



## Overview of the 2024 Vineyard and Winery Census Methods June 2025

As part of its research mandate, the Oregon Wine Board (OWB) commissions an annual Oregon Vineyard and Winery Census. These studies were historically conducted by the U.S. Department of Agriculture. Between 2012 and 2016, the Southern Oregon University Research Center (SOURCE) produced the Census. Since 2017, the Oregon Wine Board has contracted the University of Oregon's Institute for Policy Research and Engagement (IPRE) to prepare the Census.

### Intent of this Paper

The purpose of this overview is to provide readers who desire more information about the data collection and statistical modeling procedures used to compile the annual Oregon Vineyard and Winery Census with a general overview. The intent is not to provide a detailed description of all the methods and assumptions used to develop the Census; rather we aim to answer a few basic questions that we commonly receive regarding the Census. The overview assumes some level of knowledge about data collection and statistical modeling.

### Data Collection

This project attempts to collect data from all wineries and wine grape producers in the state of Oregon. The goal is to document the scope and breadth of Oregon's wine industry for each region and vintage over time.<sup>1</sup> Thus, the project is effectively a large-scale data collection and analysis effort that involves requesting data from every known vineyard and winery in Oregon. Maintaining a current mailing list is a significant part of this project as is encouraging wineries and wine grape producers to respond to the census.

With guidance from OWB, IPRE develops and collects data through the online winery and wine grape producer data collection instrument. IPRE uses the systematic approach to design and analysis developed by Dr. Don Dillman at Washington State University called the "[Tailored Design Method for Mail and Internet Surveys](#)." Dillman advocates a structured administration process with structured follow-up to boost response rates. IPRE uses a data collection instrument that was developed by USDA and refined by both SOU and IPRE (see appendix for the data collection instrument).

The process begins by building a database of all known wineries and vineyards in the state. IPRE uses data from the [Oregon Liquor and Cannabis Commission](#) (OLCC) on licensed producers supplemented by data from Wines & Vines, a private data management company. No complete central database exists of vineyards. IPRE relies on lists previously developed for the study, information from the Oregon Wine Board and its partner associations (including AVA associations), lists from [Wine Business Analytics](#) and [Everyvine](#) as well as Internet research to develop the list of vineyards. IPRE now has acreage data on over

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<sup>1</sup> We have received repeated questions/requests regarding presenting data for AVAs. Our ability to model production at smaller geographies is limited by data. We began collecting AVA data for vineyards for the 2021 vintage and developed pilot AVA estimates for three AVAs using 2021 data. We are unable to develop reliable estimates by AVA due to the lack of sufficient data.

1,100 vineyards totaling over 38,800 acres.<sup>2</sup> IPRE expends considerable effort in reviewing and validating the lists each year. The unit of analysis is individual producers (business entities). Building and maintaining the database is a big part of the project—given the dynamics of the wine industry. Table 1 shows the number of wineries and vineyards in Oregon by region in 2024.

**Table 1. Vineyards and Wineries in Oregon, by Region, 2024**

Region	Vineyards		Wineries	
	Number	Percent	Number	Percent
North Willamette Valley	935	60.8%	716	66.5%
South Willamette Valley	126	8.2%	78	7.2%
Umpqua Valley	91	5.9%	45	4.2%
Rogue Valley	213	13.9%	134	12.5%
Columbia River	154	10.0%	79	7.3%
Other Oregon	18	1.2%	24	2.2%
<b>Total</b>	<b>1,537</b>	<b>100.0%</b>	<b>1,076</b>	<b>100.0%</b>

IPRE’s database includes over 2,600 businesses. It is important to note the overlap that exists in the population—many entities have both a vineyard and winery; some are just vineyards; some are just wineries. A further complication emerges for vineyards and wineries that are linked, but do not share the same name. This is further complicated by the fact that the vineyard section disaggregates results by both region and variety. Many growers produce more than one variety, and many wineries produce more than one type of wine.

