

2-2009

2008 Oregon Vineyard and Winery Report

United States National Agricultural Statistics Service, Oregon Field Office

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NATIONAL
AGRICULTURAL
STATISTICS
SERVICE

2008 Oregon Vineyard and Winery Report

February 2009
Frequency: Annual

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For the third year in a row Oregon grape growers planted a record number of new acres. There were 1,570 new acres planted in 2008, 1,543 new acres planted in 2007, and 1,378 new acres planted in 2006. Total yield per harvested acre was down 17 percent in 2008. Growers reported a late start to the growing season coupled with various sources of fruit loss. The most frequently reported grape varieties not listed in the accompanying tables were: Grenache, Malbec, Marechal Foch, Sangiovese, and Petit Verdot.

There was a net gain of 25 wineries in Oregon during 2008 and a ten percent increase in total cooperage. Case sales of Oregon wine increased two percent and wine sales in dollars increased 15 percent. Funding for this annual survey is provided by the Oregon Wine Board.

Wine grapes: Acreage, yield, production, price and value, by variety, Oregon, 2007-2008

Variety	All planted acreage		Harvested acreage		Yield per harvested acre		Production		Price per ton ¹		Value of production	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Dollars</i>	<i>Dollars</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Cabernet Franc	131	136	90	98	2.78	2.04	250	200	1,790	1,890	448	378
Cabernet Sauvignon	571	627	494	523	2.85	2.25	1,406	1,177	1,840	1,960	2,587	2,307
Chardonnay	972	1,008	755	779	2.94	2.09	2,218	1,630	1,380	1,640	3,061	2,673
Gewurztraminer	203	217	179	188	2.68	3.04	480	571	1,170	1,200	562	685
Merlot	498	508	403	372	2.95	2.60	1,187	967	1,640	1,640	1,947	1,586
Muller Thurgau	92	91	67	69	5.73	4.26	384	294	920	980	353	288
Pinot Blanc	216	218	151	143	3.54	2.85	535	407	1,380	1,460	738	594
Pinot Gris	2,588	2,736	1,889	2,064	3.35	2.86	6,336	5,894	1,370	1,390	8,680	8,193
Pinot Noir	9,858	11,210	8,073	8,713	2.52	2.02	20,368	17,571	2,290	2,600	46,643	45,685
Sauvignon Blanc	76	79	50	47	2.42	2.57	121	121	1,200	1,310	145	159
Syrah	506	572	393	444	2.72	2.52	1,069	1,120	2,000	2,070	2,138	2,318
Tempranillo	133	163	101	130	2.50	2.18	253	284	1,900	1,930	481	548
Viognier	155	183	119	135	2.77	2.27	330	307	1,750	1,780	578	546
White Riesling	710	777	547	615	3.92	4.28	2,146	2,633	1,030	1,090	2,210	2,870
Zinfandel	66	60	23	53	3.96	1.89	91	100	1,730	1,660	157	166
All others	625	715	466	527	3.06	2.70	1,426	1,424	1,330	1,410	1,897	2,008
Total ²	17,400	19,300	13,800	14,900	2.80	2.33	38,600	34,700	1,880	2,050	72,568	71,004

¹ Price per ton is a weighted average of prices received by Oregon grape growers and prices paid by Oregon wineries.

² Totals may not add due to rounding.

Wine grapes: Vineyards, acreage, yield and production, by county, Oregon, 2007-2008

