2024: A Grower's Perspective

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As growers, what did we discuss during the 2024 growing season and how did the climate drive those defining moments?

- Phenology
- Pest and disease pressure
- Yield and fruit quality
- The grape market

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- Adaptation and opportunity

What discussions from 2024 are left lingering as we move into the growing season of 2025?

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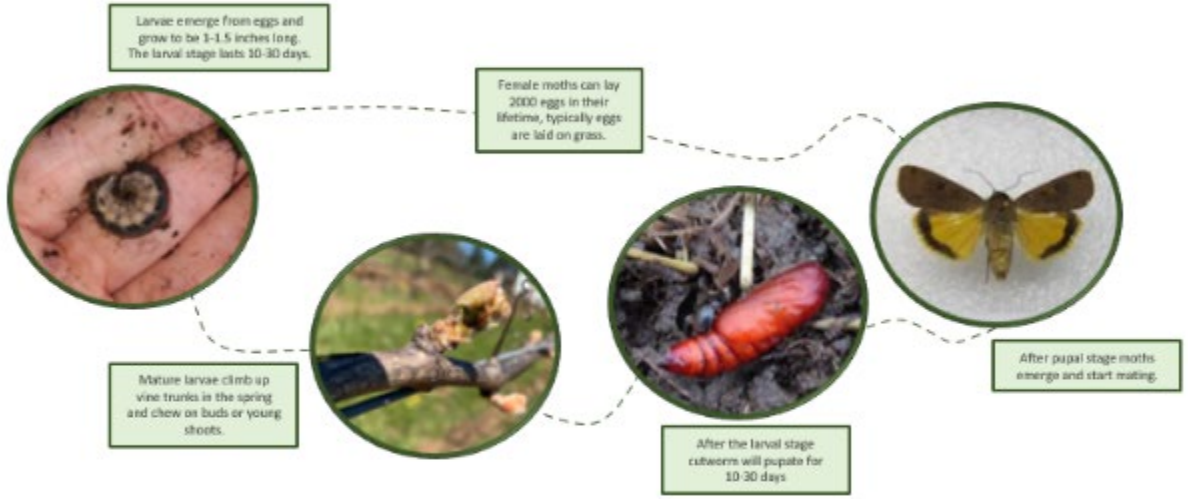
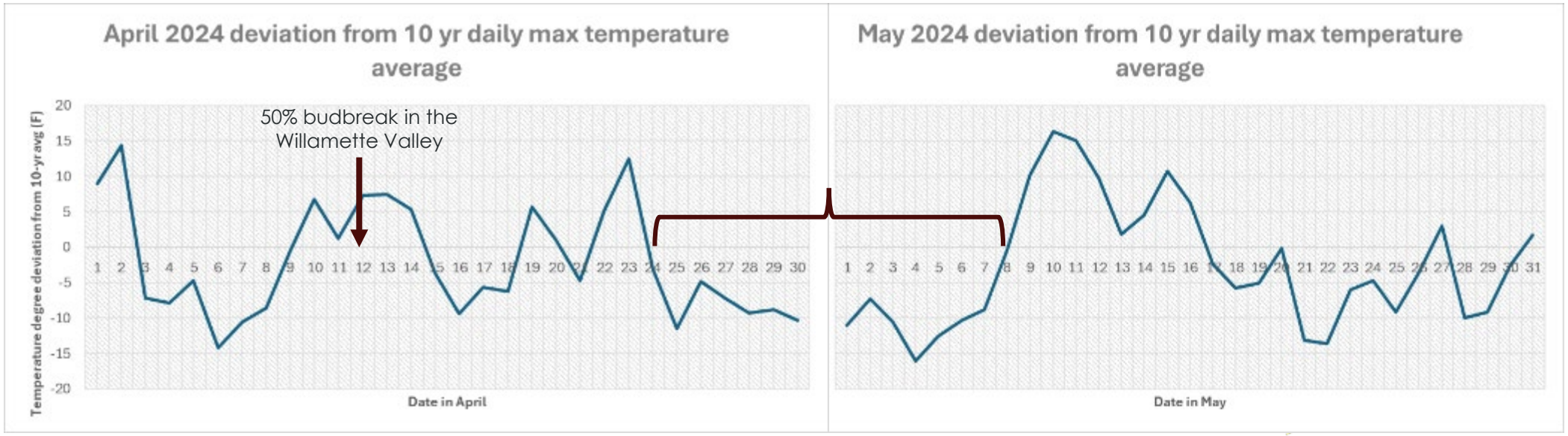
grower takeaway in the Umpqua and Rogue Valley

