

2024 Oregon Vineyard and Winery Census

June 2025

Overview:

Vineyard Summary

Oregon grape production, crush, and crop value decreased in 2024.

- Total wine grape production in 2024 decreased 1% compared with 2023 from 130,592 tons to 129,739 tons.
- The number of vineyards in Oregon increased by 25 to 1,537 in 2024. Total planted acreage increased 1,344 acres from 45,999 to 47,343, an increase of 3%.
- Harvested acreage decreased by 3% in 2024 while yield per harvested acre increased by 2%.
- The estimated value of wine grape production in 2024 decreased 6%, or by \$19.9 million, to about \$329 million.
- The median price per ton of grapes fell 2% from \$2,505 to \$2,465.
- Pinot noir remains the leading variety in planted acreage and production, accounting for 60% of all planted acreage and 58% of wine grape production.

Winery Summary

Oregon crush and wine sales declined in 2024.

- Tons of wine grapes crushed by Oregon wineries decreased 2% from a record 97,116 tons in 2023 to 95,603 tons in 2024.
- The number of wineries in Oregon decreased by 67 in 2024 to 1,076.
- Case sales across all channels decreased 4% from 2023 to 5.8 million. The value of wine sales across all channels decreased 2% to \$913 million, with the average price per case increasing slightly less than 2%.
- Case sales via direct-to-consumer channels decreased by 3% overall, while sales into distribution channels decreased by 5% in Oregon and 4% in U.S. states outside Oregon.
- Sales to international markets, which account for about 3% of overall case sales, increased by 7% with Canada accounting for 46% of export sales.

Vineyard Section:

Table 1: Wine Grapes: Acreage, yield, production, price and value by variety, 2023-2024¹

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production		Price per Ton ²		Value of Production ³	
	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
	Acre	Acre	Acre	Acre	Tons/acre	Tons/acre	Tons	Tons	Dollars	Dollars	(\$000)	(\$000)
Albariño	155	155	121	144	3.43	2.62	408	373	-	2,179	-	813
Cabernet Franc	391	394	213	208	2.10	3.21	442	657	2,627	2,763	1,161	1,815
Cabernet Sauvignon	1,616	1,625	1,378	1,125	2.33	3.59	3,169	3,994	2,500	2,111	7,922	8,431
Chardonnay	3,332	3,482	2,938	2,753	3.65	3.85	10,586	10,476	2,946	2,900	31,187	30,380
Gamay	229	239	160	154	4.02	4.11	633	625	3,108	2,924	1,967	1,827
Gewürztraminer	154	154	141	108	2.56	3.58	356	382	1,700	1,700	605	649
Malbec	320	320	214	206	3.32	2.70	701	548	2,350	2,400	1,648	1,316
Merlot	830	846	678	562	2.71	1.89	1,813	1,049	2,617	2,626	4,746	2,755
Pinot Blanc	308	314	298	245	3.58	3.94	1,054	953	2,197	2,201	2,316	2,097
Pinot Gris	6,286	6,483	5,041	5,519	4.34	4.07	21,610	22,174	1,750	1,790	37,817	39,691
Pinot Noir	27,409	28,264	24,825	24,030	3.16	3.19	77,372	75,712	2,990	2,800	231,343	211,995
Riesling	524	537	485	453	3.43	4.60	1,644	2,059	2,000	1,800	3,287	3,707
Syrah	1,780	1,795	1,568	1,496	2.38	2.66	3,685	3,929	2,450	2,387	9,029	9,378
Tempranillo	422	439	320	382	3.53	2.94	1,114	1,110	2,174	2,170	2,421	2,408
Viognier	424	443	355	348	3.04	3.50	1,066	1,199	1,866	2,000	1,989	2,399
Other ⁴	1,819	1,853	1,580	1,447	3.17	3.15	4,939	4,499	2,340	2,100	11,557	9,448
Total⁵	45,999	47,343	40,313	39,178	3.24	3.31	130,592	129,739	2,505	2,465	348,994	329,109

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, 2023-2024¹

Region	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested		Production	
	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
	<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	916	935	27,106	27,990	25,021	23,934	3.34	3.45	83,542	82,578
South Willamette Valley ⁴	125	126	5,522	5,644	4,888	4,952	3.57	3.40	17,447	16,818
Umpqua Valley ⁵	86	91	3,967	4,260	3,029	3,470	2.57	1.86	7,791	6,440
Rogue Valley ⁶	214	213	6,105	6,144	4,500	4,430	3.37	3.37	15,166	14,929
Columbia River ⁷	153	154	2,356	2,358	2,165	1,875	2.41	3.62	5,226	6,792
Other Oregon ⁸	18	18	944	947	710	518	2.00	4.21	1,419	2,181
Total⁹	1,512	1,537	45,999	47,343	40,313	39,178	3.24	3.31	130,592	129,739

¹ Includes estimates for incomplete responses.