IPRE uses the online platform Qualtrics to collect data through a secure internet portal. Qualtrics allows management of all aspects of the administration of the data tool and provides data on who provided data, how long it took, as well as managing follow-up correspondence sending reminders only to individuals that have not provided data. Producers for which IPRE has an email contact receive a solicitation to submit data. In 2024, we contacted individuals on the list up to 23 times.<sup>3</sup> OWB and partner associations also shared links to the data collection instrument several times through The Grapevine and other industry correspondence to ensure that any producers that IPRE did not have listed in its database had an opportunity to respond. To improve participation, we also called the largest wineries and vineyards that had not participated to encourage them to participate.

The data collection instrument is broadly divided into two sections: (1) the vineyard section; and (2) the winery section. It uses conditional branching to direct respondents to appropriate areas of the data collection instrument. For example, if an entity does not grow grapes, the respondent will skip the vineyard section. Appendix A includes a copy of the 2024 data collection instrument.

<sup>2</sup> For context, we estimate Oregon had 47,343 planted acres in 2024; our database reflects 82% of the estimated total planted acres

<sup>3</sup> Ideally this would not be necessary, but due to limited participation rates and with each solicitation generating more participants, we continued solicitations as long as possible.

# Analysis

The Vineyard and Winery Census is based on sample data. The results presented in the 2024 Vineyard and Winery Census were developed through statistical models that weighted up the sample data to represent estimates of the scope and extent of production across many different variables.

A total of 306 businesses participated in the 2024 vintage data collection process. This represented a decrease from previous years. In 2023, 442 businesses participated, in 2022, 463 businesses participated; 450 businesses participated in 2021, and 486 businesses participated in 2020. Of the 306 participating businesses, 249 provided data on grape production a 28% decrease from the 346 businesses that provided data on grape production in 2023.

The overall response rate is limited as an indicator of the quality of the data IPRE uses to prepare the Census. The industry is composed of businesses of all sizes, with a small number of large businesses that account for a significant proportion of total production. Better indicators of the quality of the sample are planted acres, production, and tons of grapes crushed.

Table 2 shows the number of data points collected for vineyards for all varieties by region (note that vineyards that grow more than one variety provide data for all varieties grown). For example, if a vineyard in the North Willamette Valley reported growing three varieties, it would account for three of the 458 data points collected for that region. These data points provide the foundation for Tables 1-3 in the vineyard section. The 2024 vineyard census was based on 747 data points. The 2023 vineyard Census was based on 917 data points, the 2022 vineyard Census had 945 data points; and the 2021 Census had 955 data points.

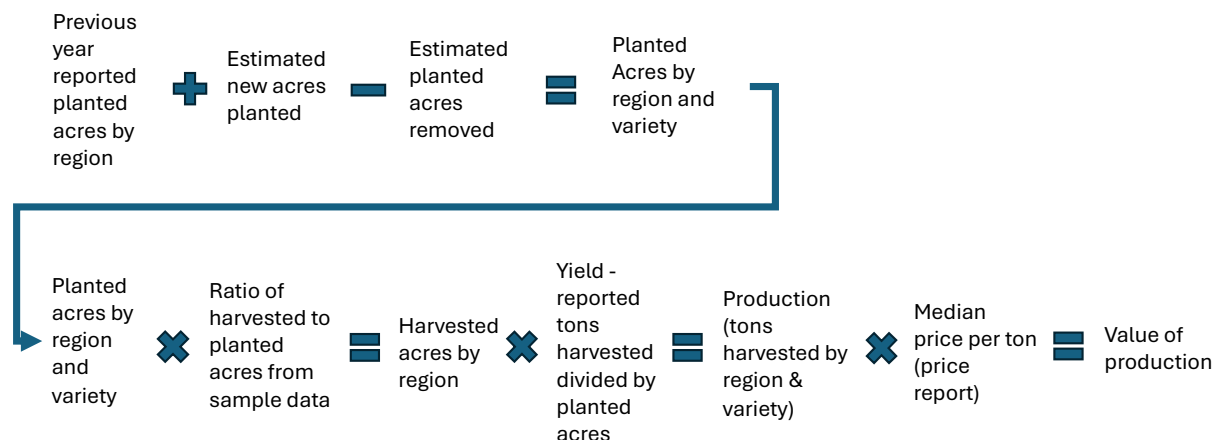
Table 2. Vineyard Section – Number of Data Points by Region for All Varieties