County	Number of vineyards		All planted acreage		Harvested acreage		Yield per harvested acre		Production	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>Number</i>	<i>Number</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Benton Co.	35	36	414	423	363	356	2.35	2.21	854	786
Clackamas Co.	44	49	403	417	303	303	2.75	2.01	832	610
Douglas Co.	50	52	902	1,098	753	860	2.51	2.67	1,888	2,299
Hood River Co.	14	16	150	176	123	155	1.95	1.34	240	207
Jackson Co.	76	81	1,306	1,374	976	1,115	3.06	2.48	2,991	2,763
Josephine Co.	30	33	605	609	480	447	3.26	2.56	1,563	1,144
Lane Co.	42	49	1,042	1,072	696	755	2.89	2.81	2,010	2,123
Linn Co.	12	12	61	70	42	52	2.02	2.08	85	108
Marion Co.	33	38	1,384	1,817	1,223	1,304	3.11	2.58	3,801	3,367
Polk Co.	77	78	2,660	2,883	1,891	1,960	2.70	2.08	5,097	4,086
Umatilla Co.	31	35	688	874	559	612	2.67	2.73	1,490	1,668
Wasco Co.	17	19	160	202	147	171	3.35	2.59	493	443
Washington Co.	78	84	1,800	1,740	1,387	1,461	2.97	2.32	4,122	3,395
Yamhill Co.	232	248	5,550	6,134	4,634	4,997	2.57	2.00	11,910	9,992
All others	21	26	275	411	223	352	5.49	4.86	1,224	1,709
Total	792	856	17,400	19,300	13,800	14,900	2.80	2.33	38,600	34,700

Wine grapes: Planted acreage, by variety and area, Oregon, 2008 and 2007 totals

Area	Cabernet Sauvignon	Char-donnay	Gewurz-traminer	Merlot	Pinot Blanc	Pinot Gris	Pinot Noir	Syrah	White Riesling	All others	All varieties	
											2008	2007
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>
Benton Co.	8	18	6	3	2	77	298	3	-	8	423	414
Douglas Co.	43	59	24	45	11	86	551	54	38	187	1,098	902
Jackson Co.	170	78	7	204	3	109	113	216	65	409	1,374	1,306
Josephine Co.	21	53	31	53	12	88	231	23	54	43	609	605
Lane Co.	-	34	7	1	4	486	457	-	47	36	1,072	1,042
Marion Co.	2	50	7	-	2	559	1,033	-	103	61	1,817	1,384
Polk Co.	-	175	19	1	86	414	2,035	24	37	92	2,883	2,660
Washington Co.	1	73	36	1	19	337	1,104	1	96	72	1,740	1,800
Yamhill Co.	1	372	23	-	78	461	4,932	10	141	116	6,134	5,550
Other W. Valley and at large ¹	2	34	22	9	1	85	301	17	32	57	560	469
Columbia River ²	379	62	35	191	-	34	155	224	164	346	1,590	1,268
Total, 2008	627	1,008	217	508	218	2,736	11,210	572	777	1,427	19,300	-
Total, 2007	571	972	203	498	216	2,588	9,858	506	710	1,096	-	17,400

¹ Clackamas, Columbia, Coos, Crook, Deschutes, Jefferson, Klamath, Linn, and Multnomah counties.

² Gilliam, Hood River, Morrow, Sherman, Umatilla, Union, Wallowa, and Wasco counties.

Wine grapes: Harvested acreage, by variety and area, Oregon, 2008 and 2007 totals

Area	Cabernet Sauvignon	Char-donnay	Gewurz-traminer	Merlot	Pinot Blanc	Pinot Gris	Pinot Noir	Syrah	White Riesling	All others	All varieties	
											2008	2007
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>
Benton Co.	5	15	3	1	2	56	264	3	-	7	356	363
Douglas Co.	41	49	18	29	9	67	423	41	31	152	860	753
Jackson Co.	154	67	6	166	3	93	79	190	55	302	1,115	976
Josephine Co.	17	38	25	25	5	79	182	16	38	22	447	480
Lane Co.	-	27	6	1	2	299	369	-	34	17	755	696
Marion Co.	2	34	7	-	2	429	713	-	64	53	1,304	1,223
Polk Co.	-	116	24	1	37	256	1,419	19	21	67	1,960	1,891
Washington Co.	1	67	32	1	14	264	931	1	88	62	1,461	1,387
Yamhill Co.	-	284	16	-	69	418	4,009	5	102	94	4,997	4,634
Other W. Valley and at large ¹	1	25	16	6	-	72	217	16	24	29	406	345
Columbia River ²	302	57	35	142	-	31	107	153	158	254	1,239	1,052
Total, 2008	523	779	188	372	143	2,064	8,713	444	615	1,059	14,900	-
Total, 2007	494	755	179	403	151	1,889	8,073	393	547	916	-	13,800

¹ Clackamas, Columbia, Coos, Crook, Deschutes, Jefferson, Klamath, Linn, and Multnomah counties.

