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# The Oregon Vineyard & Winery Report

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oregon  
wine



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# Purpose of the Vineyard & Winery Report

- Document the scope of Oregon's wine industry
  - Vineyards and wine grape production
  - Wineries and wine production
- Use as a tool for
  - Marketing
  - Legislative advocacy
  - Grant writing

Forbes

Sep 22, 2020, 07:30am EDT | 1,273 views

## The Oregon Wine Industry Reports Record 2019 Results

PORTLAND  
BUSINESS JOURNAL

Latest News Lists & Leads Commercial Real Estate Banking Techn

FOOD & LIFESTYLE

## Smoke and vintage variation reduced Oregon wine grape harvest 29% in 2020



Napa winemaker produces Platinum's top wine at

**Oregon wine harvest fell by 29% in 2020, but growth continues**



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# Benefits of the Report: Grant Applications

- Grant applications strengthened by report data: approvals received by at least 5 wine industry associations in 2021

**Travel Oregon Awards More than \$300,000 Through Oregon Wine Country License Plates Matching Grants**

November 15, 2021



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# Benefits of the Report: Pricing and Varietal Reports

- Pricing report and varietal production tables used by growers and winemakers to guide business decisions, including grape contract negotiations, crop insurance



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# Benefits of the Report: Statewide Planning

- Used for statewide planning programs that include policies to protect agricultural economy



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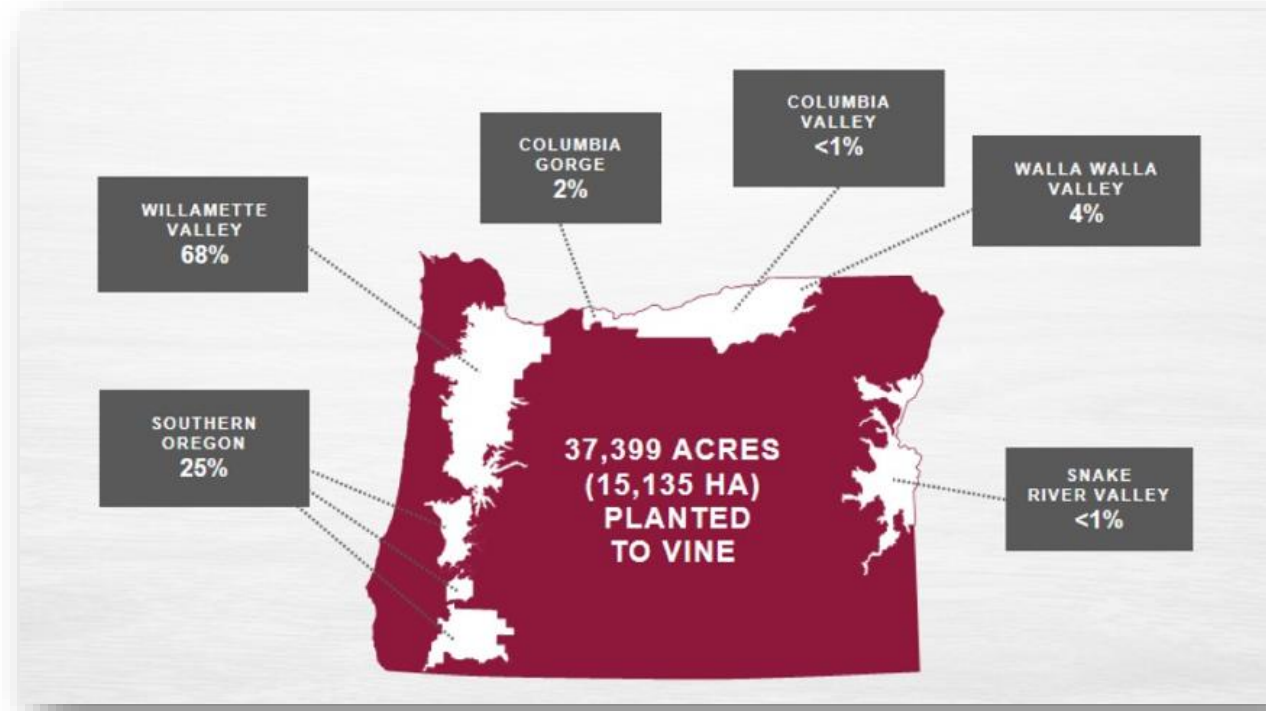


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# Benefits of the Report: Comparative Data

- Data allows valid comparison of Oregon's industry with other states and countries



# Benefits of the Report: Understand Impact Factors

- Helps understand the scope of impact from wildfires, pandemic, and other factors

## Wine industry reflects on impacts of virus, wildfires

👤 Ryan Clarke 📅 September 15 2021

**A decline in production coincided with increased demand during a unique stretch in the 2020 harvest.**

Another wildfire season has come and gone that impacted thousands but fortunately paled in comparison to the horrors of 2020.