Region	Number of Participating Businesses	Data Points by Variety
North Willamette Valley	168	458
South Willamette Valley	25	80
Umpqua Valley	19	82
Rogue Valley	20	100
Columbia River	12	17
Other Oregon	5	10
Total	249	747

Producers reported 11,567 planted acres, or 24.4% of the 47,343 estimated total planted acres. The data reported for 2024 are not the sole source of data IPRE relies on to estimate total acres – we have data on over 1,100 vineyards that documented more than 38,800 planted acres. The harvested acres and production figures are estimated using ratios based on vineyards that provided data for all three variables, and by reviewing trends observed in previous Census reports. The IPRE Research Team makes estimates for harvest and production for vineyards that did not provide complete data, consistent with footnote 1 of the vineyard tables (“Includes estimates for incomplete responses”). These methods improve the overall accuracy of the results and compensate for incomplete responses.

The vineyard estimates reflect statistical relationships between planted acreage, harvested acreage, yield and price (see Figure 1). Harvested acreage is estimated using the ratio between planted and harvested acreage as reported by participating businesses. Production is harvested acreage multiplied by yield per harvested acre (again, as reported by participating businesses). Value of production is production times price per ton. We note that estimated production by region and variety may not sum to the reported total. Total production is harvested acreage times yield per harvested acreage. Figures by region and variety may not sum due to weighting based on reported yield.

**Figure 1: Process for Developing Planted Acre, Harvest, Yield, Production, and Value Estimates**



The price report presents average and median data from vineyards that report *external* grape sales (or sales to a 3<sup>rd</sup> party not affiliated with their business). IPRE modified the data collection form in 2018 to collect only data from 3<sup>rd</sup> party sales to reflect actual market conditions. Table 3 shows the number of data points by region and variety. Six data points are required to make average and median estimates. Averages are weighted by tons sold to better reflect sales prices. High values reported are the weighted averages of the three highest figures; low values reported are the weighted averages of the three lowest figures. IPRE received 382 price points in 2024, 387 price points in 2023, and 422 in 2022, which limited our ability to provide price per ton estimates for some varieties and regions. IPRE received 398 price points in 2021 and 370 in 2020.

Table 3. Price Report – Number of Data Points by Region and Variety, 2024

Variety	Statewide	North Willamette Valley	South Willamette Valley	Umpqua Valley	Rogue Valley	Columbia River	All Other
Albarnio	5	4	0	0	1	0	0
Cabernet Franc	5	2	1	0	2	0	0
Cabernet Sauvignon	8	0	2	1	2	2	1
Chardonnay	68	60	6	1	1	0	0
Chenin Blanc	4	1	2	0	1	0	0
Gamay	12	11	1	0	0	0	0
Gewurtzaminer	13	6	2	2	2	0	1
Malbec	4	0	0	0	2	1	1
Merlot	4	0	1	0	2	1	0
Muller Thurgau	3	1	1	1	0	0	0
Pinot Blanc	10	8	0	0	2	0	0
Pinot Gris	41	33	6	0	2	0	0
Pinot Noir	113	87	16	5	3	1	1
Riesling	24	15	3	2	3	0	1
Sangiovese	3	1	0	0	2	0	0
Sauvignon Blanc	12	5	4	0	3	0	0
Syrah	7	2	0	1	3	1	0
Tempranillo	9	5	0	2	1	1	0
Viognier	6	3	0	1	2	0	0
All Other Varieties	31	19	2	2	7	1	0
Total	382	263	47	18	41	8	5

Table 4 shows response to the winery section by region. Overall, 312 wineries provided data or about 29% of all wineries. In 2023, 361 wineries provided data, in 2022, 409 wineries provided data. Responding wineries reported crushing 57,794 tons of grapes in 2024 or 60% of the estimated 95,603 total tons crushed. This is a 20,000 ton increase from the 37,914 tons of grapes reported by wineries in 2023.

