



Oregon Wine Industry Labor Survey

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Purpose of Labor Survey

- **Funding by the Oregon Wine Board**
- **Goal: Provide Oregon—centered data for the Oregon Wine Industry**
- **Mirror the Wine Business Monthly Salary Survey**
- **Provide other pertinent data for the wine industry**
- **Assist wine producers in extrapolating from the benchmarks we can provide through this survey**

Oregon Wine Industry Labor Survey

- Base Salary – Mirrors Wine Business Monthly Survey
- Tasting Rooms, Wineries, and Vineyards
- Some questions on Gender
- Anonymous – Including IP Address Stripped
- Range of 250 to 500,000 Cases of Production
- Range # of Respondents: 144-188

Wine Industry, Hourly Wage Workers, 2019-2022.

Hourly Wage Workers	Total Reported 2019	Average Hourly Wage 2019	Total Reported 2021	Average Hourly Wage 2021	Total Reported 2022	Average Hourly Wage 2022
Part-time Tasting Room	80	\$14.02 (11.00-20.00)	62	\$14.91 (12.00-24.00)	71	\$15.70 (12.00-24.00)
Cellar Hand/Interns	58	\$14.73 (11.00-25.00)	11	\$17.23 (12.00-35.00)	43	\$16.90 (13.00-25.00)
Tractor Operator (Skilled)	30	\$17.51 (14.00-25.00)	43	\$20.97 (15.00-45.00)	28	\$20.00 (17.00-28.60)
Tractor Operator (Unskilled)	14	\$14.61 (12.00-19.00)	14	\$15.77 (14.00-22.00)	12	\$17.10 (14.00-21.00)

Sex/Gender, Average Base Salary, and Wine Producer Occupation, 2019-2022.

Position	2019 Avg. Salary, Female	2019 Avg. Salary Male	2021 Avg. Salary, Female	2021 Avg. Salary Male	2022 Avg. Salary Female	2022 Avg. Salary Male	2022 Avg. Gender/Queer /Non-binary
President/ General Manager	\$75,285 (14)	\$105,354 (31)	\$93,660 (13)	\$127,897 (16)	\$95,564 (17)	\$131,727 (33)	n/a
Director National Sales	\$61,470 (13)	\$95,586 (23)	\$63,683 (12)	\$134,066 (13)	\$78,438 (10)	\$119,361 (14)	n/a
Executive Winemaker	\$68,074 (15)	\$78,484 (36)	\$75,807 (13)	\$84,904 (29)	\$84,258 (10)	\$96,512 (30)	n/a
Tasting Room Manager	\$44,217 (40)	\$45,168 (22)	\$47,994 (37)	\$54,471 (19)	\$49,260 (39)	\$54,238 (23)	\$55,000 (1)
Viticulturist/ Vineyard Manager	\$70,800 (5)	\$55,821 (33)	\$89,143 (6)	\$65,666 (25)	\$83,314 (7)	\$62,890 (26)	n/a

Cost of living Adjustments

- One of the questions people have about salaries, is how to compare them to either other studies, or to other regions.
- Wine Business Monthly is a difficult comparison. For example, in the WBM study, even using their subset of wineries with 50,000 cases or less, in one year, National Sales Director made \$120,000 on average, as compared to \$80,659 on average in Oregon. The problem is that almost over 50 percent of our respondents produce under 10,000 cases, and over 80 percent produce 20,000 cases or less.
- One tool to use is a cost of living calculator, of which there are many. They vary on how far they drill down – you will notice that some show no difference between Portland and McMinnville, which we know to be different. These may be used to give a ballpark idea of what cost of living is, as you also look at averages/medians in Oregon.
- One cost of living indicator that does a pretty good job of drilling down to show more local differences is Sperling's.

Summary and Conclusions

- Reread the assumptions at the beginning of the presentation. This study gives some baseline information on averages and medians for the industry, but where the data are scarce, you need to use caution.
- Use this as one tool to determine where you wish to be paying, or what you decide you can pay.
- Cost of living calculators may also be helpful.
- Final Note: Higher participation means levels mean better information!