

Friday, June 25, 2015

Following are the preliminary prices per ton for grapes at the region and state levels from the 2014 Oregon Vineyard and Wine Production Census. This year additional figures are being provided to give a more complete picture of the grape prices throughout Oregon. Included are weighted averages, medians, and high and low prices for each variety in the state and in all growing regions where enough responses were received.

When comparing statewide averages, overall price per ton of \$2136 was down 5% compared to 2013. The decline in average prices was largely driven by the record harvest in 2014 where the higher yields resulted in lower reported prices per ton particularly for grapes sold by the acre. Average price per ton ranged from a low of \$1017 for White Riesling to a high of \$2518 for Pinot Noir. Median prices, which are the middle value and less influenced by extreme highs and lows, ranged from \$1200 for Müller Thurgau to \$2500 for Pinot Noir.

PRELIMINARY 2014 OREGON GRAPE PRICES PER TON

Variety	Statewide ²				Regions ¹																				
					North Willamette Valley				South Willamette Valley				Umpqua Valley				Rogue Valley				Columbia River and at large				
	Average ³	Median ⁴	Low	High	Average ³	Median ⁴	Low	High	Average ³	Median ⁴	Low	High	Average ³	Median ⁴	Low	High	Average ³	Median ⁴	Low	High	Average ³	Median ⁴	Low	High	
	<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>	<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>	<i>Dollars</i>
Cabernet Franc	2225	2190	1167	3250	-	-	-	-	-	-	-	-	-	-	-	-	2157	2034	1167	2360	2312	2200	2173	3250	
Cabernet Sauvignon	2399	2037	1490	3750	-	-	-	-	-	-	-	-	-	-	-	-	2097	2090	1490	2400	2511	2021	1550	3750	
Chardonnay	1945	1901	801	3530	2018	2195	802	3530	1532	1549	801	1839	-	-	-	-	1560	1500	830	2440	-	-	-	-	
Gewürztraminer	1356	1393	700	2000	1277	1388	700	1800	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Merlot	1950	1821	1429	3250	-	-	-	-	-	-	-	-	-	-	-	-	1980	1800	1429	2217	1945	1868	1550	3250	
Müller Thurgau	1073	1200	1000	1500	1068	1100	1000	1500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pinot Blanc	1685	1626	1250	3000	1692	1673	1250	3000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pinot Gris	1422	1575	789	3136	1374	1600	1000	3136	1631	1500	1170	1939	-	-	-	-	1601	1352	1200	1864	-	-	-	-	
Pinot Noir	2518	2500	1429	5000	2590	2680	1455	5000	2686	2300	1560	3400	2140	2000	1429	2500	2106	1935	1435	2271	2248	1945	1693	3496	
Sauvignon Blanc	1534	1800	1181	2201	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Syrah	2345	2100	1000	3508	-	-	-	-	-	-	-	-	-	-	-	-	2209	2072	1000	2500	2444	2200	1787	3508	
Tempranillo	2084	2039	1492	3491	-	-	-	-	-	-	-	-	-	-	-	-	2133	2088	1570	2417	2144	2100	1800	2500	
Viognier	1839	1854	1200	2200	-	-	-	-	-	-	-	-	-	-	-	-	1923	1900	1490	2034	-	-	-	-	
White Riesling	1017	1428	612	2575	969	1750	612	2575	1297	1300	768	1502	-	-	-	-	1110	1300	950	1431	-	-	-	-	
Zinfandel	1814	1717	1194	2002	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
All Others	1685	1800	458	3250	1224	1506	458	3000	1459	1600	1250	2442	-	-	-	-	2110	2016	993	2745	1737	2136	1200	3250	
Total ²	2136	2152			2175	2328			2271	1996			2140	2000			1931	1812			2180	2060			

¹ See www.oregonwine.org for region area descriptions.

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

³ Averages are a weighted average of prices received by Oregon grape growers.

⁴ Median value of prices received by Oregon grape growers.

- Insufficient data available to report at the regional level.