

## 2021 Oregon Vineyard and Winery Report

### September 2022

#### Overview:

Recovering from the substantial challenges that confronted the industry with the 2020 vintage, Oregon grape production, crush and crop value increased substantially in 2021.

- Total wine grape production in 2021 increased 53% over 2020 from 75,142 tons to a record 114,677 tons. Total wine grape production in 2021 was 8.7% higher (more than 9,000 tons) than in 2019.
- Harvested acreage increased by 17% from 2020 and 10% from 2019. Yield per harvested acre in 2021 increased by 30% over 2020 nearly approaching 2019 levels.
- The estimated value of wine grape production in 2021 increased 72% or by nearly \$113 million to about \$271 million. The estimated value of wine grape production in 2021 was 14% higher (\$33.6 million) than in 2019.
- The average price per ton in 2021 increased 20% to \$2,595 per ton over 2020 values and the median price increased nearly 11% to \$2,211.
- Total planted acreage increased by more than 2,300 acres from 39,531 to 41,899, an increase of 6.0%. The leading variety in planted acreage and production remains Pinot Noir accounting for 60% of all planted acreage and 61% of wine grape production.
- Total tons crushed in 2021 increased by 38% over 2020, from 65,009 tons to 89,566 tons. Total tons crushed in 2021 was 5.8% higher (nearly 5,000 tons) than in 2019.
- Case sales increased 13% across all channels from 4.7 million to 5.3 million. Direct to consumer sales channels rebounded, increasing by 24% overall, with a 72% increase in tasting room sales. Sales into distributed channels increased by 8.3% in Oregon and 9.7% in U.S. states outside Oregon.
- Export sales increased by 8.9% with Canada accounting for 46% of export sales.
- Approximately 26% of grapes harvested in Oregon appear not to have been crushed in Oregon suggesting a continuing trend of Oregon tonnage sold out of state.

#### Vineyard Section:

**Table 1: Wine Grapes: Acreage, yield, production, price and value by variety, 2020-2021<sup>1</sup>**

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production		Price per Ton <sup>2</sup>		Value of Production <sup>3</sup>	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
	Acre	Acre	Acre	Acre	Tons/acre	Tons/acre	Tons	Tons	Dollars	Dollars	(\$000)	(\$000)
Albariño	139	143	136	107	3.00	2.20	397	235	1,647	1,906	655	455
Cabernet Franc	343	344	321	323	2.74	2.33	852	778	2,432	2,097	2,073	1,605
Cabernet Sauvignon	1,539	1,592	1,524	1,560	2.62	1.65	3,881	2,633	2,333	2,600	9,054	6,814
Chardonnay	2,610	2,724	2,186	2,291	2.61	3.29	5,534	7,825	2,371	2,700	13,125	20,714
Gamay	136	138	84	97	1.71	2.46	139	245	2,291	2,701	318	657
Gewürztraminer	150	151	145	150	2.58	1.62	363	248	1,450	1,800	527	445
Malbec	286	302	278	273	1.97	2.99	534	836	2,076	2,000	1,108	1,664
Merlot	762	817	746	808	2.20	2.28	1,596	1,858	1,911	2,100	3,050	3,939
Pinot Blanc	237	251	221	239	3.03	3.82	650	932	1,800	2,166	1,170	2,010
Pinot Gris	5,460	5,740	4,745	5,485	3.00	3.44	13,853	19,299	1,514	1,663	20,976	31,931
Pinot Noir	23,552	25,123	18,939	23,707	2.00	2.88	36,883	69,936	2,300	2,600	84,829	180,953
Riesling	457	490	437	469	3.35	2.92	1,423	1,401	1,400	1,533	1,992	2,136
Syrah	1,633	1,739	1,557	1,657	2.68	2.21	4,058	3,745	2,352	2,298	9,545	8,563
Tempranillo	376	398	356	365	2.32	2.73	802	1,003	2,116	2,029	1,697	2,052
Viognier	390	398	361	392	2.53	1.66	887	657	1,713	1,841	1,519	1,220
Other <sup>4</sup>	1,461	1,550	1,284	1,161	2.64	2.56	3,290	3,046	1,903	2,048	6,261	6,207
<b>Total<sup>5</sup></b>	<b>39,531</b>	<b>41,899</b>	<b>33,320</b>	<b>39,084</b>	<b>2.26</b>	<b>2.93</b>	<b>75,142</b>	<b>114,677</b>	<b>2,000</b>	<b>2,211</b>	<b>157,900</b>	<b>271,364</b>

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Price per ton is the median value of price received by Oregon grape growers for each variety (see Table 4).

