

2020 Oregon Vineyard and Winery Report

August 2021

Overview:

In a vintage defined by the COVID-19 pandemic, wildfires preceding harvest, and naturally lower yields, Oregon grape production and crush declined substantially in 2020.

- With lower fruit set leading to lower yields and September wildfire smoke impacting harvest decisions, yield per harvested acre decreased by 24% and harvested acreage declined by 6.4% resulting in a 29% reduction in grape production—more than 30,000 tons less than in 2019.
- The estimated value of wine grape production decreased 34% or by nearly \$80 million to about \$158 million.
- Total planted acreage increased by more than 2,100 acres from 37,399 to 39,531, an increase of 5.7%. Increases were seen throughout the state in both the number of vineyards and total acres planted to grapevines.
- The leading variety in planted acreage and production remains Pinot Noir, accounting for 59% of all planted acreage and 49% of wine grape production.
- Total tons crushed statewide decreased by 23.1% from 84,590 tons to 65,009 tons, with modest increases seen in the Rogue Valley and Columbia River regions.
- Case sales were roughly flat, growing 0.7% across all channels. Sales through direct-to-consumer channels declined by 26.8% overall, with some tasting room losses offset by wine club and web/phone orders. Sales into distributed channels increased by 3.5% in Oregon and 9.1% in the rest of the U.S.
- Export sales increased by 24.3%. The leading export market for Oregon wine continues to be Canada, which accounted for 46% of export sales. Notable growth was seen in all markets.

Vineyard Section:

Table 1: Wine Grapes: Acreage, yield, production, price and value by variety, 2019-2020¹

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production		Price per Ton ²		Value of Production ³	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
	Acres	Acres	Acres	Acres	Tons/acre	Tons/acre	Tons	Tons	Dollars	Dollars	1,000 Dollars	1,000 Dollars
Albariño	130	139	111	136	3.33	3.00	334	397	1,852	1,647	619	655
Cabernet Franc	357	343	287	321	2.79	2.74	801	852	2,061	2,432	1,652	2,073
Cabernet Sauvignon	1,410	1,539	1,250	1,524	2.48	2.62	3,102	3,881	1,798	2,333	5,578	9,054
Chardonnay	2,568	2,610	2,299	2,186	2.99	2.61	6,780	5,534	1,902	2,371	12,893	13,125
Gamay	128	136	111	84	3.80	1.71	417	139	2,221	2,291	926	318
Gewürztraminer	164	150	147	145	2.67	2.58	392	363	1,352	1,450	530	527
Malbec	285	286	238	278	2.85	1.97	678	534	1,966	2,076	1,334	1,108
Merlot	736	762	668	746	3.19	2.20	2,128	1,596	1,942	1,911	4,133	3,050
Pinot Blanc	240	237	233	221	4.04	3.03	942	650	1,780	1,800	1,677	1,170
Pinot Gris	5,200	5,460	5,093	4,745	3.08	3.00	15,694	13,853	1,459	1,514	22,904	20,976
Pinot Noir	22,016	23,552	21,368	18,939	2.86	2.00	61,112	36,883	2,611	2,300	159,587	84,829
Riesling	435	457	422	437	3.79	3.35	1,541	1,423	1,539	1,400	2,371	1,992
Syrah	1,621	1,633	1,423	1,557	3.23	2.68	4,735	4,058	2,319	2,352	10,979	9,545
Tempranillo	352	376	323	356	3.72	2.32	1,200	802	2,101	2,116	2,522	1,697
Viognier	368	390	343	361	3.34	2.53	1,145	887	1,842	1,713	2,109	1,519
Other ⁴	1,388	1,461	1,267	1,284	3.61	2.64	4,583	3,290	1,739	1,903	7,971	6,261
Total⁵	37,398	39,531	35,582	33,320	2.97	2.26	105,586	75,142	2,225	2,000	237,784	157,900

¹ Includes estimates for incomplete responses.

