



Following is the preliminary report on prices per ton for grapes at the region and state levels from the 2017 Oregon Vineyard and Winery Census Report.

Median grape prices ranged from a low of \$1,101 for Müller Thurgau and a high of \$2,491 for Pinot Noir. Average prices per ton, which are more influenced by extreme highs and lows, ranged from a low of \$1,086 for Müller Thurgau and a high of \$2,786 for Cabernet Sauvignon. Overall average price per ton was unchanged when comparing the state figures to 2016.

Table 4: Wine Grapes - Price Per Ton, by Variety and Region, 2017

Variety	Statewide ¹				Regions																				
					North Willamette Valley				South Willamette Valley				Umpqua Valley				Rogue Valley				Eastern Oregon ²				
	Average ³	Median	Low ⁴	High ⁵	Average ³	Median	Low ⁴	High ⁵	Average ³	Median	Low ⁴	High ⁵	Average ³	Median	Low ⁴	High ⁵	Average ³	Median	Low ⁴	High ⁵	Average ³	Median	Low ⁴	High ⁵	
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
Cabernet Franc	2,412	2,100	1,231	2,654	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Sauvignon	2,786	2,117	1,537	3,776	-	-	-	-	-	-	-	-	-	-	-	-	2,076	2,000	1,683	2,179	3,200	2,452	2,032	3,386	
Chardonnay	1,884	2,385	1,050	3,500	1,981	2,410	1,117	3,474	1,773	1,962	1,584	3,406	-	-	-	-	1,613	1,500	1,154	1,763	-	-	-	-	
Chenin Blanc	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gamay	1,750	1,507	917	2,491	1,759	2,014	928	2,479	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gewurtzaminer	1,264	1,325	850	1,906	1,172	1,382	792	1,760	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malbec	2,606	2,050	1,876	3,633	-	-	-	-	-	-	-	-	-	-	-	-	2,029	1,944	1,901	2,105	-	-	-	-	-
Merlot	2,366	1,919	1,045	3,286	-	-	-	-	-	-	-	-	-	-	-	-	1,664	1,600	1,352	2,107	2,605	1,938	1,906	2,733	
Muller Thurgau	1,086	1,101	1,063	1,235	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Blanc	1,813	1,550	1,325	2,545	1,945	1,971	1,409	2,499	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,199	1,450	750	2,000	1,085	1,478	751	1,966	1,325	1,475	1,009	1,791	1,367	1,400	1,244	1,554	1,388	1,388	1,346	1,537	-	-	-	-	-
Pinot Noir	2,375	2,491	1,033	5,460	2,534	2,609	1,065	5,482	2,264	2,337	1,486	3,390	2,260	2,000	1,664	2,357	1,671	1,890	1,127	2,180	-	-	-	-	-
Sangiovese	2,714	2,250	1,833	2,445	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sauvignon Blanc	1,821	1,800	1,552	2,035	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Syrah	2,407	2,175	1,411	3,955	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,626	2,102	1,906	2,811	
Tempranillo	1,994	2,000	1,617	2,430	1,824	1,699	1,666	1,917	-	-	-	-	-	-	-	-	2,047	2,200	1,983	2,219	-	-	-	-	-
Viognier	1,765	1,850	1,390	2,067	-	-	-	-	-	-	-	-	-	-	-	-	1,762	1,825	1,496	1,958	-	-	-	-	-
White Riesling	1,224	1,250	776	2,022	1,376	1,500	1,628	1,975	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1,757	1,603	893	2,485	1,697	1,624	1,056	2,231	1,556	1,583	1,253	1,804	-	-	-	-	1,603	1,843	955	2,319	2,137	1,801	948	2,462	
Total	2,056	1,952	879	3,529	2,304	2,002	887	3,524	1,845	1,800	1,009	3,484	2,166	1,800	901	2,772	1,655	1,850	884	2,840	2,487	1,951	916	3,390	

¹ Statewide prices include data from all regions, including those with insufficient data to report separately.

² Eastern Oregon includes the following AVAs: Columbia Gorge, Columbia Valley, Walla Walla Valley, the Rocks District of Milton-Freewater, and the Snake River Valley.

³ Averages are weighted by the number of tons sold at the price reported by Oregon grape growers.

⁴ Lows are a weighted average of the lowest three prices reported by Oregon grape growers.

⁵ Highs are a weighted average of the highest three prices reported by Oregon grape growers.

- Data insufficient for reporting.



This research is sponsored by the Oregon Wine Board (industry.oregonwine.org).