<sup>3</sup> Value of production is derived by multiplying quantity by price.

<sup>4</sup> Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

<sup>5</sup> 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, 2020-2021<sup>1</sup>**

Region	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested		Production	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
	<i>Number<sup>2</sup></i>	<i>Number<sup>2</sup></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 <sup>3</sup>	808	842	22,625	24,467	19,173	22,392	2.11	3.10	40,408	69,370
South Willamette Valley <sup>4</sup>	123	123	4,577	4,601	3,124	4,552	2.27	3.29	7,089	14,958
Umpqua Valley <sup>5</sup>	82	85	3,683	3,856	3,177	3,581	1.48	2.09	4,712	7,500
Rogue Valley <sup>6</sup>	205	207	5,746	5,886	5,412	5,697	2.87	2.69	15,535	15,323
Columbia River <sup>7</sup>	135	138	2,022	2,223	1,835	2,004	3.09	2.36	5,677	4,736
Other Oregon <sup>8</sup>	17	16	878	866	599	857	2.87	3.26	1,721	2,790
<b>Total<sup>9</sup></b>	<b>1,370</b>	<b>1,411</b>	<b>39,531</b>	<b>41,899</b>	<b>33,320</b>	<b>39,084</b>	<b>2.26</b>	<b>2.93</b>	<b>75,142</b>	<b>114,677</b>

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Numbers fluctuate due to inconsistent responses and consolidation of vineyard operations.

<sup>3</sup> Includes Yamhill-Carlton, Chehalem Mountains, McMinnville, Ribbon Ridge, Dundee Hills, Eola-Amity Hills, Laurelwood District, Tualatin Hills, and Van Duzer Corridor AVAs, and areas north of the northern boundaries of Benton and Linn counties.

<sup>4</sup> Includes Benton, Lane, and Linn counties.

<sup>5</sup> Includes Elkton Oregon and Red Hill Douglas County AVAs.

<sup>6</sup> Includes Applegate Valley AVA.

<sup>7</sup> Includes the Oregon side of Columbia Gorge, Columbia Valley and Walla Walla Valley AVAs, including The Rocks District of Milton-Freewater.

<sup>8</sup> Includes Snake River Valley AVA as well as any area not within other denoted AVA boundaries.

<sup>9</sup> Totals may not add up due to rounding.

**Table 3: Wine Grapes – Acreage and production by variety and growing area, 2020 and 2021 totals<sup>1</sup>**

Variety	North Willamette Valley <sup>2</sup>			South Willamette Valley <sup>2</sup>			Umpqua Valley <sup>2</sup>			Rogue Valley <sup>2</sup>			Columbia River <sup>2</sup>			Other Oregon Areas <sup>2</sup>		
	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
	Acre	Acre	Tons	Acre	Acre	Tons	Acre	Acre	Tons	Acre	Acre	Tons	Acre	Acre	Tons	Acre	Acre	Tons
Albariño	57	24	50	-	-	-	-	-	-	26	25	53	-	-	-	-	-	-
Cabernet Franc	4	4	9	-	-	-	24	23	58	186	178	427	129	115	274	-	-	-
Cabernet Sauvignon	-	-	-	112	110	217	-	-	-	653	614	983	573	539	973	-	-	-
Chardonnay	2,015	1,673	5,353	185	131	708	24	23	59	289	274	850	81	78	238	-	-	-
Gamay	118	79	216	21	16	26	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	45	45	73	27	27	63	33	26	42	45	43	59	-	-	-	-	-	-
Malbec	12	6	23	-	-	-	18	13	28	154	148	442	91	87	266	-	-	-
Merlot	-	-	-	-	-	-	229	199	521	262	249	624	327	320	656	-	-	-
Pinot Blanc	211	193	792	19	19	54	-	-	-	19	18	48	-	-	-	-	-	-
Pinot Gris	3,042	2,799	9,516	1,435	1,325	5,144	-	-	-	649	623	2,055	-	-	-	40	39	138
Pinot Noir	17,837	16,599	50,926	2,613	2,377	7,393	2,261	2,224	4,671	1,759	1,653	4,926	427	405	1,229	150	147	493
Riesling	270	260	758	15	15	32	29	23	46	98	94	329	49	47	126	-	-	-
Syrah	304	263	473	-	-	-	417	385	808	643	598	1,675	269	258	517	-	-	-
Tempranillo	56	55	183	18	18	51	123	97	237	143	138	381	-	-	-	-	-	-
Viognier	26	25	34	20	-	-	23	23	37	318	296	482	16	16	45	-	-	-
Other <sup>3</sup>	388	284	705	107	89	266	189	165	340	636	490	1,347	202	124	364	-	-	-
<b>Total, 2021<sup>4</sup></b>	<b>24,467</b>	<b>22,392</b>	<b>69,370</b>	<b>4,601</b>	<b>4,552</b>	<b>14,958</b>	<b>3,856</b>	<b>3,581</b>	<b>7,500</b>	<b>5,886</b>	<b>5,697</b>	<b>15,323</b>	<b>2,223</b>	<b>2,004</b>	<b>4,736</b>	<b>866</b>	<b>857</b>	<b>2,790</b>
Total, 2020	22,625	19,173	40,408	4,577	3,124	7,090	3,683	3,177	4,711	5,746	5,412	15,536	2,022	1,835	5,676	878	599	1,720