² Price per ton is a weighted average of price received by Oregon grape growers (see Table 4).

³ Value of production is derived by multiplying quantity by price.

⁴ Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

⁵ Totals may not add up due to rounding.

- No data reported, or reported data were insufficient to develop estimates.

Table 2: Wine Grapes: Vineyards, acreage, yield and production by growing area, 2019-2020¹

Region	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested		Production	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
	<i>Number²</i>	<i>Number²</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons/acre</i>	<i>Tons/acre</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley ³	764	808	21,129	22,625	20,995	19,173	2.95	2.11	61,873	40,408
South Willamette Valley ⁴	113	123	4,323	4,577	4,202	3,124	2.78	2.27	11,687	7,089
Umpqua Valley ⁵	80	82	3,605	3,683	3,372	3,177	2.96	1.48	9,966	4,712
Rogue Valley ⁶	201	205	5,637	5,746	4,935	5,412	3.10	2.87	15,318	15,535
Columbia River ⁷	123	135	1,866	2,022	1,427	1,835	3.16	3.09	4,518	5,677
Other Oregon ⁸	16	17	839	878	652	599	3.26	2.87	2,124	1,721
Total⁹	1,297	1,370	37,399	39,531	35,582	33,320	2.97	2.26	105,486	75,142

¹ Includes estimates for incomplete responses.

² Numbers fluctuate due to inconsistent responses and consolidation of vineyard operations.

³ Includes Yamhill-Carlton, Chehalem Mountains, McMinnville, Ribbon Ridge, Dundee Hills, Eola-Amity Hills, Laurelwood District, Tualatin Hills, and Van Duzer Corridor AVAs, and areas north of the northern boundaries of Benton and Linn counties.

⁴ Includes Benton, Lane, and Linn counties.

⁵ Includes Elkton Oregon and Red Hill Douglas County AVAs.

⁶ Includes Applegate Valley AVA.

⁷ Includes the Oregon side of Columbia Gorge, Columbia Valley and Walla Walla Valley AVAs, including The Rocks District of Milton-Freewater.

⁸ Includes Snake River Valley AVA as well as any area not within other denoted AVA boundaries.

⁹ Totals may not add up due to rounding.

Table 3: Wine Grapes – Acreage and production by variety and growing area, 2020¹

Variety	North Willamette Valley ²			South Willamette Valley ²			Umpqua Valley ²			Rogue Valley ²			Columbia River ²			Other Oregon Areas ²		
	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production
	Acres	Acres	Tons	Acres	Acres	Tons	Acres	Acres	Tons	Acres	Acres	Tons	Acres	Acres	Tons	Acres	Acres	Tons
Albariño	42	35	129	-	-	-	-	-	-	25	18	47	-	-	-	-	-	-
Cabernet Franc	4	4	6	-	-	-	24	14	20	185	174	456	129	123	441	-	-	-
Cabernet Sauvignon	-	-	-	108	86	158	58	55	82	639	631	1,811	508	432	1,312	-	-	-
Chardonnay	1,879	1,559	4,118	177	128	277	23	23	22	287	253	803	78	60	168	-	-	-
Gamay	113	72	185	23	10	26	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	45	38	61	27	25	40	33	26	74	45	42	115	-	-	-	-	-	-
Malbec	11	6	18	-	-	-	17	16	23	149	134	337	77	62	172	-	-	-
Merlot	-	-	-	-	-	-	229	215	545	244	219	541	290	255	839	-	-	-
Pinot Blanc	202	178	539	18	12	32	-	-	-	18	17	60	-	-	-	-	-	-
Pinot Gris	2,839	2,459	6,390	1,431	1,173	3,300	289	284	398	628	615	1,938	-	-	-	38	25	81
Pinot Noir	16,486	14,023	27,125	2,544	1,449	2,649	2,214	1,882	2,778	1,696	1,541	4,962	400	320	1,034	141	106	132
Riesling	252	229	703	14	6	19	27	19	19	93	88	414	46	41	136	-	-	-
Syrah	276	201	281	-	-	-	409	299	126	637	618	886	253	208	604	-	-	-
Tempranillo	52	39	89	17	15	54	124	120	204	141	120	341	-	-	-	-	-	-
Viognier	25	11	27	20	17	26	22	17	37	308	306	811	16	12	34	-	-	-
Other ³	365	266	674	101	85	223	178	168	324	630	544	1,869	186	167	446	-	-	-
Total, 2020⁴	22,625	19,173	40,408	4,577	3,124	7,090	3,683	3,177	4,711	5,746	5,412	15,536	2,022	1,835	5,676	878	599	1,720
Total, 2019	21,129	20,995	61,873	4,323	4,202	11,687	3,605	3,372	9,966	5,637	4,935	15,318	1,866	1,427	4,518	839	652	2,124

