

2022 Oregon Vineyard and Winery Report

September 2023

Overview:

Oregon grape production, crush and crop value increased in 2022.

- Total wine grape production in 2022 increased nearly 20% over 2021 from 114,677 tons to a record 137,065 tons.
- Harvested acreage increased by 4% from 2021. Yield per harvested acre in 2021 increased by 15% over 2021.
- The estimated value of wine grape production in 2022 increased 22% or by \$58.7 million to about \$330 million.
- The average price per ton in 2022 decreased 6% from \$2,575 in 2021 to \$2,411 per ton in 2022 while the median price increased more than 6% to from \$2,211 to \$2,353.
- Total planted acreage increased by nearly 2,600 acres from 41,899 to 44,487, an increase of 6.2%. The leading variety in planted acreage and production remains Pinot Noir accounting for nearly 60% of all planted acreage and 57% of wine grape production.
- Based on data provided by growers, IPRE estimates that between 35% and 40% of planted acreage is certified sustainable or organic (including but not limited to USDA Organic, Biodynamic, Deep Root Coalition, LIVE, etc.).
- Total tons crushed in 2022 increased by 8% over 2021, from 89,566 tons to 96,802 tons.
- Case sales increased 8% across all channels from 5.3 million to 5.7 million. Direct to consumer sales channels continued to rebound, increasing by 12% overall, with a 14% increase in tasting room sales. Sales into distribution channels increased by 8.9% in Oregon and 6.9% in U.S. states outside Oregon.
- Based on data provided by wineries, IPRE estimates that 3% to 5% of case sales were for sparkling wines.
- Export sales increased by a modest 4.0% with Canada accounting for 45% of export sales.
- Approximately 30% of grapes harvested in Oregon appear not to have been crushed in Oregon suggesting a continuing trend of Oregon tonnage sold out of state.

Vineyard Section:

Table 1: Wine Grapes: Acreage, yield, production, price and value by variety, 2021-2022¹

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production		Price per Ton ²		Value of Production ³	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
	Acres	Acres	Acres	Acres	Tons/acre	Tons/acre	Tons	Tons	Dollars	Dollars	(\$000)	(\$000)
Albariño	143	147	107	138	2.20	1.96	235	265	1,906	-	455	-
Cabernet Franc	344	376	323	306	2.33	3.02	778	905	2,097	2,384	1,605	2,157
Cabernet Sauvignon	1,592	1,610	1,560	1,557	1.65	3.01	2,633	4,596	2,600	2,560	6,814	11,763
Chardonnay	2,724	3,118	2,291	2,518	3.29	2.82	7,825	6,963	2,700	2,861	20,714	19,919
Gamay	138	202	97	163	2.46	2.70	245	432	2,701	2,810	657	1,213
Gewürztraminer	151	151	150	170	1.62	1.80	248	300	1,800	1,535	445	461
Malbec	302	308	273	298	2.99	2.82	836	825	2,000	2,200	1,664	1,814
Merlot	817	823	808	777	2.28	3.35	1,858	2,553	2,100	1,988	3,939	5,075
Pinot Blanc	251	300	239	250	3.82	3.87	932	947	2,166	2,013	2,010	1,907
Pinot Gris	5,740	5,974	5,485	5,546	3.44	4.74	19,299	25,763	1,663	1,800	31,931	46,372
Pinot Noir	25,123	26,648	23,707	24,729	2.88	3.25	69,936	78,766	2,600	2,712	180,953	213,585
Riesling	490	520	469	477	2.92	2.99	1,401	1,398	1,533	1,691	2,136	2,363
Syrah	1,739	1,766	1,657	1,679	2.21	2.97	3,745	4,895	2,298	2,388	8,563	11,687
Tempranillo	398	404	365	381	2.73	2.96	1,003	1,105	2,029	2,000	2,052	2,210
Viognier	398	416	392	368	1.66	3.13	657	1,128	1,841	-	1,220	-
Other ⁴	1,550	1,723	1,161	1,418	2.56	3.25	3,046	4,516	2,048	2,103	6,207	9,499
Total⁵	41,899	44,487	39,084	40,774	2.93	3.36	114,677	137,065	2,211	2,353	271,364	330,026

¹ Includes estimates for incomplete responses.

