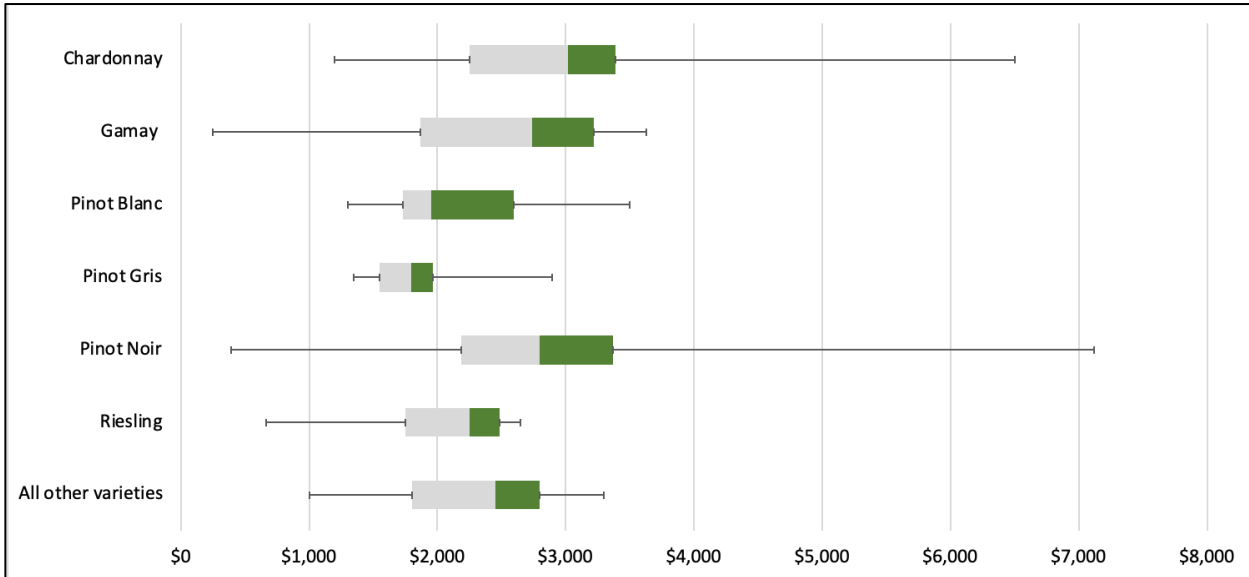


Figure 3: Graph of 2025 Pinot noir pricing data (price per ton by region)