¹ Includes estimates for incomplete responses.

² See Growing Area descriptions in Vineyard Section Table 2.

³ Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

⁴ Varieties do not add to total due to insufficient data to develop estimates for some varieties.

- No data reported, or reported data were insufficient to develop estimates.

Table 4: Wine Grapes - Price per ton by variety and growing area, 2020¹

Variety	Statewide ²				Regions																							
					North Willamette Valley ³				South Willamette Valley ³				Umpqua Valley ³				Rogue Valley ³				Columbia River ³				Other Oregon Areas ³			
	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶
	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	Dollars	Dollars	Dollars
Albariño	1,726	1,647	1,536	1,796	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Franc	2,336	2,432	2,125	2,468	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Sauvignon	2,143	2,333	1,544	3,250	-	-	-	-	-	-	-	-	-	-	-	-	2,656	2,281	1,694	2,883	-	-	-	-	-	-	-	-
Chardonnay	2,453	2,371	1,500	4,000	2,823	2,601	1,559	3,797	2,024	2,222	1,596	3,225	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gamay	2,224	2,291	1,230	2,714	2,193	2,291	1,849	2,545	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	1,385	1,450	1,177	2,424	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malbec	2,288	2,076	1,727	2,442	-	-	-	-	-	-	-	-	-	-	-	-	1,897	2,000	1,500	2,266	-	-	-	-	-	-	-	-
Merlot	1,904	1,911	1,456	2,424	-	-	-	-	-	-	-	-	-	-	-	-	1,993	1,978	1,498	2,342	-	-	-	-	-	-	-	-
Pinot Blanc	1,743	1,800	1,516	2,118	1,659	1,800	1,534	2,052	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,507	1,514	1,268	2,499	1,488	1,507	1,277	2,326	1,461	1,608	1,415	2,026	-	-	-	-	1,688	1,593	1,364	1,707	-	-	-	-	-	-	-	-
Pinot Noir	2,317	2,300	1,583	3,761	2,569	2,404	1,604	3,726	2,356	2,370	1,827	3,101	-	-	-	-	2,332	2,200	1,693	2,386	1,977	1,997	1,891	2,156	-	-	-	-
Riesling	1,455	1,400	949	2,747	1,508	1,275	1,079	2,189	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sauvignon Blanc	1,868	1,784	1,540	2,104	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Syrah	2,374	2,352	1,682	4,396	-	-	-	-	-	-	-	-	-	-	-	-	2,408	2,206	1,917	2,488	1,957	1,812	1,776	2,438	-	-	-	-
Tempranillo	2,157	2,116	1,397	2,664	-	-	-	-	-	-	-	-	-	-	-	-	2,308	2,152	1,929	2,553	-	-	-	-	-	-	-	-
Viognier	1,850	1,713	1,426	2,079	-	-	-	-	-	-	-	-	-	-	-	-	1,999	1,950	1,886	2,077	-	-	-	-	-	-	-	-
All other varieties	1,778	1,903	958	4,198	1,317	1,489	976	3,819	1,346	1,637	1,240	2,087	1,766	1,739	1,575	1,896	2,025	2,050	1,317	2,388	2,113	2,429	2,007	2,707	-	-	-	-
Average	2,153	2,000			2,265	2,132			1,841	2,149			1,595	1,592			2,074	1,950			1,920	1,850			1,608	1,491		

¹ Includes estimates for incomplete responses. The data collection form specified that respondents should only report sales to third-party entities (in or outside Oregon).