² Price per ton is the median value of price received by Oregon grape growers for each variety (see Table 4).

³ Value of production is derived by multiplying production 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, 2021-2022¹

Region	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested		Production	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
	<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	842	890	24,467	25,897	22,392	23,890	3.10	3.27	69,370	79,486
South Willamette Valley ⁴	123	126	4,601	5,337	4,552	4,946	3.29	3.37	14,958	16,934
Umpqua Valley ⁵	85	85	3,856	3,941	3,581	3,744	2.09	3.48	7,500	13,238
Rogue Valley ⁶	207	207	5,886	6,054	5,697	5,312	2.69	3.10	15,323	16,709
Columbia River ⁷	138	151	2,223	2,317	2,004	2,069	2.36	3.31	4,736	6,950
Other Oregon ⁸	16	17	866	940	857	813	3.26	4.54	2,790	3,748
Total⁹	1,411	1,476	41,899	44,487	39,084	40,774	2.93	3.36	114,677	137,065

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, 2021 and 2022 totals¹

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	56	54	120	-	-	-	48	46	83	26	25	51	10	5	15	-	-	-
Cabernet Franc	15	6	16	-	-	-	26	24	57	192	176	397	135	117	412	-	-	-
Cabernet Sauvignon	113	107	428	129	91	250	-	-	-	660	621	1,737	580	522	1,762	-	-	-
Chardonnay	2,307	1,874	4,967	281	226	773	31	30	113	312	226	564	90	83	302	-	-	-
Gamay	162	126	301	34	30	107	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	44	42	38	29	27	83	33	32	41	44	41	90	-	-	-	-	-	-
Malbec	15	8	24	-	-	-	25	26	62	157	153	382	92	86	234	-	-	-
Merlot	-	-	-	-	-	-	231	159	535	255	242	650	338	312	997	-	-	-
Pinot Blanc	222	206	723	39	37	139	-	-	-	30	29	91	-	-	-	-	-	-
Pinot Gris	3,524	3,399	15,498	1,493	1,431	6,438	-	-	-	657	578	2,660	-	-	-	78	70	394
Pinot Noir	18,280	17,001	53,382	3,064	2,858	8,546	2,452	2,329	8,384	1,759	1,462	6,106	480	446	1,584	222	211	758
Riesling	281	258	899	36	35	100	31	26	65	104	99	148	52	47	142	-	-	-
Syrah	318	302	1,238	-	-	-	424	413	1,184	662	629	1,282	277	260	928	-	-	-
Tempranillo	65	55	246	20	16	26	162	157	398	150	141	363	-	-	-	-	-	-
Viognier	21	20	93	21	20	20	25	24	103	321	311	684	21	17	51	-	-	-
Other ³	431	378	1,362	129	121	364	224	203	602	634	527	1,475	207	142	509	-	-	-
Total, 2022⁴	25,897	23,890	79,486	5,337	4,946	16,934	3,941	3,744	13,238	6,054	5,312	16,709	2,317	2,069	6,950	940	813	3,748
Total, 2021	24,467	22,392	69,370	4,601	4,552	14,958	3,856	3,581	7,500	5,886	5,697	15,323	2,223	2,004	4,736	866	857	2,790