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> See Growing Area descriptions in Vineyard Section Table 2.

<sup>3</sup> Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

<sup>4</sup> 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, 2021<sup>1</sup>**

Variety	Statewide <sup>1</sup>				Regions																								
					North Willamette Valley <sup>3</sup>				South Willamette Valley <sup>3</sup>				Umpqua Valley <sup>3</sup>				Rogue Valley <sup>3</sup>				Columbia River <sup>3</sup>				Other Oregon Areas <sup>3</sup>				
	Average <sup>4</sup>	Median	Low <sup>5</sup>	High <sup>6</sup>	Average <sup>4</sup>	Median	Low <sup>5</sup>	High <sup>6</sup>	Average <sup>4</sup>	Median	Low <sup>5</sup>	High <sup>6</sup>	Average <sup>4</sup>	Median	Low <sup>5</sup>	High <sup>6</sup>	Average <sup>4</sup>	Median	Low <sup>5</sup>	High <sup>6</sup>	Average <sup>4</sup>	Median	Low <sup>5</sup>	High <sup>6</sup>	Average <sup>4</sup>	Median	Low <sup>5</sup>	High <sup>6</sup>	
	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
Albariño	1,995	1,906	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Franc	2,092	2,097	1,920	2,343	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Sauvignon	2,567	2,600	2,054	2,664	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,635	2,414	2,599	2,649	-	-	-	-	-
Chardonnay	2,755	2,700	1,491	4,000	2,830	2,703	1,518	3,784	2,552	2,914	1,627	3,912	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gamay	2,738	2,701	2,276	2,915	2,794	2,701	2,361	2,984	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	1,823	1,800	1,484	2,049	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malbec	1,809	2,000	1,567	2,215	-	-	-	-	-	-	-	-	-	-	-	-	1,888	2,050	1,678	2,215	-	-	-	-	-	-	-	-	-
Merlot	2,146	2,100	1,745	2,319	-	-	-	-	-	-	-	-	-	-	-	-	1,898	2,100	1,747	2,197	-	-	-	-	-	-	-	-	-
Pinot Blanc	2,173	2,166	1,606	2,833	1,965	2,042	1,606	2,377	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,627	1,663	1,000	2,459	1,607	1,695	1,003	2,438	1,539	1,678	1,437	1,997	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Noir	2,552	2,600	1,592	4,245	2,864	2,823	1,633	4,055	2,551	2,508	2,037	3,975	1,979	2,000	1,964	2,510	1,782	2,025	1,698	2,148	1,912	1,999	1,904	2,093	2,406	2,383	2,307	2,536	
Riesling	1,716	1,533	1,025	2,592	1,685	1,932	1,492	2,510	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sangiovese	1,993	2,000	1,858	2,550	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sauvignon Blanc	1,741	1,800	1,725	1,812	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Syrah	2,430	2,298	1,584	2,717	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,458	2,058	2,606	1,747	-	-	-	-	-
Tempranillo	2,078	2,029	1,737	2,305	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Viognier	1,707	1,841	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other varieties <sup>7</sup>	2,052	2,048	902	4,572	2,225	2,301	1,108	3,154	-	-	-	-	-	-	-	-	2,071	2,240	1,318	2,310	-	-	-	-	-	-	-	-	-
Average	2,575	2,211			2,634	2,448			2,464	2,300			1,876	1,700			1,852	2,097			2,107	1,900			1,782	1,913			

<sup>1</sup> 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).

