

2023 Oregon Vineyard and Winery Census

September 2024

Overview:

- Oregon grape production decreased, while crush and crop value increased in 2023.
- Total wine grape production in 2023 decreased 5% over 2022 from 137,065 tons to 130,592 tons.
- Harvested acreage decreased by 1% from 2022. Yield per harvested acre in 2023 decreased by 4% over 2022.
- The estimated value of wine grape production in 2023 increased 6% or by \$19.0 million to about \$349 million.
- The average price per ton in 2023 increased 7% from \$2,411 in 2022 to \$2,575 per ton in 2023, while the median price increased more than 6% from \$2,353 to \$2,505.
- Total planted acreage increased by nearly 1,512 acres from 44,487 to 45,999, an increase of 3%. The leading variety in planted acreage and production remains Pinot Noir accounting for nearly 60% of all planted acreage and 59% of wine grape production.
- Total tons crushed in 2023 was roughly flat compared with 2022, at 97,116.
- Case sales across all channels increased 5% from 5.7 million to 6.0 million. Direct to consumer sales channels decreased by 2% overall, with a 4% decrease in tasting room sales. Sales into distribution channels increased by 3% in Oregon and 8% in U.S. states outside Oregon.
- Based on data provided by wineries, IPRE estimates that 8% to 10% of case sales were for sparkling wines.
- Export sales decreased by 3% with Canada accounting for 46% of export sales.
- Approximately 25% of grapes harvested in Oregon appear not to have been crushed in Oregon.

Vineyard Section:

Table 1: Wine Grapes: Acreage, yield, production, price and value by variety, 2022-2023¹

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production		Price per Ton ²		Value of Production ³	
	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023
	Acres	Acres	Acres	Acres	Tons/acre	Tons/acre	Tons	Tons	Dollars	Dollars	(\$000)	(\$000)
Albariño	147	155	138	121	1.96	3.43	265	408	-	-	-	-
Cabernet Franc	376	391	306	213	3.02	2.10	905	442	2,384	2,627	2,157	1,161
Cabernet Sauvignon	1,610	1,616	1,557	1,378	3.01	2.33	4,596	3,169	2,560	2,500	11,763	7,922
Chardonnay	3,118	3,332	2,518	2,938	2.82	3.65	6,963	10,586	2,861	2,946	19,919	31,187
Gamay	202	229	163	160	2.70	4.02	432	633	2,810	3,108	1,213	1,967
Gewürztraminer	151	154	170	141	1.80	2.56	300	356	1,535	1,700	461	605
Malbec	308	320	298	214	2.82	3.32	825	701	2,200	2,350	1,814	1,648
Merlot	823	830	777	678	3.35	2.71	2,553	1,813	1,988	2,617	5,075	4,746
Pinot Blanc	300	308	250	298	3.87	3.58	947	1,054	2,013	2,197	1,907	2,316
Pinot Gris	5,974	6,286	5,546	5,041	4.74	4.34	25,763	21,610	1,800	1,750	46,372	37,817
Pinot Noir	26,648	27,409	24,729	24,825	3.25	3.16	78,766	77,372	2,712	2,990	213,585	231,343
Riesling	520	524	477	485	2.99	3.43	1,398	1,644	1,691	2,000	2,363	3,287
Syrah	1,766	1,780	1,679	1,568	2.97	2.38	4,895	3,685	2,388	2,450	11,687	9,029
Tempranillo	404	422	381	320	2.96	3.53	1,105	1,114	2,000	2,174	2,210	2,421
Viognier	416	424	368	355	3.13	3.04	1,128	1,066	-	1,866	-	1,989
Other ⁴	1,723	1,819	1,418	1,580	3.25	3.17	4,516	4,939	2,103	2,340	9,499	11,557
Total⁵	44,487	45,999	40,774	40,313	3.36	3.24	137,065	130,592	2,353	2,505	330,026	348,994

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, 2022-2023¹

Region	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested		Production	
	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023
	<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	890	916	25,897	27,106	23,890	25,021	3.27	3.34	79,486	83,542
South Willamette Valley ⁴	126	125	5,337	5,522	4,946	4,888	3.37	3.57	16,934	17,447
Umpqua Valley ⁵	85	86	3,941	3,967	3,744	3,029	3.48	2.57	13,238	7,791
Rogue Valley ⁶	207	214	6,054	6,105	5,312	4,500	3.10	3.37	16,709	15,166
Columbia River ⁷	151	153	2,317	2,356	2,069	2,165	3.31	2.41	6,950	5,226
Other Oregon ⁸	17	18	940	944	813	710	4.54	2.00	3,748	1,419
Total⁹	1,476	1,512	44,487	45,999	40,774	40,313	3.36	3.24	137,065	130,592

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, Van Duzer Corridor and Mount Pisgah, Polk County AVAs, and areas north of the northern boundaries of Benton and Linn counties.

⁴ Includes Benton, Lane, and Linn counties, including Lower Long Tom AVA.