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, 2022¹

Variety	Statewide ¹				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
Cabernet Franc	2,260	2,384	1,196	2,685	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Sauvignon	2,863	2,560	932	3,450	-	-	-	-	-	-	-	-	-	-	-	-	1,079	1,999	853	2,421	2,638	2,560	2,281	3,385	-	-	-	-
Chardonnay	2,908	2,861	1,500	4,114	2,807	2,939	1,948	4,237	3,288	2,800	1,849	3,535	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gamay	2,871	2,810	2,719	3,335	2,890	2,904	2,703	3,409	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	1,418	1,535	820	1,591	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malbec	2,463	2,200	1,858	2,828	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Merlot	2,214	1,988	1,179	2,638	-	-	-	-	-	-	-	-	-	-	-	-	1,302	1,657	957	1,763	-	-	-	-	-	-	-	-
Pinot Blanc	2,213	2,013	1,627	2,967	1,822	1,900	1,608	2,423	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,684	1,800	1,307	3,795	1,664	1,785	1,307	3,475	1,753	1,815	1,598	2,496	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Noir	2,592	2,712	1,056	5,824	2,607	2,971	1,608	5,398	3,055	2,541	2,150	3,646	2,193	2,151	1,960	3,235	2,259	2,230	2,230	2,293	2,637	2,682	2,562	2,964	-	-	-	-
Riesling	1,720	1,691	585	3,047	2,304	2,100	1,380	3,584	1,310	1,442	716	1,303	1,419	1,304	1,263	1,431	-	-	-	-	1,151	1,853	839	1,934	-	-	-	-
Sauvignon Blanc	1,833	1,804	1,466	2,099	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Syrah	2,731	2,388	1,396	3,685	1,640	2,397	1,299	2,319	-	-	-	-	-	-	-	-	1,553	2,326	1,489	2,383	3,448	2,500	2,108	3,685	-	-	-	-
Tempranillo	2,168	2,000	1,762	2,526	-	-	-	-	-	-	-	-	1,998	2,000	1,848	2,345	-	-	-	-	-	-	-	-	-	-	-	-
All other varieties ⁷	2,123	2,103	1,136	3,277	2,124	2,411	1,324	2,960	2,452	2,708	2,425	2,728	-	-	-	-	2,056	2,103	1,440	2,464	2,161	2,488	2,137	2,562	-	-	-	-
Average	2,411	2,353			2,207	2,561			2,737	2,480			2,063	1,938			1,701	1,950			2,716	2,491			1,726	2,000	-	-

¹ Includes estimates for incomplete responses. Refinements to the 2018 and subsequent data collection forms 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, 2021-2022¹

Region ²	All Wineries ³		Number of Wineries Crushing Grapes		Total Wine Grapes Crushed	
	2021	2022	2021	2022	2021	2022
	<i>Number⁴</i>	<i>Number⁴</i>	<i>Number⁴</i>	<i>Number⁴</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	695	730	368	407	65,831	70,888
South Willamette Valley	86	89	44	49	9,046	9,593
Umpqua Valley	53	53	41	41	3,807	4,453
Rogue Valley	127	137	66	67	7,076	7,551
Columbia River	73	79	33	35	3,475	3,969
Other Oregon	24	25	13	13	331	348
Total	1,058	1,116	565	612	89,566	96,802

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, 2021 and 2022 totals¹

Region ²	Sourced in Oregon, 2022	Sourced from Other States, 2022	All Crush, 2021	All Crush, 2022
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	69,695	1,193	65,831	70,888
South Willamette Valley	9,490	103	9,046	9,593
Umpqua Valley	4,453	0	3,807	4,453
Rogue Valley	6,947	604	7,076	7,551
Columbia River	3,632	337	3,475	3,969
Other Oregon	209	139	331	348
Total, 2022	94,426	2,376		96,802
Total, 2021	85,356	4,210	89,566	

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, 2021 and 2022¹

Year	Direct to Consumer			Sold in Oregon		Wholesale (FOB, Trade, etc.)			Total Cases	Value of Sales (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>	
2022	497,393	423,070	182,949	728,938	157,222	3,438,871	162,939	125,778	5,717,159	956,424,346
2021	437,312	379,889	167,120	663,599	150,062	3,216,910	156,372	123,963	5,295,226	844,376,688

¹ Includes estimates for incomplete responses.

² Sold in Oregon was broken out into the categories of Wholesale and Direct to trade for 2019. Reports from 2018 and earlier reflect both Wholesale and Direct to trade sales.

Table 4: Wineries – Export sales by destination, 2021 and 2022¹

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>
2022	73,323	706	6,925	15,479	4,067	7,169	3,927	12,856	3,014	2,037	33,435	162,939
2021	71,926	679	6,719	15,008	3,884	7,078	3,896	12,032	2,888	1,921	30,342	156,372

¹ Includes estimates for incomplete responses.

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