The research team analyzes wineries by amount of production to develop industry-level models. A few large producers account for a substantial amount of overall production. The reason that 29% of wineries reported 60% of the overall crush is explained by the fact that a higher proportion of larger producers provided data for the 2024 Census.

Table 4. Winery Section – Response Rate by Region, 2024

Variety	Wineries Reporting	Total Wineries	Percent Reporting
North Willamette Valley	213	716	30%
South Willamette Valley	28	78	36%
Umpqua Valley	20	45	44%
Rogue Valley	29	134	22%
Columbia River	15	79	19%
Other Oregon	7	24	29%
<b>Total</b>	<b>312</b>	<b>1,076</b>	<b>29%</b>

It is worth noting that not all data collected for the Vineyard & Winery Census is included in the final reports posted by the Oregon Wine Board. IPRE collects a variety of other data that is of potential interest to the industry.

In previous Census reports, we have explored providing some additional data including grape production by AVA, sustainable farming practices, harvest decisions / reasons for not harvesting grapes, and sparkling wine sales, but have not incorporated those data metrics into the report as small sample sizes and/or lack of longitudinal data make the developing estimates difficult and the results unreliable. We will continue to explore ways to provide supplemental data with the annual Vineyard and Winery Census contingent on sufficient sample sizes.

### Estimates of Planted Acres by County

IPRE prepares a separate, but related analysis each year as part of the Vineyard and Winery Census. The estimates of planted acres by county are used by Travel Oregon in their disbursement of distributed funds from the Wine Country License Plates program. The rules and description of this program, along with the eight designated regions receiving direct fund disbursement, are described on the [Oregon Secretary of State’s website](#).

The county acreage estimates are a disaggregation of the regional estimates presented in Vineyard Table 2 of the Vineyard and Winery Census. The 2024 census estimates that Oregon had 47,343 planted acres statewide. The county estimates are based on analyzing multiple data sources: (1) our cumulative database of more than 1,400 vineyards, (2) data collected for the 2024 vineyard Census that requests businesses provide data on vineyards (e.g., vineyard name, county and planted acres), and acres planted by variety. We use this data to develop a statistical model that estimates planted acres by county.

### Limitations of the Methods and Results

This project is basically a census – IPRE requests data from all vineyards and wineries in Oregon. Ideally, we would collect data from all producers, however, many producers do not provide data. Thus, the Oregon Vineyard and Winery Census uses a sampling methodology to model the scope of Oregon’s grape and wine production. As with all studies, IPRE observes considerable year-over-year variability in the sample data. This is due to the heterogenous nature of Oregon producers. This variability is considered in our modeling but creates challenges as the results are disaggregated by region, variety, and sales channels. An ongoing challenge is partial responses—many producers only provide part of the requested

information, which compounds modeling challenges. IPRE is confident the industry totals presented in the Census present a reasonably accurate estimate of vineyard and winery production in Oregon given what is reported. The accuracy of the data is reduced as it is disaggregated by region and other variables.

## **About the Institute for Policy Research & Engagement**

The Institute for Policy Research & Engagement (IPRE) is a research center affiliated with the Department of Planning, Public Policy, and Management at the University of Oregon. It is an interdisciplinary organization that assists Oregon communities by providing planning and technical assistance to help solve local issues and improve the quality of life for Oregon residents. The role of the IPRE is to link the skills, expertise, and innovation of higher education with the transportation, economic development, and environmental needs of communities and regions in the State of Oregon, thereby providing service to Oregon and learning opportunities to the students involved.

