

2025 Oregon Vineyard and Winery Census

July 2026

Overview:

Vineyard Summary

Oregon grape production, crush, and crop value decreased in 2025.

- Total wine grape production in 2025 decreased 25% compared with 2024 from 129,739 tons to 96,898 tons.
- The number of vineyards in Oregon decreased by 77 to 1,460 in 2025. Total planted acreage decreased 2,619 acres from 47,343 to 44,724, a decrease of 5.5%.
- Harvested acreage decreased by 12% in 2025 and yield per harvested acre decreased by 15%.
- The estimated value of wine grape production in 2025 decreased 28% to about \$236.5 million.
- The average price per ton increased 21% from \$2,048 in 2024 to \$2,479 per ton in 2025 and the median price fell 5% from \$2,465 to \$2,350.
- Pinot noir remains the leading variety in planted acreage and production, accounting for 59% of all planted acreage and 58% of wine grape production.

Winery Summary

Oregon crush and wine sales decreased in 2025.

- Tons of wine grapes crushed by Oregon wineries decreased 23% from a record 95,602 tons in 2024 to 73,771 tons in 2025.
- The number of wineries in Oregon decreased by 33 in 2025 to 1,043.
- Wineries in the Willamette Valley accounted for 80% of the 2025 crush.
- Case sales across all channels decreased 16% from 2024 to 4.9 million. The value of wine sales across all channels decreased 11% to \$812 million, with the average price per case increasing 5.4%.
- Case sales via direct-to-consumer channels decreased by 3.4% overall, while sales into distribution channels decreased by 13% in Oregon and 20% in U.S. states outside Oregon.
- Export sales decreased by 29% with exports to Canada decreasing 83%.

Vineyard Section:

Table 1: Wine Grapes: Vineyards, acreage, yield and production by growing area, 2024-2025¹

Region	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested		Production	
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025
	Number ²	Number ²	Acres	Acres	Acres	Acres	Tons/acre	Tons/acre	Tons	Tons
North Willamette Valley ³	935	879	27,990	25,878	23,934	22,692	3.45	2.72	82,578	61,618
South Willamette Valley ⁴	126	125	5,644	5,583	4,952	3,158	3.40	3.65	16,818	11,537
Umpqua Valley ⁵	91	88	4,260	4,178	3,470	2,012	1.86	2.08	6,440	4,184
Rogue Valley ⁶	213	206	6,144	5,966	4,430	4,788	3.37	3.13	14,929	14,986
Columbia River ⁷	154	144	2,358	2,180	1,875	1,484	3.62	2.16	6,792	3,204
Other Oregon ⁸	18	18	947	938	518	409	4.21	3.35	2,181	1,369
Total⁹	1,537	1,460	47,343	44,724	39,178	34,542	3.31	2.81	129,739	96,898

¹ Includes estimates for incomplete responses.

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

³ 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.

⁴ Includes Benton, Lane, and Linn counties, including Lower Long Tom AVA.

⁵ Includes Elkton Oregon and Red Hill Douglas County AVAs.

⁶ Includes Applegate Valley AVA.

⁷ Includes the Oregon side of Columbia Gorge, Columbia Valley and Walla Walla Valley AVAs, including The Rocks District of Milton-Freewater.

⁸ Includes Snake River Valley AVA as well as any area not within other denoted AVA boundaries.

⁹ Totals may not add up due to rounding.

Table 2: Wine Grapes: Acreage, yield, and production by variety, 2024-2025¹

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production	
	2024	2025	2024	2025	2024	2025	2024	2025
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons/acre</i>	<i>Tons/acre</i>	<i>Tons</i>	<i>Tons</i>
Albariño	155	151	144	133	2.62	3.53	373	468
Cabernet Franc	394	388	208	332	3.21	2.82	657	934
Cabernet Sauvignon	1,625	1,477	1,125	834	3.59	3.07	3,994	2,563
Chardonnay	3,482	3,195	2,753	2,355	3.85	3.48	10,476	8,193
Gamay	239	235	154	175	4.11	3.02	625	528
Gewürztraminer	154	111	108	89	3.58	3.02	382	268
Malbec	320	281	206	216	2.70	2.18	548	472
Merlot	846	796	562	664	1.89	2.75	1,049	1,824
Pinot Blanc	314	298	245	225	3.94	3.17	953	713
Pinot Gris	6,483	6,735	5,519	4,849	4.07	3.13	22,174	15,155
Pinot Noir	28,264	26,347	24,030	21,028	3.19	2.66	75,712	55,863
Riesling	537	468	453	420	4.60	2.29	2,059	962
Syrah	1,795	1,653	1,496	1,316	2.66	2.84	3,929	3,744
Tempranillo	439	425	382	381	2.94	3.07	1,110	1,169
Viognier	443	436	348	355	3.50	2.51	1,199	891
Other ²	1,853	1,729	1,447	1,169	3.15	2.69	4,499	3,147
Total³	47,343	44,724	39,178	34,542	3.31	2.81	129,739	96,898

¹ Includes estimates for incomplete responses.² Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.³ Totals may not add up due to rounding.