The impact of fires on agriculture is paramount in the minds of many in Oregon, as is the continued effects of the COVID-19 pandemic. The specific impact of these factors on the Oregon wine industry in 2020 was examined in a recent report from the Oregon Wine Board.

"While the majority of Oregon winemakers made wine from grapes from 2020, the year held challenges including a western U.S. weather phenomenon combined with naturally lower yields, wildfires and COVID-19-related labor shortages and restrictions," a Sept. 8 press release from the OWB said.

The board's report was put together by the Institute for Policy Research and Engagement (IPRE) at the University of Oregon. Reports have been released every year since 1981.

The numbers show a vast decline in production in 2020 compared with 2019. Farm gate value of grapes was reduced 34%.



PMG FILE PHOTO - Wildfires and the pandemic joined to decrease the amount of grapes that were picked in 2020, a Oregon Wine Board study found.



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# Benefits of the Report: Media Coverage

- Accurate data is a substantial resource for media



**SHANKEN NEWS Daily** Exclusive news and research for beer business

NEWS HELP EVENTS IMPACT DATABANK REPORTS CANNABIS EDITORIAL

## Premiumization Leads Oregon Wine Category To New Heights

September 13, 2021

Despite sobering conditions, the Oregon wine industry forged ahead last year. Growth has slowed somewhat in 2021, but Oregon wines' strong retail pricing continues to benefit producers across the state, especially as consumers increasingly move upmarket. Oregon wines boasted an average retail price a bottle of \$15.78 a 750-ml. in IRI channels in the year to date through August 8—more than twice the national average of \$7.62. Oregon table wine's off-premise volume growth was a modest 2.1% year-to-date according to IRI, but still outperformed California and Washington wines (both down 12.2%, on a tough comparison after last year's off-premise surge) as well as imports (down 4.1%).

According to the Oregon Wine Board, the Oregon wine industry generated revenues of \$699.6 million last year, up 4%. That compares to less than 2% dollar growth for the total wine market in 2020, according to The U.S. Wine Market: Shanken's Impact Databank Review & Forecast, 2021 Edition. Prices could potentially move higher still in light of the fact that wildfires resulted in a



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September 9, 2021

### Oregon Wine Grape Production Down 29% in 2020, but Sales Still on the Up and Up

Dear Client: Wineries experienced a tough harvest in 2020, and Oregon was no exception. Thanks to COVID, wildfires and naturally lower yields, Oregon's harvested acreage was down 6.4%, resulting in a 29% reduction in grape production, according to the 2020 Oregon Vineyard and Winery report out yesterday. And the estimated value of wine grape production was ...



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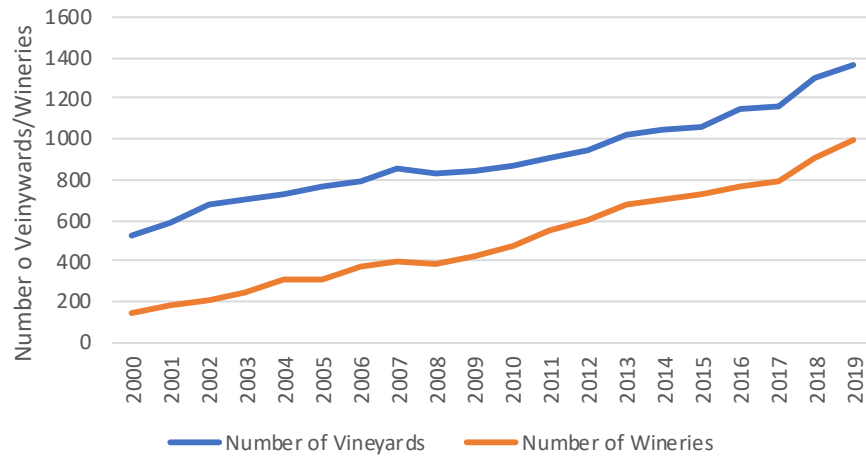