The University of Oregon Economic Development Administration University Center is a partnership between the Institute for Policy Research & Engagement, RAIN @ UO, the Lundquist Center for Entrepreneurship, the Oregon Business Consulting Group, the Oregon Economic Forum, and UO faculty. The UO Center provides technical assistance to organizations throughout Oregon, with a focus on innovation, entrepreneurship, and rural economic development. The UO Center seeks to align local strategies to community needs, specifically with regards to building understanding of the benefits of sustainable practices and providing technical training to capitalize on economic opportunities related to those practices. The Center is partially funded through a grant from the U.S. Department of Commerce, Economic Development Administration.

## **Appendix: Vineyard and Winery Census Data Collection Instrument**





## Intro

Dear Oregon Vineyard Operator and/or Wine Producer,

Welcome to the **2024 Oregon Vineyard and Winery Production Census!** The Census continues the data collection on the Oregon wine industry that began in the early 1980s.

Only one person in your organization should complete the form. If multiple people receive the request, please coordinate to select a single individual or complete it as a group. **We only need one response per organization.** Each section heading indicates the documents needed to complete that section. **You can download the questions [here](#).**

This project is conducted by the University of Oregon Institute for Policy Research and Engagement (IPRE) on behalf of the Oregon Wine Board. **Your information is confidential and secure.** No individual grower or winery data will be shared outside the IPRE, except as allowed by the funding agreement with the Oregon Wine Board. Data from all Oregon vineyards and wineries are combined to produce the annual report, providing a comprehensive picture of Oregon's wine production, including grape pricing.

We recommend completing the form on a computer for better display of questions with multiple response columns. If you represent a vineyard, please scroll right on the table for acres, tons harvested, and sales prices.

If you have any questions, contact Robert Parker at the University of Oregon Institute for Policy Research & Engagement at 541-554-1509 or [rgp@uoregon.edu](mailto:rgp@uoregon.edu).

Your participation is greatly appreciated.

Click Next >> to continue.

Please fill in your name and the name and address of your business.

Name:

Business Name:

Address:

City:

State:

Zip Code:

Email

During 2024, this operation:

- ☐ Conducted business as a vineyard only
- ☐ Conducted business as a winery only
- ☐ Conducted business as both a vineyard and a winery

During 2024, did your operation **grow wine grapes in leased and/or owned Oregon vineyards** for estate use, for sale, and/or for trade?

☐ Yes

☐ No

## Vineyard info

**VINEYARD INFORMATION- Fill out this section if you grew wine grapes in leased and/or owned Oregon vineyards for estate use, for sale, and/or for trade in 2024. Do not include vineyards rented or leased to others**

"A vineyard is a tract of land of grape-bearing vines, which can consist of multiple blocks within a given area. Some businesses have multiple tracts (vineyards) with different names." Those should be included in the list below.

**List all vineyards and total acres your business owns/leases.**

	Vineyard Name	Located in which Oregon county?	No. of <b>bearing</b> acres your business owns and/or leases.	No. of <b>non-bearing</b> acres your business owns and/or leases.
Vineyard 1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 7	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 8	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 9	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 11	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 12	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Vineyard 13	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 14	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 15	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 16	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 17	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Vineyard 18	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

In what growing region is the largest percentage of the vineyards listed on the previous question located? (Please select one below.)

- ☐ **North Willamette Valley** -- Including Yamhill-Carlton, Chehalem Mountains, McMinnville, Ribbon Ridge, Dundee Hills, Eola-Amity Hills, Tualatin Hills, Laurelwood District, Mt Pisgah, and Van Duzer Corridor AVAs -- Including Clackamas, Marion, Multnomah, Polk, Washington, and Yamhill counties
- ☐ **South Willamette Valley** -- Defined as being in the southern portions of the Willamette Valley AVA, including Lower Long Tom AVA, and Benton, Lane and Linn counties
- ☐ **Umpqua Valley** -- Including Umpqua, Red Hill Douglas County and Elkton Oregon AVAs -- Including Douglas county
- ☐ **Rogue Valley** -- Including Rogue Valley and Applegate Valley AVAs -- Including Jackson and Josephine counties
- ☐ **Columbia River** -- Including Columbia Gorge, Columbia Valley and Walla Walla Valley, and The Rocks District of Milton-Freewater -- Including Gilliam, Hood River, Morrow, Sherman, Umatilla, and Wasco counties
- ☐ **Other Oregon area** -- Outside any of the other regions including Snake River Valley AVA -- Including Baker, Clatsop, Columbia, Coos, Crook, Curry, Deschutes, Grant, Harney, Jefferson, Klamath, Lake, Lincoln, Malheur, Tillamook, Union, and Wallowa counties

In what AVA is the **largest percentage** of the vineyards you listed located? (Please select one below.)