While quite average phenological timepoints were observed overall, July and harvest windows were exceptionally warm, even described as **relentless heat.**

Discussed: Cutworm Pressure

- Shortly after budbreak, we experienced a cooler than average period at the end of April and into the start of May that delayed early season growth in areas, leaving buds at a susceptible growth stage for longer.
- Cutworm pressure was notably more present in 2024 compared to previous years, though this is typically not an economically significant pest.
- An increase in pressure from previous years led to creative solutions in the form of beneficial biologicals- Trichogramma and nematodes





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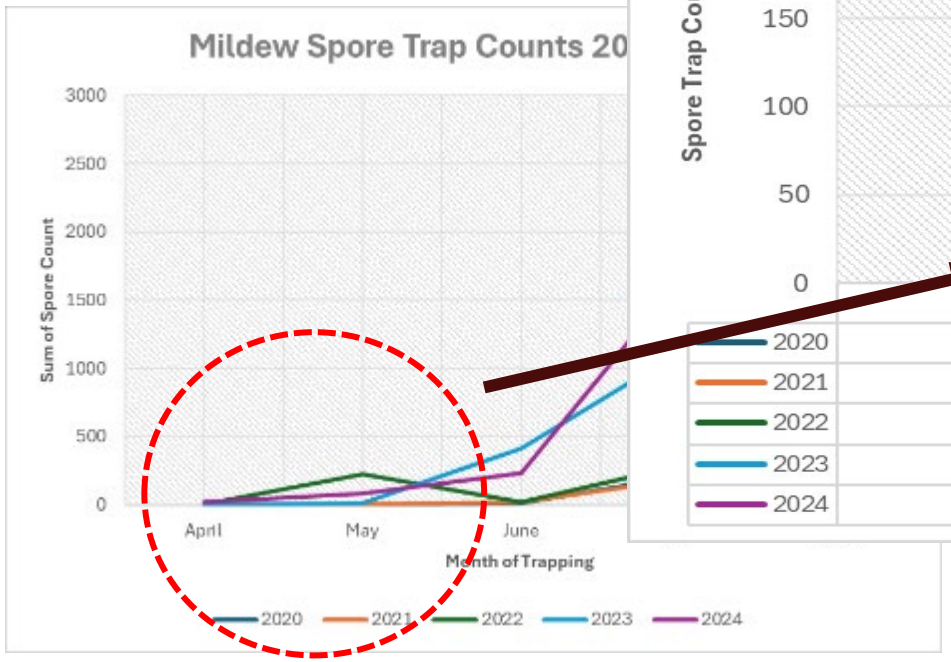
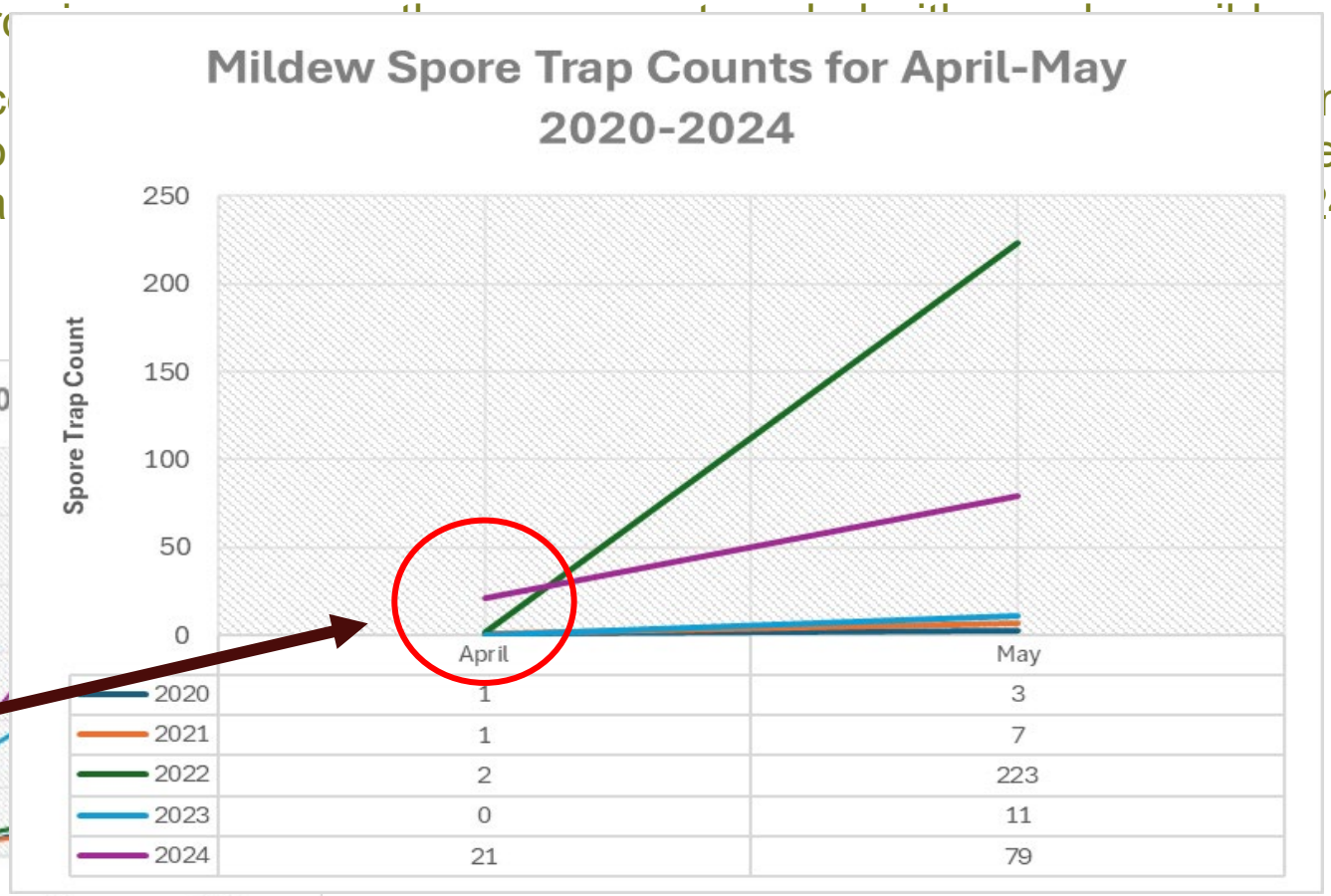
Discussed: Powdery Mildew

- Despite overall drier gr control in 2024.
- This was likely influenc monitoring traps in the field showed spo e Gubler-Thomas Index model a 4 vs. 2023.