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, 2022 and 2023 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
	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>
Albariño	58	23	71	5	5	31	48	45	136	26	24	84	10	9	45	-	-	-
Cabernet Franc	21	7	15	-	-	-	26	24	51	192	80	214	140	114	219	-	-	-
Cabernet Sauvignon	114	107	264	130	110	250	-	-	-	660	334	665	585	532	1,292	-	-	-
Chardonnay	2,414	2,124	7,754	281	239	611	45	41	42	318	268	975	90	74	178	-	-	-
Gamay	185	134	470	35	24	159	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	46	42	76	29	26	107	33	31	66	44	41	106	-	-	-	-	-	-
Malbec	15	14	56	-	-	-	25	17	58	159	110	399	101	67	166	-	-	-
Merlot	-	-	-	-	-	-	231	217	629	255	174	593	344	307	780	-	-	-
Pinot Blanc	229	215	777	39	34	110	-	-	-	30	28	14	-	-	-	-	-	-
Pinot Gris	3,714	3,094	13,398	1,674	1,368	5,298	-	-	-	657	417	1,625	-	-	-	87	82	291
Pinot Noir	19,006	18,056	56,695	3,110	2,966	9,611	2,648	1,636	3,331	1,851	1,543	6,157	503	498	1,157	291	118	437
Riesling	281	251	881	36	31	182	33	31	92	104	98	483	52	49	59	-	-	-
Syrah	325	294	871	-	-	-	424	341	684	667	525	1,413	277	260	605	-	-	-
Tempranillo	71	61	243	26	22	54	162	131	460	150	58	165	-	-	-	-	-	-
Viognier	27	26	97	21	18	64	25	24	61	321	240	742	21	20	43	-	-	-
Other ³	537	521	1,642	129	112	494	247	227	680	669	516	1,529	222	175	528	14	13	25
Total, 2023⁴	27,106	25,021	83,542	5,522	4,888	17,447	3,967	3,029	7,791	6,105	4,500	15,166	2,356	2,165	5,226	944	710	1,419
Total, 2022	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

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, 2023¹

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	Dollars		
Cabernet Franc	2,430	2,627	1,990	2,974	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Cabernet Sauvignon	3,467	2,500	2,218	3,626	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Chardonnay	2,843	2,946	1,399	9,302	2,850	2,975	1,808	9,315	2,953	3,255	2,633	3,618	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Gamay	2,986	3,108	2,893	3,276	3,056	3,191	2,926	3,276	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Gewürztraminer	1,789	1,700	1,598	1,983	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Malbec	2,436	2,350	2,019	2,913	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Merlot	2,741	2,617	2,539	2,793	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pinot Blanc	2,650	2,197	1,886	3,400	2,650	2,197	1,886	3,400	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,648	1,750	1,032	4,140	1,654	1,750	1,032	4,140	1,658	1,636	1,598	2,479	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Noir	2,752	2,992	1,537	5,359	2,798	3,031	1,537	5,359	2,593	2,853	2,090	3,146	2,192	2,000	2,000	2,425	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Riesling	2,089	2,000	1,064	3,218	2,079	2,053	1,165	2,761	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sauvignon Blanc	1,815	1,762	1,534	1,892	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Syrah	2,745	2,450	1,902	3,532	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,751	2,345	1,902	3,532	-	-	-	-	-	-	-
Tempranillo	2,412	2,174	1,727	2,689	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Viognier	1,736	1,866	1,306	1,994	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other varieties ⁷	2,204	2,340	738	4,546	1,732	2,229	1,048	4,608	-	-	-	-	-	-	-	-	2,094	2,000	1,744	2,887	3,243	3,100	2,958	3,921	-	-	-	-	-	-	-
Average	2,575	2,505			2,644	2,710			2,280	2,565			2,215	2,101			2,120	2,000			3,033	2,823			2,243	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: Wine Companies – Number and crush by region, 2022-2023¹

Region ²	All Wineries ³		Number of Wineries Crushing Grapes		Total Wine Grapes Crushed	
	2022	2023	2022	2023	2022	2023
	<i>Number⁴</i>	<i>Number⁴</i>	<i>Number⁴</i>	<i>Number⁴</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	730	756	407	430	70,888	72,837
South Willamette Valley	89	87	49	52	9,593	9,712
Umpqua Valley	53	51	41	38	4,453	3,496
Rogue Valley	137	144	67	71	7,551	7,187
Columbia River	79	79	35	41	3,969	3,593
Other Oregon	25	26	13	16	348	291
Total	1,116	1,143	612	648	96,802	97,116

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: Wine Companies – Crush by grape source location and crush region, 2022 and 2023 totals¹

Region ²	Sourced in Oregon, 2023	Sourced from Other States, 2023	All Crush, 2022	All Crush, 2023
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	71,611	1,226	70,888	72,837
South Willamette Valley	9,523	188	9,593	9,712
Umpqua Valley	3,496	0	4,453	3,496
Rogue Valley	6,612	575	7,551	7,187
Columbia River	3,020	573	3,969	3,593
Other Oregon	175	117	348	291
Total, 2023	94,437	2,679		97,116
Total, 2022	94,426	2,376	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.

Table 3: Wine Companies – Sales by channel, 2022 and 2023¹

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>	
2023	479,271	431,155	171,233	767,225	143,970	3,707,926	158,152	127,703	5,986,635	931,819,738
2022	497,393	423,070	182,949	728,938	157,222	3,438,871	162,939	125,778	5,717,159	956,424,346

¹ Includes estimates for incomplete responses.

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

Table 4: Wine Companies – Export sales by destination, 2022 and 2023¹

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>
2023	72,641	658	6,820	14,445	3,800	6,615	3,925	12,160	2,927	2,007	32,154	158,152
2022	73,323	706	6,925	15,479	4,067	7,169	3,927	12,856	3,014	2,037	33,435	162,939

¹ Includes estimates for incomplete responses.



*This report is sponsored by the
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