- |  |  |
|--|--|
| <input type="radio"/> Not in designated AVA  | <input type="radio"/> Tualatin Hills                         |
| <input type="radio"/> Willamette Valley      | <input type="radio"/> Umpqua Valley                          |
| <input type="radio"/> Yamhill-Carlton        | <input type="radio"/> Elkton Oregon                          |
| <input type="radio"/> Dundee Hills           | <input type="radio"/> Red Hill Douglas County                |
| <input type="radio"/> McMinnville            | <input type="radio"/> Rogue Valley                           |
| <input type="radio"/> Eola-Amity Hills       | <input type="radio"/> Applegate Valley                       |
| <input type="radio"/> Chehalem Mountains     | <input type="radio"/> Columbia Gorge                         |
| <input type="radio"/> Ribbon Ridge           | <input type="radio"/> Columbia Valley                        |
| <input type="radio"/> Laurelwood District    | <input type="radio"/> Walla Walla Valley                     |
| <input type="radio"/> Lower Long Tom         | <input type="radio"/> The Rocks District of Milton-Freewater |
| <input type="radio"/> Mt. Pisgah Polk County | <input type="radio"/> Snake River Valley                     |
| <input type="radio"/> Van Duzer Corridor     |  |

Did your operation grow wine grapes that were certified sustainable or organic in 2024? (including but not limited to USDA Organic, Biodynamic, Deep Root Coalition, LIVE, etc.)

- ☐ Yes
- ☐ No
- ☐ In conversion

Please provide data on your operation's certified sustainable or organic wine grapes.

Total acres planted certified sustainable or organic

Total acres in conversion to certified sustainable or organic

Tons harvested that were certified sustainable or organic

Did your business plant new wine grapes during calendar year 2024 (January 1 - December 31)?

☐ Yes

☐ No

Please provide the variety, acreage, and AVA of new plantings.

	Acres	AVA/Region
Albariño	<input type="text"/>	<input type="text"/>
Cabernet Franc	<input type="text"/>	<input type="text"/>
Cabernet Sauvignon	<input type="text"/>	<input type="text"/>
Chardonnay	<input type="text"/>	<input type="text"/>
Gamay	<input type="text"/>	<input type="text"/>
Gewürztraminer	<input type="text"/>	<input type="text"/>
Malbec	<input type="text"/>	<input type="text"/>
Merlot	<input type="text"/>	<input type="text"/>
Pinot Blanc	<input type="text"/>	<input type="text"/>
Pinot Gris	<input type="text"/>	<input type="text"/>
Pinot Noir	<input type="text"/>	<input type="text"/>
Riesling	<input type="text"/>	<input type="text"/>
Sangiovese	<input type="text"/>	<input type="text"/>
Sauvignon Blanc	<input type="text"/>	<input type="text"/>
Syrah	<input type="text"/>	<input type="text"/>
Tempranillo	<input type="text"/>	<input type="text"/>
Viognier	<input type="text"/>	<input type="text"/>
All other varieties	<input type="text"/>	<input type="text"/>



Check ALL varieties grown in vineyards reported on this form including non-bearing acres.