<sup>2</sup> Statewide prices include data from all regions, including those with insufficient data to report separately.

<sup>3</sup> See Growing Area descriptions in Vineyard Section Table 2.

<sup>4</sup> Averages are weighted by the number of tons sold at the price reported by Oregon grape growers.

<sup>5</sup> Lows are a weighted average of the lowest three prices reported by Oregon grape growers.

<sup>6</sup> Highs are a weighted average of the highest three prices reported by Oregon grape growers.

<sup>7</sup> 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: Wineries – Number and crush by region, 2020-2021<sup>1</sup>**

Region <sup>2</sup>	All Wineries <sup>3</sup>		Number of Wineries Crushing Grapes		Total Wine Grapes Crushed	
	2020	2021	2020	2021	2020	2021
	<i>Number<sup>4</sup></i>	<i>Number<sup>4</sup></i>	<i>Number<sup>4</sup></i>	<i>Number<sup>4</sup></i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	650	695	338	368	45,445	65,831
South Willamette Valley	86	86	44	44	6,020	9,046
Umpqua Valley	53	53	42	41	3,078	3,807
Rogue Valley	122	127	62	66	6,826	7,076
Columbia River	64	73	28	33	3,250	3,475
Other Oregon	20	24	11	13	390	331
<b>Total</b>	<b>995</b>	<b>1,058</b>	<b>525</b>	<b>565</b>	<b>65,009</b>	<b>89,566</b>

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Survey respondents identified one of these growing regions as their production location. See Growing Area descriptions in Vineyard Section Table 2.

<sup>3</sup> Includes all TTB bonded wineries and Winery and Growers Sales Privilege License holders (issued by the OLCC).

<sup>4</sup> Numbers fluctuate year over year due to inconsistent responses.

**Table 2: Wineries – Crush by grape source location and crush region, 2020 and 2021 totals<sup>1</sup>**

Region <sup>2</sup>	Sourced in Oregon, 2021	Sourced from Other States, 2021	All Crush, 2020	All Crush, 2021
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	63,755	2,076	45,445	65,831
South Willamette Valley	8,890	156	6,020	9,046
Umpqua Valley	3,807	0	3,078	3,807
Rogue Valley	5,727	1,349	6,826	7,076
Columbia River	2,995	480	3,250	3,475
Other Oregon	182	149	390	331
<b>Total, 2021</b>	<b>85,356</b>	<b>4,210</b>		<b>89,566</b>
Total, 2020	61,548	3,462	65,009	

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Survey respondents identified one of these growing regions as their production location. See Growing Area descriptions in Vineyard Section Table 2.

**Table 3: Wineries – Sales by channel, 2020 and 2021<sup>1</sup>**

Year	Direct to Consumer			Sold in Oregon		Wholesale (FOB, Trade, etc.)			Total Cases	Total 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>	
2021	437,312	379,889	167,120	663,599	150,062	3,216,910	156,372	123,963	5,295,226	844,376,688
2020	254,660	356,328	136,516	617,531	140,464	2,933,646	143,541	115,781	4,698,467	699,580,365

<sup>1</sup> Includes estimates for incomplete responses.

<sup>2</sup> Sold in Oregon was broken out into the categories of Wholesale and Direct to trade for 2019. The 2018 data reflect both Wholesale and Direct to trade sales.

**Table 4: Wineries – Export sales by destination, 2020 and 2021<sup>1</sup>**

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>
2021	71,926	679	6,719	15,008	3,884	7,078	3,896	12,032	2,888	1,921	30,342	156,372
2020	65,459	689	5,867	13,625	4,019	6,352	3,798	11,770	2,297	1,409	28,256	143,541

<sup>1</sup> Includes estimates for incomplete responses.

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