

2023 OREGON WINE LABOR SURVEY

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Survey Funded by The Oregon Wine Board



OUTLINE

- **Purpose of Survey and Methodology**
- **Basic Demographics**
- **Salary Information**
- **Gender/Sex and Salary**
- **Compensation and Standard of Living**
- **Conclusions**

PURPOSE OF LABOR SURVEY

- **Financial Support by the Oregon Wine Board**
- **Provide data for the Oregon Wine Industry**
- **Mirror the Wine Business Monthly Salary Survey**
- **Provide other pertinent data for the wine industry**
- **Assist wine producers in extrapolating from the benchmarks we can provide through this survey**

HISTORY AND METHODOLOGY

- During Fall of 2017, Survey was designed with input of industry members, and pre-tested, for the 2018 Report.
- For the 2023 Report there were a total of 144 respondents, although some did not complete the survey.
- There are filter questions so that producers who do not have vineyards, tasting rooms, or wineries, can opt out from those questions. This is one reason the number of respondents vary.
- The data were “cleaned” after the survey was closed, which means that outliers that were clearly errors in responses, are removed. This includes reporting an hourly wage when a salary wage is requested, and vice versa.

NOTES ON INTERPRETING THE RESULTS

- This is not a random sample - organizations have to choose to respond. The assumption is that you will need to decide how to use the data. Given the extraordinary breadth and depth of production levels and types of organizations, for many, this may be aspirational – but it is important to have this data.
- There are a number of places where the number of data points is very low, with fewer than 5 respondents in a cell. In those cases, I recommend caution in assuming that those are reliable.
- However, one can also look at the overall average, averages from other cells, and decide how comfortable one is with that information.

FACILITIES AND CASES PRODUCED

Types of Facilities of Producers, 2023.		
Facility	Yes	No
Tasting Room	94	27
Winery	78	22
Vineyard	78	22

Oregon Total Cases Produced, 2023.		
Total Number of Cases Produced	Frequency	Valid Percent
2500 Cases and fewer	10	12.8
2,501-5,000 Cases	18	23.1
5,001-10,000 Cases	21	27.0
10,0001-20,000 Cases	13	16.6
20,000+ Cases	16	20.5
Total	78	100.0

Primary Vineyard AVA Region 2023.		
Region	Frequency	Valid Percent
Willamette Valley	67	85.9
Southern Oregon	9	11.5
Columbia Valley	2	2.6
Total	78	100.0

Vineyard County 2023.			
		Frequency	Valid Percent
	Yamhill	33	42.3
	Polk	10	12.8
	Washington	10	12.8
	Jackson	7	9.0
	Marion	5	6.4
	Lane	4	5.1
	Benton	3	3.8
	Douglas	2	2.6
	Hood River	1	1.3
	Josephine	1	1.3
	Umatilla	1	1.3
	Clackamas	1	1.3
	Total	78	100

EXECUTIVE AVERAGE SALARIES AND MEDIAN SALARIES, BY POSITION, 2018-2023.					
Base Salary Reported	2018 Average Salary	2019 Average Salary	2021 Average Salary	2022 Average Salary	2023 Average Salary
GM or President	\$91,815 (51)	\$94,565 (46)	\$112,595 (32)	\$117,090 (51)	\$129,328 (54)
Director/Nat'l Director Sales	\$89,709 (31)	\$83,267 (36)	\$97,348 (26)	\$102,309 (24)	\$107,742 (32)
Director of Marketing	\$71,731 (15)	\$64,207 (17)	\$82,630 (11)	\$89,940 (15)	\$81,421 (19)
Controller/Direc tor Finance	\$77,170 (23)	\$80,659 (21)	\$97,784 (18)	\$93,011 (23)	\$102,361 (24)
Regional Sales Director	\$64,875 (16)	\$71,916 (16)	\$85,050 (10)	\$99,958 (12)	\$103,929 (14)
Human Resources Director	\$66,250 (10)	\$79,787 (10)	\$71,544 (10)	\$101,350 (10)	\$86,600 (5)

TASTING ROOM. AVERAGE SALARIES AND MEDIAN SALARIES BY POSITION, 2018-2023.