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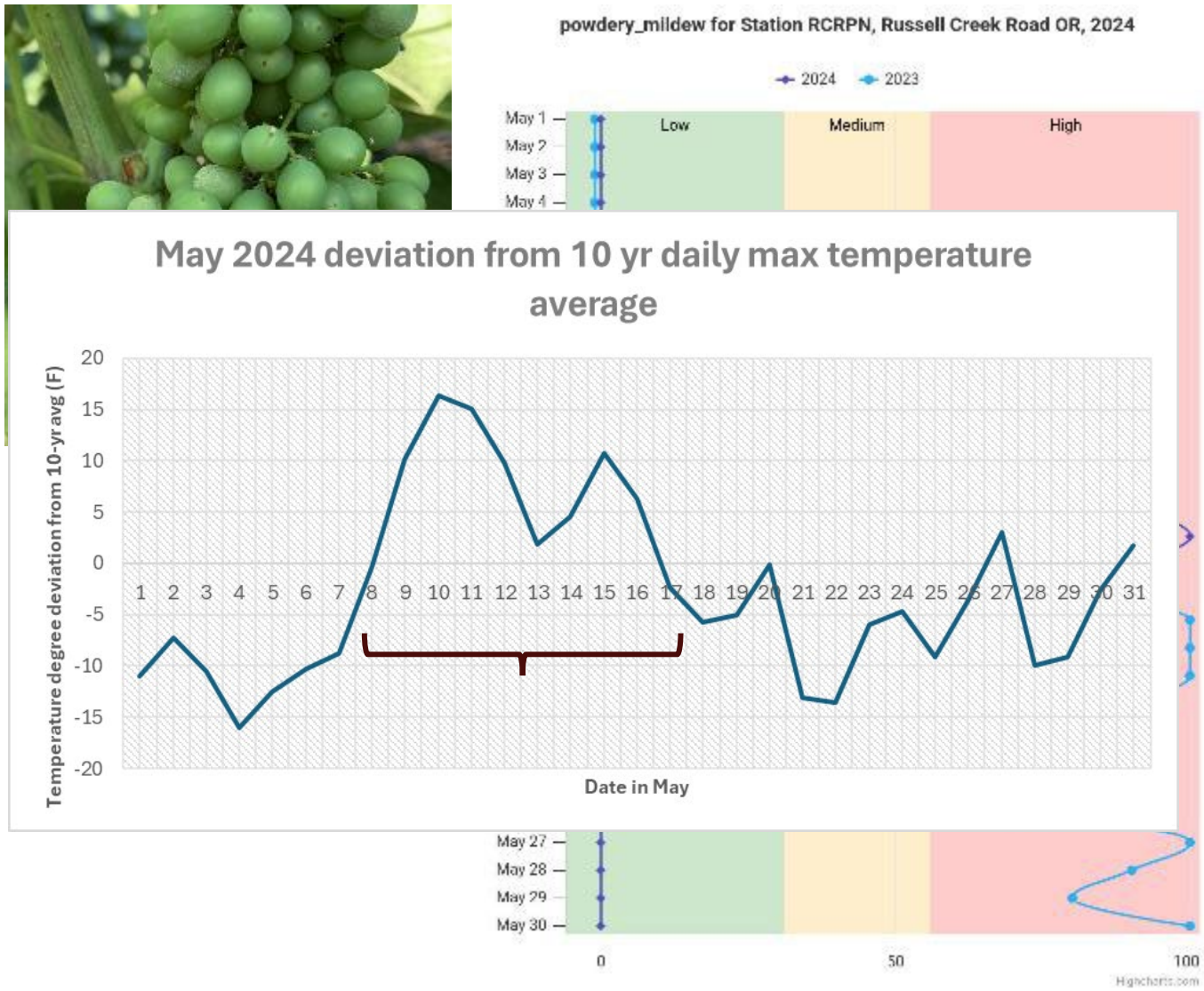
Discussed: Powdery Mildew