- ☐ Albariño
- ☐ Cabernet Franc
- ☐ Cabernet Sauvignon
- ☐ Chardonnay
- ☐ Chenin Blanc
- ☐ Gamay
- ☐ Gewürztraminer
- ☐ Malbec
- ☐ Merlot
- ☐ Müller-Thurgau
- ☐ Pinot Blanc
- ☐ Pinot Gris
- ☐ Pinot Noir
- ☐ Riesling
- ☐ Sangiovese
- ☐ Sauvignon Blanc
- ☐ Syrah
- ☐ Tempranillo
- ☐ Viognier
- ☐ All other varieties

Regardless of whether you own or lease, **Did you harvest wine grapes in 2024?**

- ☐ Yes, harvested all fruit available
- ☐ Yes, but left some fruit unharvested
- ☐ No

Please indicate the **total tons** for all varieties harvested for each of the following categories:

Total tons used in 2024 by wineries under same ownership as vineyard (e.g., estate vineyards)

Total tons sold in 2024 to third parties in Oregon (not under the same ownership as vineyard)

Total tons sold in 2024 to third parties outside Oregon (not under same ownership as vineyard)

Total harvested tons that went unsold or unused in 2024

Total

## Use data from Vineyard Records, Grape Sale Invoices and Weigh Tags to complete this section

Complete the following table as accurately as possible with information regarding your vineyard operation(s). Please fill in all columns for each of your grape varieties; use zeros or dashes as necessary. *Report only those grapes from vineyards you leased or owned. **Do not include grapes you purchased. If grapes were processed and sold as bulk wine or bulk juice, please report the harvest information below, but report the sale in the following section.***

If a grape variety is missing from this list that you need to report, use the back button "<<" at the bottom of the page to go to the list to add it.

The last column is **Total Dollars Billed (for tons sold) to parties outside Oregon**.

Report **acreage** to the **nearest tenth of an acre**.

Report **production** to the **nearest tenth of a ton**.

**Note: Some of the columns of the table may not appear on your screen - scroll to the right to see all the columns.**

**It is essential that you provide both tons sold and dollars billed for the price report.**

	Total planted acres of grapes (include non- bearing)	Acres harvested in 2024	Total Tons harvested in 2024	Tons sold 2024 (not including trades) to third-parties <u>in</u> Oregon (not under same ownership as vineyard)	Tons sold 2024 (not including trades) to third-parties <u>outside</u> Oregon (not under same ownership as vineyard)	<u>Total dollar billed</u> (for tons sold) to third-parties <u>in</u> Oregon (not under same ownership as vineyard)
>> Albariño	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
>> Cabernet Franc	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
>> Cabernet Sauvignon	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
>> Chardonnay	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
>>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Chenin Blanc						
» Gamay						
» Gewürztraminer						
» Malbec						
» Merlot						
» Müller-Thurgau						
» Pinot Blanc						
» Pinot Gris						
» Pinot Noir						
» Riesling						
» Sangiovese						
» Sauvignon Blanc						
» Syrah						
» Tempranillo						
» Viognier						
» All other varieties						

Please indicate the primary reason why you did not harvest some or all of your grapes in 2024 (select only one):

- ☐ Immature vines
- ☐ Market conditions: Excess finished product inventory
- ☐ Market conditions: No buyer for grapes
- ☐ Grape quality (due to disease or pests)
- ☐ Grape quality (due to growing conditions excluding smoke)
- ☐ Smoke impact
- ☐  Other

## No Vineyard crush qualifier

Did your operation bottle wine **from any vintage** in Oregon in 2024?

- ☐ Yes
- ☐ No

How many cases (1 case = 9L) of wine did you bottle in 2024 **for all vintages**.

Oregon-produced wine

0

Wine produced outside of Oregon

0

Total

0

During 2024, did your business have **estate grapes, purchased grapes, or grapes acquired through trade crushed in Oregon** for your own label, private label sale, and/or for sale as bulk juice or bulk wine regardless of where they were crushed.

- ☐ Yes
- ☐ No

## Winery Crush

### WINERY INFORMATION

**Use the TTB Report, Vineyard Records and Winery Records to complete this section.**

In what Oregon county is your winery located? (if more than one, select primary county)

Crush Detail (b + c should equal a):

a) How many **total tons of wine grapes were crushed** for your brand/label, private label sales, or bulk juice and/or bulk wine sales in 2024?

b) Of the **total tons** reported in the previous question, how many tons were **grown in Oregon**?

c) Of the **total tons** reported in the question prior to the last one, how many tons were **grown outside of Oregon**?