Base Salary Reported	2018 Average Salary	2019 Average Salary	2021 Average Salary	2022 Average Salary	2023 Average Salary
Direct to Consumer Sales	\$55,693 (16)	\$52,695 (7)	\$65,701 (11)	\$75,530 (25)	\$79,630 (27)
Wine Club Manager	\$44,382 (23)	\$44,016 (24)	\$47,014 (25)	\$52,475 (38)	\$59,812 (45)
Tasting Room Manager	\$41,376 (72)	\$44,554 (62)	\$50,101 (57)	\$51,435 (64)	\$56,051 (63)
Special Events Manager	\$42,500 (11)	\$46,783 (11)	\$46,793 (10)	\$56,010 (16)	\$51,933 (19)
Tasting Room Staff	\$28,762 (32)	\$34,420 (35)	\$30,678 (41)	\$34,710 (45)	\$38,538 (44)

Winery and Vineyard. Average Salaries by Position, 2018-2023.					
Base Salary Reported	2018 Average Salary	2019 Average Salary	2021 Average Salary	2022 Average Salary	2023 Average Salary
Executive Winemaker	\$73,632	\$75,422 (510	\$82,088 (44)	\$95,892 (42)	\$105,575 (55)
Assistant Winemaker	\$46,236	\$51,513 (39)	\$59,059 (32)	\$65,382 (34)	\$63,750 (45)
Cellar Master	\$42,199	\$43,460 (24)	\$48,207 (21)	\$49,117 (22)	\$53,793 (26)
Viticulturist/Vineyard Manager	\$51,463	\$57,792 (38)	\$70,210 (31)	\$67,223 (33)	\$74,479 (37)
Site Foreman	\$39,513	\$42,178 (24)	\$47,660 (23)	\$52920 (21)	\$48,965 (26)
Labor Crew Supervisor	\$37,916	\$35,382 (18)	\$27,628 (16)	\$35435 (15)	\$43,129 (14)

CASE PRODUCTION AND SALARY
OF SELECTED POSITIONS, 2023.

Total Number of Cases Produced	GM or President	Viticulturist	Wine-maker Salary	Tasting Rm Manager
2500 Cases and fewer	\$58,000 (2)	\$0 (0)	\$61,667 (3)	\$43,400 (4)
2,501-5,000 Cases	\$76,750 (10)	\$58,800 (5)	\$90,093 (11)	\$55,318 (11)
5,001-10,000 Cases	\$101,300 (10)	\$67,800 (5)	\$90,071 (14)	\$53,331 (13)
10,0001-20,000 Cases	\$119,200 (10)	\$56,167 (6)	\$95,000 (11)	\$55,869 (12)
20,000+ Cases	\$206,229 (14)	\$105,302 (11)	\$145,288 (16)	\$65,385 (13)
Total	46	27	55	53

WINE INDUSTRY, HOURLY WAGE WORKERS, 2019-2023.

Hourly Wage Workers	Average Hourly Wage 2019	Average Hourly Wage 2021	Average Hourly Wage 2022	Average Hourly Wage 2023
Part-time Tasting Room	\$14.02 (80) (11.00-20.00)	\$14.91 (62) (12.00-24.00)	\$15.70 (71) (12.00-24.00)	\$17.40 (74) (13.50-25.00)
Cellar Hand/Interns	\$14.73 (58) (11.00-25.00)	\$17.23 (11) (12.00-35.00)	\$16.90 (43) (13.00-25.00)	\$18.10 (63) (15.00-25.00)
Tractor Operator (Skilled)	\$17.51 (30) (14.00-25.00)	\$20.97 (43) (15.00-45.00)	\$20.00 (28) (17.00-28.60)	\$24.30 (27) (17.50-25.00)
Tractor Operator (Unskilled)	\$14.61 (14) (12.00-19.00)	\$15.77 (14) (14.00-22.00)	\$17.10 (12) (14.00-21.00)	\$17.50 (8) (15.00-19.50)