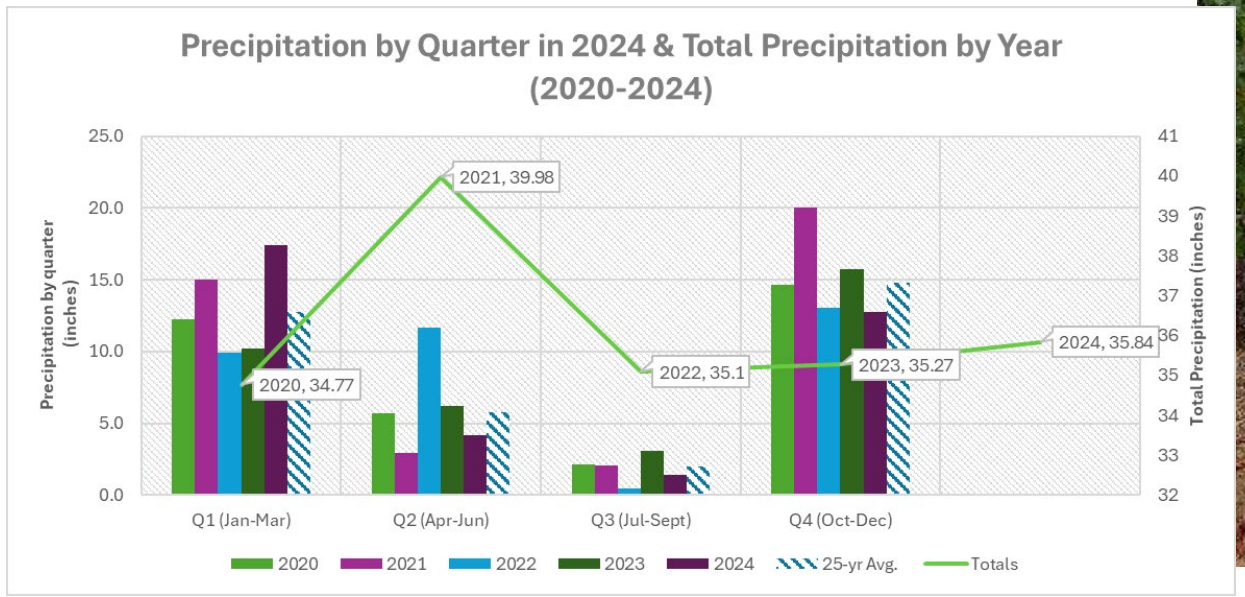
- A string of near perfect temperatures for mildew spore infection (81°F) occurred in early May. While reaching these temperatures is not unheard of, there was a full 7 days in a row at perfect conditions for both canopy and PM growth.

growers noted:

- Not keeping intervals tight enough when needed (periods of rapid growth/early season).
- Spray not reaching intended areas due to side slopes or turning off the sprayer too soon at the end of rows.
- Ensuring sprayer type is appropriate for spacing and planting density.
- Cost savings causing infected neighboring vineyards.

Discussed: Vole Damage

- In the Willamette Valley, precipitation during Q2 and Q3 (growing season) was lower overall than long term averages.
- Whether drier vegetation or a higher population was the cause, vole damage was notable in fall 2024 but seemed isolated to certain pockets of the Willamette Valley.
- Vole damage was higher in 2022, where similarly precipitation was notably low in Q3.



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Across Oregon, pest pressure was variable with a general consensus of powdery mildew challenges in susceptible areas.

Variability was a key word of discussion in 2024, starting with a long bloom window with fluctuating temperatures and some precipitation, variability in fruit set as well as fruit maturity approaching harvest was high.