What **percentage** of the grapes reported in the previous three questions were crushed at: (note the values must total to 100)

Your facilities

Other facilities (e.g., another winery or custom crush facility)

Total

How many **gallons** of wine were produced for your label, private label sales, or bulk juice/wine sales in 2024?

Does your business ferment wine at its own facility?

- ☐ Yes
- ☐ No
- ☐ Other (please explain)

## Purchase Bulk Wine Qualifier

During 2024 did your operation **purchase bulk wine or bulk juice** and/or **receive wine as a trade?**

- ☐ Yes
- ☐ No

## Bulk Wine Purchase

**Use the TTB Report, Vineyard Records and Winery Records to complete this section.**

**Bulk Wine Purchase/Wine Trade** – Fill out this section if you purchased bulk wine or bulk juice and/or received wine as trade in 2024.

How many **gallons of bulk wine or bulk juice** did your business **purchase or receive in trade** to be sold under your own label in 2024?

How many **cases (1 case = 9L)** of bottled wine did your business **purchase or receive in**

**trade** to be sold under your own label in 2024?

## Sales Qualifier

During 2024 did your operation **sell Oregon wine** under your own label, and/or as a private label, and/or as bulk juice or bulk wine?

- ☐ Yes
- ☐ No

## Winery Sales

### WINE SALES INFORMATION

**Use Sales Records to complete this section.**

List all brands, labels or winery names for which sales figures will be reported.

**Please report sales figures for your business from January 1, 2024-December 31, 2024 for all vintages of wine produced in Oregon by your business.**



What were your **total dollar** sales in 2024 for all vintages of Oregon-produced wine?

What percentage of the total dollar sales in the previous question were from bulk juice/wine sales?

Please indicate total gallons of Oregon-produced **wine sold** in 2024 as bulk wine or bulk juice.

Please indicate the total cases (1 case = 9L) of Oregon-produced **wine sold** in 2024 for all vintages including exports.

All Sparkling Wine

All Other Wine

Total

Using the **total wine cases sold reported in the previous question**, please report the number of cases (1 case = 9L) sold via each of the following channels in 2024. **Total sum of all cases should equal the figure reported on the previous question.**

Direct to Consumer - In tasting rooms	<input type="text" value="0"/>
Direct to Consumer - Through wine club	<input type="text" value="0"/>
Direct to Consumer - Website/phone orders	<input type="text" value="0"/>
Sold in Oregon - Wholesale	<input type="text" value="0"/>
Sold in Oregon - Direct to trade	<input type="text" value="0"/>
Wholesale - Sold Nationally outside of Oregon	<input type="text" value="0"/>
Wholesale - Sold Internationally	<input type="text" value="0"/>
Wholesale - Private Label Sales	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

If you reported **international sales** in the previous question, please report the number of cases exported by destination. **Total sum of all exported cases should equal the figure reported as "sold internationally" on previous question.**

Canada	<input type="text" value="0"/>
Mexico	<input type="text" value="0"/>
Denmark	<input type="text" value="0"/>
United Kingdom	<input type="text" value="0"/>
Sweden	<input type="text" value="0"/>
All Other Europe	<input type="text" value="0"/>
Hong Kong/China	<input type="text" value="0"/>
Japan	<input type="text" value="0"/>
South Korea	<input type="text" value="0"/>
All Other Asia	<input type="text" value="0"/>
All Other International Destinations	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

## Comments/Info

Please provide your contact information or the information for who we should send future Census forms to:

Name

Position

Phone Number

Email

Please add any additional thoughts about the Vineyard & Winery report and 2024 grape and wine production.

**No vyd no crush no sales NONE OF THE ABOVE**

Please explain why none of these statements apply to your business. If there has been a

change in the operator, please provide new contact information.



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