

1996 OREGON VINEYARD REPORT

Wine grape acreage, production and value continue to increase Oregon's 1996 wine grape crop was a record 15,000 tons, 7 percent above last year's previous record crop and 39 percent larger than 1994. The value of this season's crop totaled \$15.3 million, up 15 percent from the previous record, also set in 1995. Harvested acreage continued the record setting trend, up 4 percent from last year's prior high. Funding for the 1996 Vineyard Survey was provided by the Oregon Wine Advisory Board.

Wine Grapes: Acreage, yield, production, price, and value, by variety, Oregon, 1995-1996

Variety	All planted acreage		Harvested acreage		Yield per harvested acre		Production		Price per ton		Value of production	
	1995	1996	1995	1996	1995	1996	1995	1996	1995	1996	1995	1996
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Dollars</i>	<i>Dollars</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Cabernet Sauvignon	291	335	222	235	2.31	2.17	512	510	900	1,080	461	551
Chardonnay	1,512	1,508	1,197	1,257	2.60	2.73	3,108	3,426	910	990	2,828	3,392
Gewurztraminer	212	192	181	137	1.83	2.34	332	320	640	720	212	230
Merlot	173	197	143	94	1.69	1.52	242	143	1,150	1,370	278	196
Muller Thurgau	90	92	81	90	4.68	4.36	379	392	580	620	220	243
Pinot Blanc	75	76	33	39	1.88	2.51	62	98	1,090	1,080	68	106
Pinot Gris	878	1,019	497	616	2.50	2.62	1,241	1,611	1,160	1,190	1,440	1,917
Pinot Noir	2,744	2,946	2,289	2,436	2.35	2.55	5,379	6,219	1,130	1,140	6,078	7,090
Sauvignon Blanc	107	88	74	61	2.58	2.08	191	127	820	850	157	108
Semillon	44	41	41	13	1.68	1.92	69	25	580	850	40	21
White Riesling	710	690	616	607	2.95	2.59	1,816	1,573	580	660	1,053	1,038
Zinfandel	40	51	38	43	5.37	2.60	204	112	650*	760	133*	85
All others	224	265	188	172	2.47	2.58	465	444	714*	727	332*	323
Total	7,100	7,500	5,600	5,800	2.50	2.59	14,000	15,000	950	1,020	13,300	15,300

*Revised

Wine Grapes: Vineyards, acreage, yield and production, by county, Oregon, 1995-1996

County	Number of vineyards		All planted acreage		Harvested acreage		Yield per harvested acre		Production	
	1995	1996	1995	1996	1995	1996	1995	1996	1995	1996
	<i>Number</i>	<i>Number</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Benton	22	22	281	260	189	190	2.28	2.42	430	460
Clackamas	20	20	118	109	93	96	2.05	2.47	191	237
Douglas	36	38	440	518	296	306	2.89	2.82	855	863
Hood River	6	8	29	52	22	38	3.05	1.76	67	67
Jackson	29	29	295	319	235	226	2.51	1.73	591	390
Josephine	23	23	311	318	185	226	2.69	2.12	497	478
Lane	32	33	591*	615	355	368	1.97	2.03	699	748
Linn	5	8	64	78	39	65	1.67	1.65	65	107
Marion	21	22	427	457	333	395	1.69	2.34	563	926
Morrow	1	1	390	413	390	160	1.28	0.44	501	70
Polk	41	41	997	1,019	892	922	2.99	2.97	2,670	2,737
Umatilla	7	6	83	69	77	62	2.23	1.15	172	71
Wasco	9	8	94*	91	81	63	3.79	1.35	307	85
Washington	39	41	862	860	706	715	2.76	3.31	1,951	2,365
Yamhill	96	98	2,083	2,289	1,697	1,958	2.61	2.74	4,423	5,373
All others	9	9	35	33	10	10	1.80	2.30	18	23
Total	396	407	7,100	7,500	5,600	5,800	2.50	2.59	14,000	15,000

*Revised.

Wine grapes: All planted acreage, by variety and area, Oregon, 1996 and 1995 totals

Area	Cabernet Sauvignon	Chardonnay	Gewurztraminer	Merlot	Muller Thurgau	Pinot Gris	Pinor Noir	Sauvignon-on Banc	White Riesling	All others	All varieties	
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	1996	1995
Polk Co.	23	294	33	0	14	81	450	16	48	60	1,019	997
Washington Co.	12	170	25	0	25	161	327	3	106	31	860	862
Yamhill Co.	20	446	18	0	31	305	1,187	18	160	104	2,289	2,083
East Valley ¹	10	125	29	1	5	119	296	0	46	31	662	626
South Valley ²	20	120	16	3	7	217	368	11	81	32	875	872
Douglas Co.	59	87	24	18	3	48	120	13	66	80	518	440
Rogue Valley ³	84	165	21	101	7	75	107	17	18	42	637	606
Columbia River ⁴	107	101	26	74	0	13	91	10	165	53	640	614
Total, 1996	335	1,508	192	197	92	1,019	2,946	88	690	433	7,500	-
Total, 1995	291	1,512	212	173	90	878	2,744	107	710	383	-	7,100

Wine Grapes: Harvested acreage, by variety and area, Oregon, 1996 and 1995 totals