Table 3: Wine Grapes - Price per ton by variety and growing area, 2025¹

Variety	Statewide ²				Regions							
					North Willamette Valley ³				South Willamette Valley ³			
	Average ⁴	Median	25th Percentile ⁵	75th Percentile ⁶	Average ⁴	Median	25th Percentile ⁵	75th Percentile ⁶	Average ⁴	Median	25th Percentile ⁵	75th Percentile ⁶
	<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	2,370	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 ⁷	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 Includes estimates for incomplete responses. Data collection forms specified that respondents should only report sales to third-party entities (in or outside Oregon).

² Statewide prices include data from all regions, including those with insufficient data to report separately.

³ See Growing Area descriptions in Vineyard Section Table 1.

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

⁵ One quarter of reported prices are below the 25th percentile.

⁶ One quarter of reported prices are above the 75th percentile.

⁷ Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

- No data reported, or reported data were insufficient to develop estimates.

Table 4: Wine Grapes – Price and Value by Variety, 2024 - 2025¹

Variety	Production		Price per Ton ²		Value of Production ³	
	2024	2025	2024	2025	2024	2025
	<i>Tons</i>	<i>Tons</i>	<i>Dollars</i>	<i>Dollars</i>	<i>(\$000)</i>	<i>(\$000)</i>
Cabernet Franc	657	934	2,763	2,800	1,815	2,615
Chardonnay	10,476	8,193	2,900	2,991	30,380	24,505
Gamay	625	528	2,924	2,500	1,827	1,320
Pinot Blanc	953	713	2,201	1,900	2,097	1,355
Pinot Gris	22,174	15,155	1,790	1,650	39,691	25,006
Pinot Noir	75,712	55,863	2,800	2,614	211,995	146,026
Riesling	2,059	962	1,800	2,222	3,707	2,138
Syrah	3,929	3,744	2,387	2,608	9,378	9,764
Other ⁴	13,154	10,806	2,100	2,200	28,219	23,773
Total⁵	129,739	96,898	2,465	2,329	329,109	236,502

¹ Includes estimates for incomplete responses.

² Price per ton is the median value of price received by Oregon grape growers (see Table 4).

³ Value of production is derived by multiplying harvested tons by median price.

⁴ Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

⁵ Totals may not add up due to rounding.

Winery Section:

Table 1: Wine Companies – Number and crush by region, 2024-2025¹

Region ²	All Wineries ³		Number of Wineries Crushing Grapes		Total Wine Grapes Crushed	
	2024	2025	2024	2025	2024	2025
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	716	692	401	349	71,607	53,043
South Willamette Valley	78	75	50	19	9,408	6,120
Umpqua Valley	45	45	33	17	2,881	2,633
Rogue Valley	134	128	70	58	7,081	7,452
Columbia River	79	79	41	33	4,226	4,216
Other Oregon	24	24	19	8	399	308
Total	1,076	1,043	614	485	95,602	73,771

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 1.

³ Includes all TTB bonded wineries and Winery and Growers Sales Privilege License holders (issued by the Oregon Liquor Control Commission).

⁴ Numbers fluctuate year over year due to inconsistent responses.

Table 2: Wine Companies – Crush by grape source location and crush region, 2024 and 2025 totals¹

Region ²	Sourced in Oregon, 2025	Sourced from Other States, 2025	All Crush, 2024	All Crush, 2025
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	52,618	425	71,607	53,043
South Willamette Valley	6,120	-	9,408	6,120
Umpqua Valley	2,633	-	2,881	2,633
Rogue Valley	7,452	-	7,081	7,452
Columbia River	3,401	815	4,226	4,216
Other Oregon	279	29	399	308
Total, 2025	72,502	1,269		73,771
Total, 2024	93,673	1,929	95,602	

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 1.

Table 3: Wine Companies – Sales by channel, 2024 and 2025¹

Year	Direct to Consumer			Sold in Oregon		Wholesale (FOB, Trade, etc.)			Total Cases	Value of Sales (Dollars)
	Tasting Rooms	Wine Clubs	Web/ Phone Orders	Wholesale	Direct to Trade	Sold Nationally (excluding Oregon)	Sold Internationally	Private Label		
	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	
2025	457,301	407,939	145,094	675,634	81,801	2,831,229	120,219	148,145	4,867,362	811,881,798
2024	465,202	419,599	161,395	729,424	140,721	3,557,854	169,249	126,293	5,769,739	913,268,136

¹ Includes estimates for incomplete responses.

Table 4: Wine Companies – Export sales by destination, 2024 and 2025¹

Year	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>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>
2025	13,460	868	7,649	16,026	8,311	6,854	4,588	11,068	6,247	2,187	42,961	120,219
2024	77,884	692	7,182	15,487	4,202	6,671	4,154	13,672	3,216	2,194	33,896	169,249

¹ Includes estimates for incomplete responses.

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