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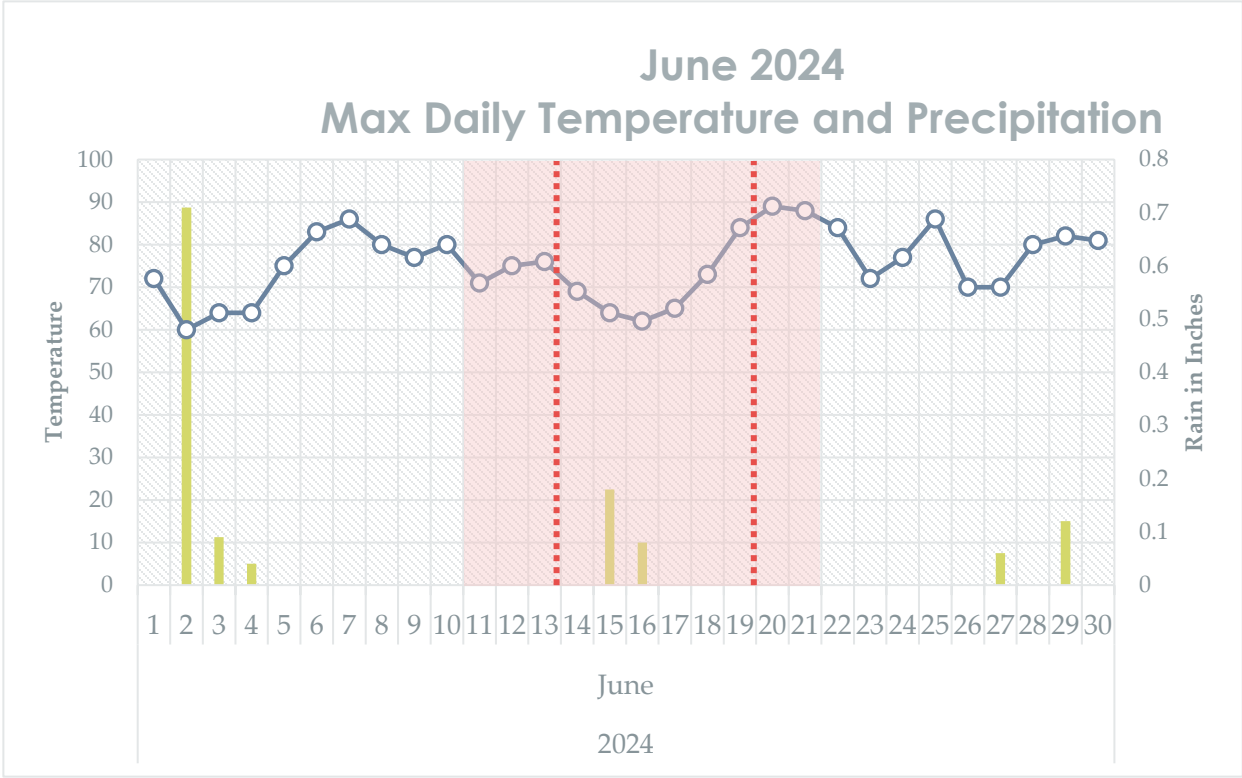
Discussed: Fruit Set

- In the Willamette Valley, the bloom season was very extended. At RP managed sites, **50% bloom dates stretched across 20 days alone**. The last 5-yr average for this same metric is only 11 days.
- Across that time, we experienced a range of daily max temperatures as well as precipitation.
- The result of this was high variability in fruit set with some regions experiencing this more extensively than others depending on when the site fell in the bloom window.



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Discussed: Yield

- **In the Willamette Valley**, fruit set trended close to average or slightly above.
  - Average cluster count per vine (1.8) and cluster weight at lag were both just slightly above average when considering the last few years (OSU crop load study trial had an average fruitfulness value of 1.65 over 8
  -

Variability					
	2024	**2023**	**2022**	**2021**	**2020**
Standard deviations of counts					
Shoot count	5.94	5.81	5.89	4.76	4.99
Cluster count	11.96	10.95	10.65	9.83	10.34
Cluster weight	2.52	4.41	3.31	1.57	1.5

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  September.
- An interesting note in the Willamette Valley data was wing size. The percent of the cluster that is wing was measured at 14% for the last 5 years compared to **27% of the weight** of the cluster in 2024.

						ing Weight
	Vine			wings at Lag	wings at Lag	
2019	12.39	22.49	1.81	60	53	10%
2020	12.48	23.51	1.88	31	28	10%
2021	12.50	23.35	1.87	40	38	7%
2022	13.20	20.70	1.57	86	72	16%
2023	12.66	21.83	1.72	69	58	16%
2024	**12.96**	**23.57**	**1.81**	**59**	**43**	**27%**
AVERAGES	**12.70**	**22.57**	**1.78**	**57**	**49**	**14%**

Not all the fruit grown in Oregon made it to the tank in 2024. The downward trends in consumer demand, inflation, and oversupply came to a head in Oregon in 2024.