² Gilliam, Hood River, Morrow, Sherman, Umatilla, Union, Wallowa, and Wasco counties.

Wine grapes: Production, by variety and area, Oregon, 2008 and 2007 totals

Area	Cabernet Sauvignon	Char-donnay	Gewurz-traminer	Merlot	Pinot Blanc	Pinot Gris	Pinot Noir	Syrah	White Riesling	All others	All varieties	
											2008	2007
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Benton Co.	7	21	14	1	5	170	550	3	-	15	786	854
Douglas Co.	78	107	38	77	20	316	1,185	72	101	305	2,299	1,888
Jackson Co.	274	192	7	383	11	255	177	548	282	634	2,763	2,991
Josephine Co.	49	75	74	81	22	190	445	43	118	47	1,144	1,563
Lane Co.	-	42	13	2	6	1,067	870	-	77	46	2,123	2,010
Marion Co.	5	49	14	-	6	1,297	1,476	-	321	199	3,367	3,801
Polk Co.	-	213	43	2	90	685	2,781	8	55	209	4,086	5,097
Washington Co.	2	144	102	1	41	701	1,868	1	275	260	3,395	4,122
Yamhill Co.	-	608	26	-	206	1,018	7,655	8	209	262	9,992	11,910
Other W. Valley and at large ¹	2	49	67	12	-	148	367	35	70	67	817	917
Columbia River ²	760	130	173	408	-	47	197	402	1,125	686	3,928	3,447
Total, 2008	1,177	1,630	571	967	407	5,894	17,571	1,120	2,633	2,730	34,700	-
Total, 2007	1,406	2,218	480	1,187	535	6,336	20,368	1,069	2,146	2,855	-	38,600

¹ Clackamas, Columbia, Coos, Crook, Deschutes, Jefferson, Klamath, Linn, and Multnomah counties.

² Gilliam, Hood River, Morrow, Sherman, Umatilla, Union, Wallowa, and Wasco counties.

Wine grapes: Vineyards, acreage, yield and production, by growing area, Oregon, 2007-2008

Growing area ¹	Number of vineyards		All planted acreage		Harvested acreage		Yield per harvested acre		Production	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>Number</i>	<i>Number</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Columbia River and at large	83	96	1,273	1,663	1,052	1,290	3.28	3.12	3,447	4,027
North Willamette Valley	461	493	11,659	12,809	9,316	9,895	2.72	2.13	25,382	21,113
Rogue Valley ²	106	114	1,911	1,983	1,456	1,562	3.13	2.50	4,554	3,907
South Willamette Valley	92	101	1,655	1,747	1,223	1,293	2.72	2.59	3,329	3,354
Umpqua Valley	50	52	902	1,098	753	860	2.51	2.67	1,888	2,299
Total	792	856	17,400	19,300	13,800	14,900	2.80	2.33	38,600	34,700

¹ See www.oregonwine.org for growing area descriptions.

² Rogue Valley data includes Applegate Valley.

Wine grapes: Acreage changes and fruit not used or lost, as reported, by variety, Oregon, 2008 and 2007 totals

Variety	New plantings	Removals	Harvested but not utilized	Not harvested	Fruit losses			
					To animals	To disease	To weather	All losses
	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Cabernet Franc	8	4	-	6	2	1	7	10
Cabernet Sauvignon	38	22	-	2	5	5	81	91
Chardonnay	65	37	-	48	32	41	54	127
Gewurztraminer	1	3	3	16	8	1	12	21
Merlot	26	32	-	47	8	8	55	71
Muller Thurgau	4	3	-	8	1	-	-	1
Pinot Blanc	13	5	-	3	1	2	-	3
Pinot Gris	106	70	3	14	59	5	63	127
Pinot Noir	1,123	134	8	45	164	85	191	440
Sauvignon Blanc	6	3	-	21	-	3	3	6
Syrah	47	8	1	-	7	1	63	71
Tempranillo	18	-	-	1	1	25	14	40
Viognier	11	3	-	7	3	-	12	15
White Riesling	28	14	2	2	14	19	31	64
Zinfandel	1	7	-	-	2	-	17	19
All others	75	7	2	6	19	6	41	66
Total, 2008	1,570	352	19	226	326	202	644	1,172
Total, 2007	1,543	178	42	247	185	423	400	1,008