Area	Cabernet Sauvignon	Chardonnay	Gewurztraminer	Merlot	Muller Thurgau	Pinot Gris	Pinor Noir	Sauvignon-on Banc	White Riesling	All others	All varieties	
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	1996	1995
Polk Co.	23	268	29	0	13	72	400	16	48	53	922	892
Washington Co.	9	146	25	0	25	98	284	3	104	21	715	706
Yamhill Co.	19	420	15	0	31	239	1,014	16	152	52	1,958	1,697
East Valley ¹	10	102	26	0	5	91	277	0	37	18	566	473
South Valley ²	17	98	5	1	6	70	283	4	56	18	558	544
Douglas Co.	41	57	19	4	3	5	73	10	38	56	306	296
Rogue Valley ³	65	124	17	65	7	38	88	5	18	25	452	420
Columbia River ⁴	51	42	1	24	0	3	17	7	154	24	323	572
Total, 1996	235	1,257	137	94	90	616	2,436	61	607	267	5,800	-
Total, 1995	222	1,197	181	143	81	497	2,289	74	616	300	-	5,600

Wine grapes: Yield by variety and area, Oregon, 1996 and 1995 totals

Area	Cabernet Sauvignon	Chardonnay	Gewurztraminer	Merlot	Muller Thurgau	Pinot Gris	Pinor Noir	Sauvignon-on Banc	White Riesling	All others	All varieties	
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	1996	1995
Polk Co.	2.87	2.97	3.69	0	5.00	3.14	2.69	3.88	2.92	3.77	2.97	2.99
Washington Co.	3.56	3.59	2.68	0	4.40	3.12	3.13	2.67	3.51	3.00	3.31	2.76
Yamhill Co.	2.95	3.03	2.13	0	5.00	2.62	2.57	1.25	2.98	2.98	2.74	2.61
East Valley ¹	2.40	2.25	1.54	0	5.40	2.60	2.06	0	3.51	1.83	2.28	1.76
South Valley ²	2.59	1.79	0.80	3.00	1.33	1.56	2.35	1.00	3.16	1.06	2.16	2.08
Douglas Co.	1.83	3.74	2.37	2.25	4.00	3.60	2.92	2.00	2.97	2.59	2.82	2.89
Rogue Valley ³	1.80	1.62	1.41	1.83	2.14	2.32	2.02	1.60	3.94	1.88	1.92	2.59
Columbia River ⁴	1.88	0.40	1.00	0.46	0	0.67	1.24	0.71	0.81	0.71	0.91	1.84
Total, 1996	2.17	2.73	2.34	1.52	4.36	2.62	2.55	2.08	2.59	2.54	2.59	-
Total, 1995	2.31	2.60	1.83	1.69	4.68	2.50	2.35	2.58	2.95	2.67	-	2.50

^{1/} Clackamas, Linn, Marion, and Multnomah Counties.

^{2/} Benton and Lane Counties.

^{3/} Jackson and Josephine Counties.

^{4/} Gilliam, Grant, Hood River, Morrow, Sherman, Umatilla, and Wasco Counties.

Wine grapes: Production, by variety and area, Oregon, 1996 and 1995 totals

Area	Cabernet Sauvignon	Chardonnay	Gewurztraminer	Merlot	Muller Thurgau	Pinot Gris	Pinot Noir	Sauvignon Blanc	White Riesling	All others	All varieties	
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	1996	1995
Polk Co.	66	795	107	0	65	226	1,076	62	140	200	2,737	2,670
Washington Co.	32	524	67	0	110	306	890	8	365	63	2,365	1,951
Yamhill Co.	56	1,271	32	1	155	625	2,605	20	453	155	5,373	4,423
East Valley ¹	24	230	40	0	27	237	571	0	130	33	1,292	834
South Valley ²	44	175	4	3	8	109	665	4	177	19	1,208	1,129
Douglas Co.	75	213	45	9	12	18	213	20	113	145	863	855
Rogue Valley ³	117	201	24	119	15	88	178	8	71	47	868	1,088
Columbia River ⁴	96	17	1	11	0	2	21	5	124	17	294	1,050
Total, 1996	510	3,426	320	143	392	1,611	6,219	127	1,573	679	15,000	-
Total, 1995	512	3,108	332	242	379	1,241	5,379	191	1,816	800	-	14,000

* Revised.

^{1/} Clackamas, Linn, Marion, and Multnomah Counties.

^{2/} Benton and Lane Counties.

^{3/} Jackson and Josephine Counties.

^{4/} Gilliam, Grant, Hood River, Morrow, Sherman, Umatilla, and Wasco Counties.

Wine grapes: New plantings and tonnage lost, by variety, Oregon, 1996

Variety	New plantings	Harvested but not utilized	Not harvested	Losses			
				To birds	To disease	To frost	All losses
	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Cabernet Sauvignon	2	2	4	23	0	67	90
Chardonnay	52	7	11	54	59	161	274
Gewurztraminer	1	0	0	9	1	5	15
Merlot	21	0	0	5	0	135	140
Muller Thurgau	0	0	20	8	0	16	24
Pinot Gris	140	5	0	23	20	27	70
Pinot Noir	140	7	14	103	75	94	272
Sauvignon Blanc	0	0	2	2	2	31	35
White Riesling	1	0	5	29	14	47	90
All others	40	1	1	17	1	67	85
Total	397	22	57	273	172	650	1,095

Wine grapes: Use or sales, by destination and variety, Oregon, 1996

Variety	Estate or home use & not utilized	Oregon	Washington	California	Other states and foreign countries ^{1/}	All uses or sales
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Cabernet Sauvignon	93	357	50	0	10	510
Chardonnay	1,133	2,237	46	10	0	3,426
Gewurztraminer	85	235	0	0	0	320
Merlot	14	126	3	0	0	143
Muller Thurgau	164	227	1	0	0	392
Pinot Gris	657	954	0	0	0	1,611
Pinot Noir	2,258	3,882	28	51	0	6,219
Sauvignon Blanc	29	77	21	0	0	127
White Riesling	520	944	94	0	15	1,573
All others	199	480	0	0	0	679
Total	5,152	9,519	243	61	25	15,000

^{1/} Includes unknown destinations outside Oregon.

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Oregon Wine Advisory Board
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