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Opportunities and adaptation

- **Adaptation has and will be the key moving into 2025**. A trend only tells a ‘big picture’ story. Though downturn has been a common theme of discussion in the wine industry, not everyone is experiencing a loss.
- Farming practices
  - Do your farming inputs match the output of the final product?
  - Consider your fixed vs. variable costs and optimizing variable costs.
- Resting acreage
  - If fruit is unsold you can choose to rest acreage for a year.
  - You must still maintain vine health for future years, ie fixed costs remain in place.
- Investing for the future
  - Updating infrastructure for cost savings.
  - Grafting over healthy vines to a more desirable variety or clone.
  - Replanting underperforming blocks-vine age, disease, vine density, etc.

Let's continue the conversation as we face the challenges ahead in the new season. **We're a community that is known to work together and that can lead us to opportunities and adaptation we couldn't do on our own.**

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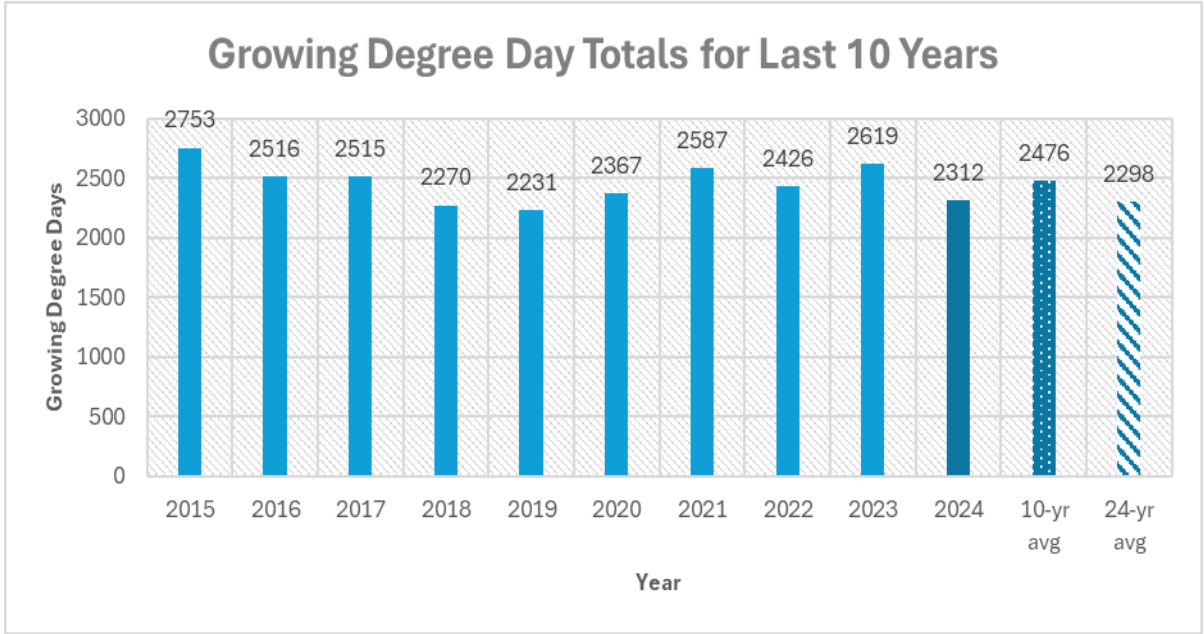
Growing Degree Days

- Growing degree days in 2024 were very close to the 24-yr average at 2312 total.
- Monthly accumulations of GDDs were also very close to long term averages. May was cooler and July warmer than long term averages.