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

³ See Growing Area descriptions in Vineyard Section Table 2.

⁴ Averages are weighted by the number of tons sold at the price reported by Oregon grape growers.

⁵ Lows are a weighted average of the lowest three prices reported by Oregon grape growers.

⁶ Highs are a weighted average of the highest three prices reported by Oregon grape growers.

⁷ Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

- No data reported, or reported data were insufficient to develop estimates.

Winery Section:

Table 1: Wineries – Number and crush by region, 2019-2020¹

Region ²	All Wineries ³		Number of Wineries Crushing Grapes		Total Wine Grapes Crushed	
	2019	2020	2019	2020	2019	2020
	<i>Number⁴</i>	<i>Number⁴</i>	<i>Number⁴</i>	<i>Number⁴</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	597	650	332	338	62,174	45,445
South Willamette Valley	79	86	37	44	8,882	6,020
Umpqua Valley	48	53	37	42	3,553	3,078
Rogue Valley	108	122	58	62	6,513	6,826
Columbia River	53	64	31	28	3,130	3,250
Other Oregon	23	20	11	11	338	390
Total	908	995	506	525	84,590	65,009

¹ Includes estimates for incomplete responses.

² Survey respondents identified one of these growing regions as their production location. See Growing Area descriptions in Vineyard Section Table 2.

³ Includes all TTB bonded wineries and Winery and Growers Sales Privilege License holders (issued by the OLCC).

⁴ Numbers fluctuate year over year due to inconsistent responses.

Table 2: Wineries – Crush by grape source location and crush region, 2020¹

Region ²	Sourced in Oregon	Sourced from Other States	All Crush	All Crush, 2019
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	44,013	1,432	45,445	62,174
South Willamette Valley	5,916	104	6,020	8,882
Umpqua Valley	3,078	0	3,078	3,553
Rogue Valley	5,525	1,301	6,826	6,513
Columbia River	2,801	449	3,250	3,130
Other Oregon	215	176	390	338
Total, 2020	61,548	3,462	65,009	
Total, 2019	81,968	2,622		84,590

¹ Includes estimates for incomplete responses.

² Survey respondents identified one of these growing regions as their production location. See Growing Area descriptions in Vineyard Section Table 2.

Table 3: Wineries – Sales by channel, 2019 and 2020¹

Year	Direct to Consumer			Sold in Oregon		Wholesale (FOB, Trade, etc.)			Total Cases	Total Dollars
	Tasting Rooms	Wine Clubs	Web/ Phone Orders	Wholesale	Direct to trade	Sold Nationally (excluding Oregon)	Sold Internationally	Private Label		
	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	
2020	254,660	356,328	136,516	617,531	140,464	2,933,646	143,541	115,781	4,698,467	699,580,365
2019	632,807	283,937	104,664	598,565	133,603	2,689,686	115,434	107,903	4,666,600	673,903,914

¹ Includes estimates for incomplete responses.

Table 4: Wineries – Export sales by destination, 2019 and 2020¹

Year	Canada	Mexico	Denmark	United Kingdom	Sweden	All Other Europe	Hong Kong/ China	Japan	South Korea	All Other Asia	All Other Destinations	All Export Sales
	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>
2020	65,459	689	5,867	13,625	4,019	6,352	3,798	11,770	2,297	1,409	28,256	143,541
2019	53,041	584	4,898	11,736	3,339	5,730	3,054	10,377	1,746	1,219	19,710	115,434

¹ Includes estimates for incomplete responses.



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