



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.

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 bearing acres your business owns and/or leases.	No. of non-bearing 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				
Vineyard 13				
Vineyard 14				
Vineyard 15				
Vineyard 16				
Vineyard 17				
Vineyard 18				

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"/>

All other varieties

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-	Acres harvested in	Total Tons harvested in	Tons sold 2024 (not including trades) to third-parties <u>in</u> Oregon (not under same ownership as	Tons sold 2024 (not including trades) to third-parties <u>outside</u> Oregon (not under same ownership as	<u>Total dollars</u> <u>billed</u> (for tons sold) to third-parties <u>in</u> Oregon (not under same ownership as	<u>Total c</u> <u>billed</u> tons s third-p <u>out</u> Oregon under owners
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	bearing)	2024	2024	vineyard)	vineyard)	vineyard)	vine)
» 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						

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

Wine produced outside of Oregon

Total

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

Direct to Consumer - Through wine club

Direct to Consumer - Website/phone orders

Sold in Oregon - Wholesale

Sold in Oregon - Direct to trade

Wholesale - Sold Nationally outside of Oregon

Wholesale - Sold Internationally

Wholesale - Private Label Sales

Total

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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