Wine grapes: Use or sales, by destination and variety, Oregon, 2008 and 2007 totals

Variety	Estate, home use, and not utilized	Oregon	Washington	Other destinations	All uses
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Cabernet Franc	63	103	34	-	200
Cabernet Sauvignon	249	417	511	-	1,177
Chardonnay	727	831	60	12	1,630
Gewurztraminer	256	155	160	-	571
Merlot	277	439	251	-	967
Muller Thurgau	172	121	1	-	294
Pinot Blanc	224	183	-	-	407
Pinot Gris	2,688	3,189	17	-	5,894
Pinot Noir	8,638	8,726	24	183	17,571
Sauvignon Blanc	57	54	10	-	121
Syrah	287	619	214	-	1,120
Tempranillo	136	125	23	-	284
Viognier	120	182	5	-	307
White Riesling	793	745	1,072	23	2,633
Zinfandel	54	42	4	-	100
All others	489	709	216	10	1,424
Total, 2008	15,230	16,640	2,602	228	34,700
Total, 2007	18,139	17,692	2,593	176	38,600

Wine grapes: Planted acreage, as reported, by variety and AVA, Oregon, 2008^{1 2}

American Viticultural Area	Cabernet Franc	Cabernet Sauvignon	Char-donnay	Gewurz-traminer	Merlot	Muller Thurgau	Pinot Blanc	Pinot Gris	Pinot Noir
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>
In Applegate Valley AVA	23	61	52	-	68	-	-	6	15
Not in Applegate Valley AVA, but in Rogue Valley AVA	42	102	56	36	100	-	11	122	164
In Red Hills Douglas County AVA and Umpqua Valley AVA	3	36	50	24	45	3	11	78	522
In Columbia Gorge AVA	5	19	25	3	29	-	-	34	84
In Walla Walla Valley AVA	30	232	8		141			1	22
Not in Walla Walla Valley AVA, but in Columbia Valley AVA	11	126	24	25	15		2	13	58
In Ribbon Ridge AVA	-	-	19	1	-	-	1	19	275
Not in Ribbon Ridge AVA, but in Chehalem Mountains AVA	-	-	92	1	-	1	16	88	795
In Dundee Hills AVA	-	-	120	6	-	-	10	109	922
In Eola-Amity Hills AVA	-	-	127	13	-	6	13	120	1,656
In McMinnville AVA	-	-	14	8	-	7	25	46	614
In Yamhill-Carlton District AVA	-	2	89	33	-	22	12	114	1,139
Not in the above six AVAs, but in the Willamette Valley AVA	-	10	238	48	8	29	65	1,347	3,113
Not in any of the above AVAs, but in Oregon	-	1	36	17	5	3	2	384	311

¹ No estimates were made for missing or incomplete data.

² The summation of AVA acreage is not equal to growing area acreage.

Wine grapes: Planted acreage, as reported, by variety and AVA, Oregon, 2008^{1 2} (cont.)

American Viticultural Area	Sauvignon Blanc	Syrah	Tempranillo	Viognier	White Riesling	Zinfandel	All others	Total
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>
In Applegate Valley AVA	5	61	23	27	10	17	46	414
Not in Applegate Valley AVA, but in Rogue Valley AVA	7	153	24	58	27	4	79	985
In Red Hills Douglas County AVA and Umpqua Valley AVA	6	58	53	10	64	12	90	1,065
In Columbia Gorge AVA	7	42	13	5	32	26	12	336
In Walla Walla Valley AVA	5	160	13	17	-	-	111	740
Not in Walla Walla Valley AVA, but in Columbia Valley AVA	-	7	4	-	135	1	18	439
In Ribbon Ridge AVA	2	-	-	-	10	-	8	335
Not in Ribbon Ridge AVA, but in Chehalem Mountains AVA	1	2	-	5	17	-	13	1,031
In Dundee Hills AVA	2	-	-	-	8	-	2	1,179
In Eola-Amity Hills AVA	9	20	6	6	23	-	26	2,025
In McMinnville AVA	-	-	-	-	17	-	13	744
In Yamhill-Carlton District AVA	-	5	1	3	22	-	16	1,458
Not in the above six AVAs, but in the Willamette Valley AVA	11	13	3	14	253	-	104	5,256
Not in any of the above AVAs, but in Oregon	-	5	3	5	14	-	36	822

¹ No estimates were made for missing or incomplete data.