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

³ Includes Chehalem Mountains; Dundee Hills; Eola-Amity Hills; Laurelwood District; McMinnville; Mount Pisgah, Polk County; Ribbon Ridge; Tualatin Hills; Van Duzer Corridor; and Yamhill-Carlton 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, 2023 and 2024 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	49	133	-	-	-	48	43	66	26	24	66	10	9	23	-	-	-
Cabernet Franc	24	13	41	-	-	-	26	14	39	192	100	324	140	77	235	-	-	-
Cabernet Sauvignon	114	78	287	130	91	269	-	-	-	669	442	1,470	585	421	1,769	-	-	-
Chardonnay	2,524	2,082	8,265	283	245	729	82	31	63	318	277	951	90	74	277	-	-	-
Gamay	191	130	500	35	22	116	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	46	35	122	29	10	32	33	27	61	44	33	158	-	-	-	-	-	-
Malbec	15	11	29	-	-	-	25	17	38	159	107	286	101	71	194	-	-	-
Merlot	-	-	-	-	-	-	243	165	242	258	160	269	346	235	529	-	-	-
Pinot Blanc	233	187	727	41	27	85	-	-	-	30	27	127	-	-	-	-	-	-
Pinot Gris	3,820	3,360	14,112	1,748	1,643	5,751	8	5	16	657	261	1,122	-	-	-	87	77	349
Pinot Noir	19,582	16,841	54,227	3,154	2,712	9,195	2,848	2,364	4,444	1,864	1,434	5,032	523	432	1,726	293	249	1,092
Riesling	283	249	1,220	36	33	114	41	35	88	104	78	343	55	37	112	-	-	-
Syrah	325	312	921	-	-	-	432	355	675	676	546	1,546	277	266	718	-	-	-
Tempranillo	73	57	307	26	24	69	178	170	312	150	126	386	-	-	-	-	-	-
Viognier	27	12	61	21	18	60	33	31	80	321	266	914	21	18	62	-	-	-
Other ³	557	420	1,394	131	103	311	248	203	303	671	523	1,716	222	182	728	16	14	43
Total, 2024⁴	27,990	23,934	82,578	5,644	4,952	16,818	4,260	3,470	6,440	6,144	4,430	14,929	2,358	1,875	6,792	947	518	2,181
Total, 2023	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, 2024¹

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	2,195	2,179	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Franc	2,215	2,763	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Sauvignon	1,522	2,111	1,234	2,588	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chardonnay	2,039	2,900	844	5,424	2,638	2,560	844	5,031	2,836	2,468	2,049	3,546	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chenin Blanc	2,466	2,331	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gamay	2,690	2,924	2,272	3,270	2,878	2,968	2,478	3,270	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	1,108	1,700	901	2,630	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malbec	2,219	2,400	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Merlot	2,298	2,626	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Blanc	1,722	2,201	1,066	2,953	1,725	2,420	1,066	2,953	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,564	1,790	1,271	3,329	1,543	1,790	1,271	3,329	1,690	1,600	1,557	1,696	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Noir	2,176	2,800	1,237	6,167	2,521	2,967	1,548	6,167	2,430	2,547	1,867	3,249	2,099	2,250	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Riesling	2,204	1,800	893	3,085	2,570	2,012	1,316	2,650	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sauvignon Blanc	2,360	2,100	1,774	3,626	3,156	2,792	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Syrah	2,197	2,387	1,260	2,521	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tempranillo	2,318	2,170	1,918	2,603	2,273	2,170	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Viognier	1,857	2,000	1,717	2,507	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other varieties ⁷	2,203	2,100	1,073	3,522	2,161	2,103	1,283	3,376	-	-	-	-	-	-	-	-	2,147	1,771	1,315	2,665	-	-	-	-	-	-	-	-
Average	2,048	2,465	640	6,965	2,088	2,663	722	5,894	2,207	2,225	821	3,678	2,060	1,950	1,404	2,679	2,104	2,107	1,040	2,718	2,321	2,500	-	-	1,436	1,100	-	-

¹ Includes estimates for incomplete responses. 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, 2023-2024¹

Region ²	All Wineries ³		Number of Wineries Crushing Grapes		Total Wine Grapes Crushed	
	2023	2024	2023	2024	2023	2024
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	756	716	430	401	72,837	71,607
South Willamette Valley	87	78	52	50	9,712	9,408
Umpqua Valley	51	45	38	33	3,496	2,881
Rogue Valley	144	134	71	70	7,187	7,081
Columbia River	79	79	41	41	3,593	4,226
Other Oregon	26	24	16	19	291	399
Total	1,143	1,076	648	614	97,116	95,603

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 Oregon Liquor & Cannabis Commission).

Table 2: Wine Companies – Crush by grape source location and crush region, 2023 and 2024 totals¹

Region ²	Sourced in Oregon, 2024	Sourced from Other States, 2024	All Crush, 2023	All Crush, 2024
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	70,175	1,432	72,837	71,607
South Willamette Valley	9,408	0	9,712	9,408
Umpqua Valley	2,881	0	3,496	2,881
Rogue Valley	7,081	0	7,187	7,081
Columbia River	3,803	423	3,593	4,226
Other Oregon	325	74	291	399
Total, 2024	93,673	1,929		95,602
Total, 2023	94,437	2,679	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.

Table 3: Wine Companies – Sales by channel, 2023 and 2024¹

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>	
2024	465,202	419,599	161,395	729,424	140,721	3,557,854	169,249	126,293	5,769,739	913,268,136
2023	479,271	431,155	171,233	767,225	143,970	3,707,926	158,152	127,703	5,986,635	931,819,738

¹ Includes estimates for incomplete responses.**Table 4: Wine Companies – Export sales by destination, 2023 and 2024¹**

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>
2024	77,884	692	7,182	15,487	4,202	6,671	4,154	13,672	3,216	2,194	33,896	169,249
2023	72,641	658	6,820	14,445	3,800	6,615	3,925	12,160	2,927	2,007	32,154	158,152

¹ Includes estimates for incomplete responses.

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