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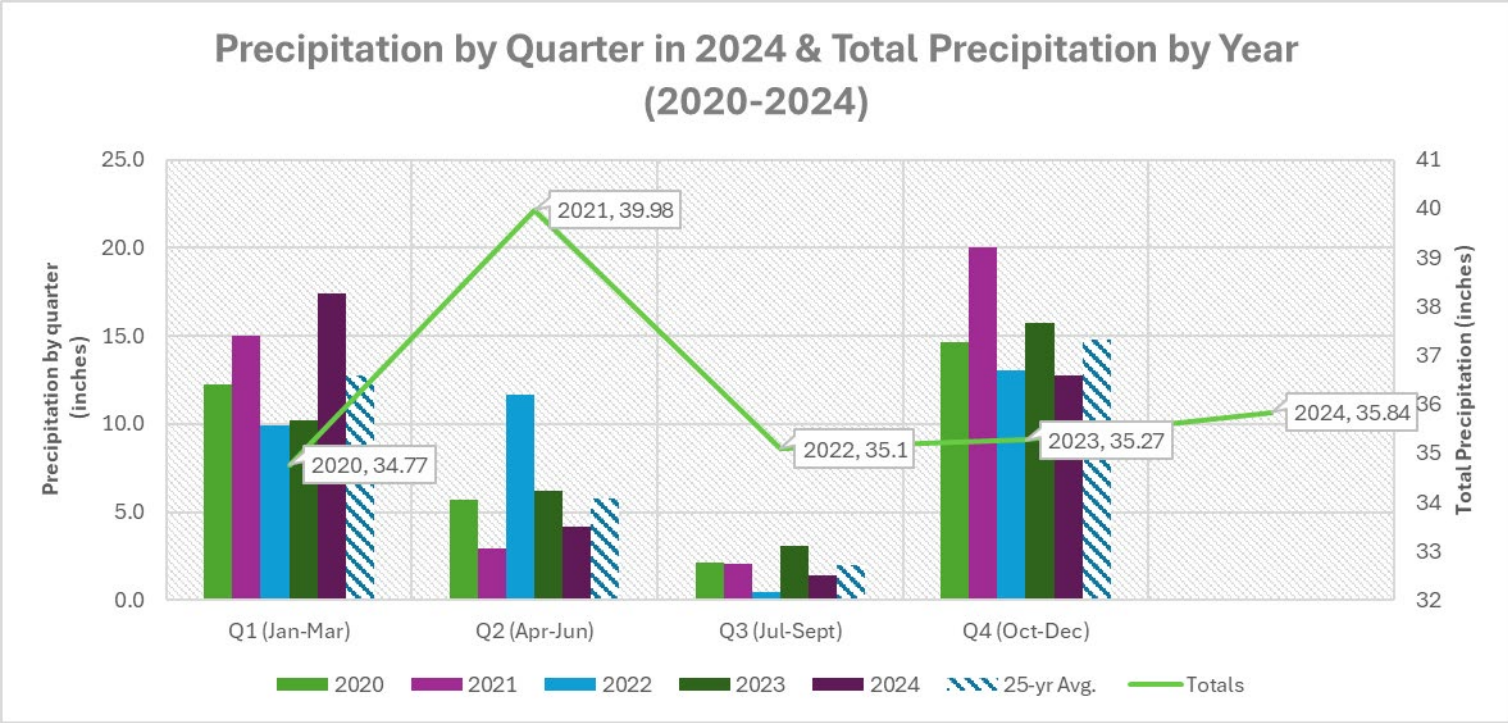
Precipitation



- Total precipitation during 2024 was also very close to long term averages.
- A lot of that rainfall happened in the first three months of the year prior to the start of the growing season.
- April and May were notably drier than long term averages, but short bits of rain sustained the canopy throughout the growing season.

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