SEX/GENDER, AVERAGE BASE SALARY, AND SELECTED WINE OCCUPATIONS, 2019, 2021, 2023.							
Position	2019 Avg. Salary, Female	2019 Avg. Salary Male	2021 Avg. Salary, Female	2021 Avg. Salary Male	2023 Avg. Salary Female	2023 Avg. Salary Male	2023 Avg. Gender/Qu eer/Non- binary
President/ General Manager	\$75,285 (14)	\$105,354 (31)	\$93660 (13)	\$127,897 (16)	\$92,563 (24)	\$158,180 (29)	\$175,000 (1)
Director National Sales	\$61,470 (13)	\$95,586 (23)	\$63,683 (12)	\$134,066 (13)	\$88,667 (9)	\$118,262 (20)	\$48,000 (1)
Executive Winemaker	\$68,074 (15)	\$78,484 (36)	\$75,807 (13)	\$84,904 (29)	\$107,761 (20)	\$105,825 (32)	\$90,000 (1)
Tasting Room Manager	\$44,217 (40)	\$45,168 (22)	\$47,994 (37)	\$54,471 (19)	\$56,159 (47)	\$59,843 (18)	\$49,500 (1)
Viticulturist/ Vineyard Manager	\$70,800 (5)	\$55,821 (33)	\$89,143 (6)	\$65,666 (25)	\$99,581 (4)	\$71,436 (33)	n/a

COST OF LIVING ADJUSTMENTS

- One of the questions people have about salaries, is how to compare them to either other studies, or to other regions.
- One tool to use is a cost of living calculator, of which there are many. They vary on how far they drill down – you will notice that some show no difference between Portland and McMinnville, which we know to be different. These may be used to give a ballpark idea of what cost of living is, as you also look at averages/medians in Oregon.
- One cost of living indicator that does a pretty good job of drilling down to show more local differences is Sperling's.

AN EXAMPLE OF COST OF LIVING ADJUSTMENT

- For example, if the cost of living index of McMinnville is 112.8, if you set the average for the U.S. at 100. This means that it is a bit more expensive to live in McMinnville, than the U.S. average.
- The cost of living in Sonoma, CA, which is one of the places we've talked about is 169.8, and 132.4 in Portland. which makes 33.6% cheaper than McMinnville overall, and Portland 22.0 percent cheaper.
- A person making \$100,000 in Sonoma, CA would have the same standard of living in McMinnville at roughly \$66,431, but someone moving from Sonoma up to Portland would need about \$77,974.
- [Sperling's Cost of Living Calculator](#)

2023 Cost of Living Calculator

Cost of Living scores and indexes are a way to compare the overall price of goods and services between different areas of the United States. The national average is 100, so when you look at a place's COL Index you can instantly see how much more or less you'll have to pay to live there.

If a place has a cost of living index of 135, then it is 35% more expensive to live there than the national average. If a place has a cost of living index of 85, then it is 15% cheaper than the average for the entire country.

The biggest factor in Cost of Living is housing costs – buying a house or apartment, or renting one.

You get a custom cost of living comparison that includes **housing, food, utilities, transportation, healthcare costs (including premiums and common surgeries), taxes, and child care prices.**

1. Where do you live now?

2. Where are you considering?

3. What is your annual income? (optional)

COST OF LIVING SONOMA VS. MCMINNVILLE

2023 Cost of Living Calculator: Sonoma, California vs McMinnville, Oregon

[Change Places](#)

A salary of \$100,000 in Sonoma, California could decrease to \$66,431 in McMinnville, Oregon (assumptions include Homeowner, no Child Care, and Taxes are not considered. [Click here to customize.](#))

Comparison Highlights

- Overall, McMinnville, Oregon is 33.6% cheaper than Sonoma, California
- Median Home Cost is the biggest factor in the cost of living difference.
- Median Home Cost is 49% cheaper in McMinnville.

Cost of Living Indexes	Sonoma, CA	McMinnville, OR	Difference
Overall Index: Homeowner, No Child care, Taxes Not Considered	169.8	112.8	33.6% less
Food & Groceries	111.0	100.9	9.1% less
Housing (Homeowner)	320.1	138.9	56.6% less
Median Home Cost	\$906,700	\$453,600	\$453,100 (50.0% less)
Utilities	103.5	75	27.5% less
Transportation	108.6	119.7	10.2% more
Health	111.4	90.1	19.1% less
Miscellaneous	105.2	98.5	6.4% less

SUMMARY AND CONCLUSIONS

- Reread the assumptions at the beginning of the presentation. This study gives some baseline information on averages and medians for the industry, but where the data are scarce, you need to use caution.
- Other forms of compensation are not addressed in either the Wine Business Monthly survey or the Oregon Wine Labor Survey.
- Final Note: Higher participation means levels mean better information!

QUESTIONS?

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