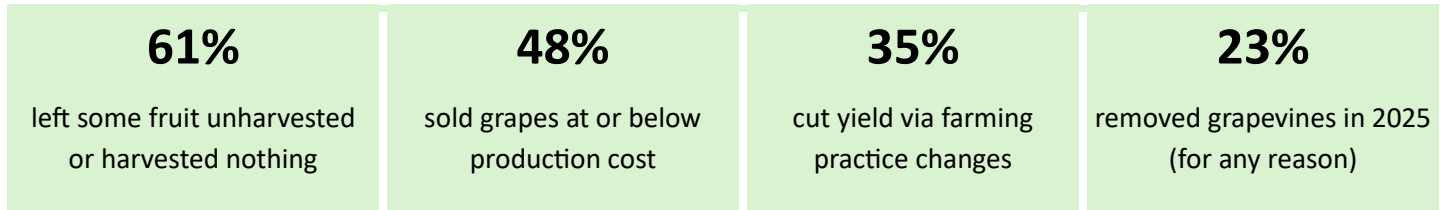


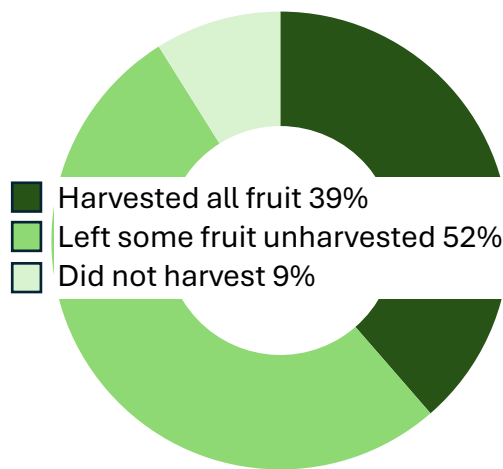
# 2025 Oregon and Vineyard Winery Census

## Supplemental Insights from Grower Respondents

The information below reflects responses from 129 growers who answered supplemental questions about their farming decisions and experience in the grape market during the 2025 vintage.

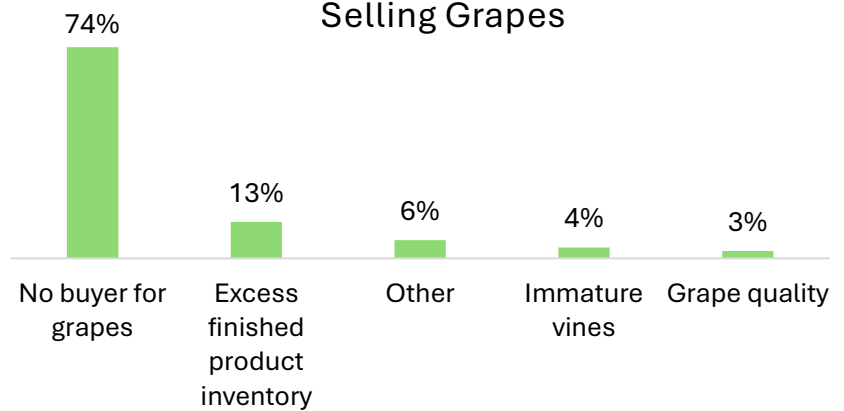


**The picture: a demand-side reduction.** Responses point to a buyer-driven reduction in the grape market rather than a production problem. Fruit was available and high-quality, but buyers were often hard to find. Growers adapted by selling below costs, cutting yields deliberately, dropping fruit on the ground, and in some cases pulling vines or planning to exit.



61% of respondents fell short of a full harvest

### Prevalence of Reasons for Not Selling Grapes



### KEY TAKEAWAYS

- **Many grapes went unharvested.** Nine percent of respondents reported not harvesting grapes at all and 52% of respondents left some fruit unharvested.
- **Fewer buyers for grapes.** Of those who did not harvest all their fruit, 74% cited “no buyer for grapes” and 13% cited excess finished-wine inventory. Crop quality, disease, and immature-vine issues were limited.
- **Below-cost selling was prevalent.** Nearly half of respondents (48%) sold fruit at or below what it cost to farm.
- **Strategic yield reduction.** Thirty-five percent of all respondents changed farming practices specifically to cut yield, for example short-pruning to two buds, dropping crop, and minimal farming of blocks they expected not to sell.
- **Contracts were canceled or not renewed.** Multiple respondents lost multi-year grape contracts on short notice. Contract cancellation was the single most-cited specific cause of not harvesting fruit.
- **Costs rose faster than revenues.** Cost pressure (labor, fuel, sprays, trellising) was the most frequent comment theme overall; several noted farming costs have roughly doubled in the past five years while grape prices have not kept up. This eroded margins from both production costs and revenue.
- **Early signs of vineyard contraction.** Growers describe pulling vines, declining to renew contracts, retiring, or otherwise exiting the market.