# History of the Vineyard & Winery Report

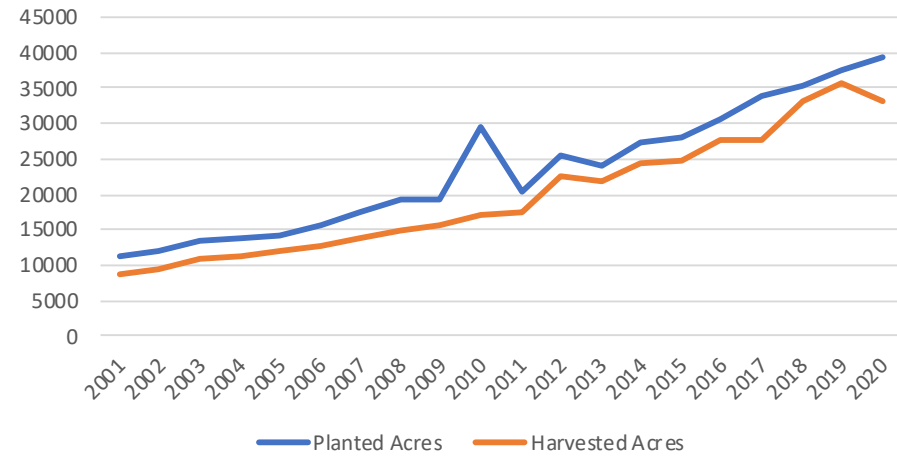
- First report in 1981 – OSU Dept of Agriculture & Resource Economics
- 1981-1987 – OSU
- 1988-2011 – USDA – Oregon Ag Statistical Service/National Agricultural Statistical Service
- 2012-2016 – SOU SOURCE
- 2017- present – UO Institute for Policy Research & Engagement

# 20 years of sustained growth

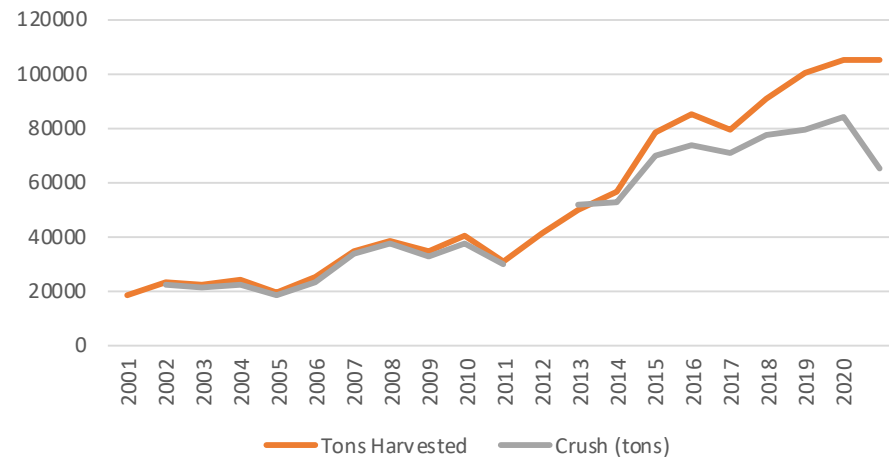
Number of Vineyards and Wineries, 2001-2020



Planted & Harvested Acres, 2001-2020



Tons Harvested and Crushed, 2001-2021



# Data is key...

- IPRE cannot produce the report without industry data
- The number of responses is not the best indicator of data coverage
  - Production ratios are better (e.g., the percent of production in the data compared to industry estimates)
  - Number of data points determine level of disaggregation possible in vineyard report
- Our 2021 goal is to get more than 600 businesses that represent more than 50% of production
- More data is always better

Year	Responses
2017	575
2018	610
2019	557
2020	486

Region	2019	2020
North Willamette Valley	576	452
South Willamette Valley	201	122
Umpqua Valley	111	66
Rogue Valley	294	177
Columbia River	116	60
Other Oregon	22	21
<b>Total</b>	<b>1320</b>	<b>898</b>

# About your data...

- Producing the report requires data from producers
- Data on production is sensitive
- IPRE's agreement with OWB has a strict confidentiality clause
  - IPRE cannot share production data with OWB or any other entity
- IPRE/UO use state of the art digital data data protection tools
- IPRE take confidentiality seriously

# Producing the report

- Update data collection tool (Jan)
- Update vineyard & winery list (Jan-Feb)
- Collect data (Feb-Apr)
- Produce price report (Apr-May)
- Produce Vineyard & Winery Report (Jun-Aug)



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# Get in touch for more information...

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