² The summation of AVA acreage is not equal to growing area acreage.

Wine grapes: Price per ton, by selected variety and area, Oregon, 2007-2008^{1 2}

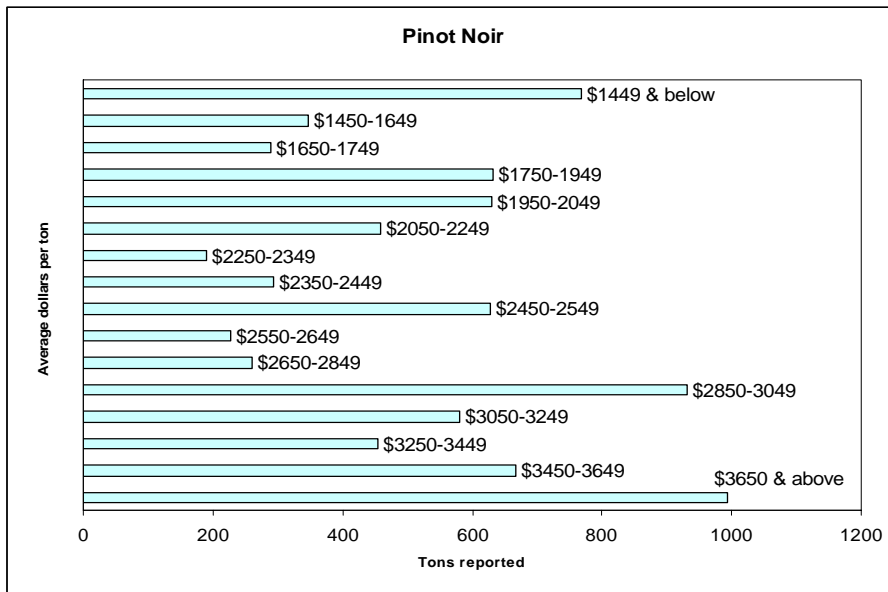
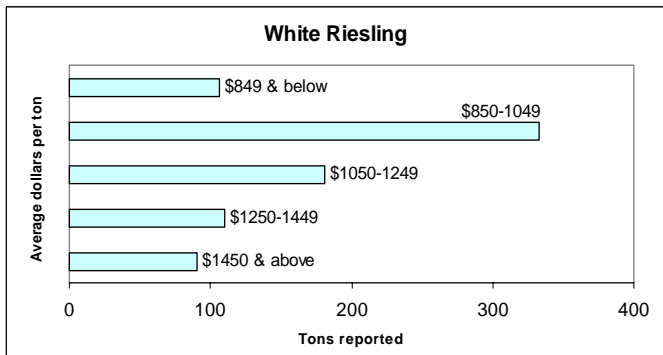
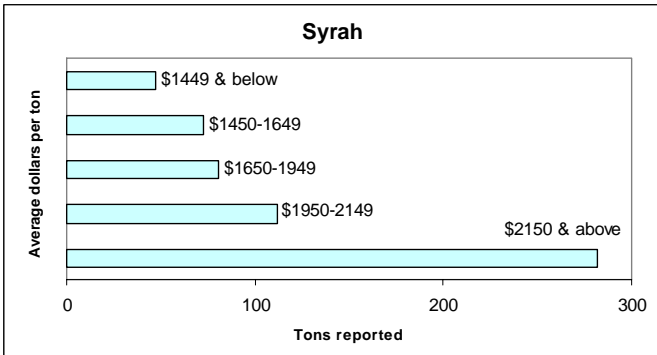
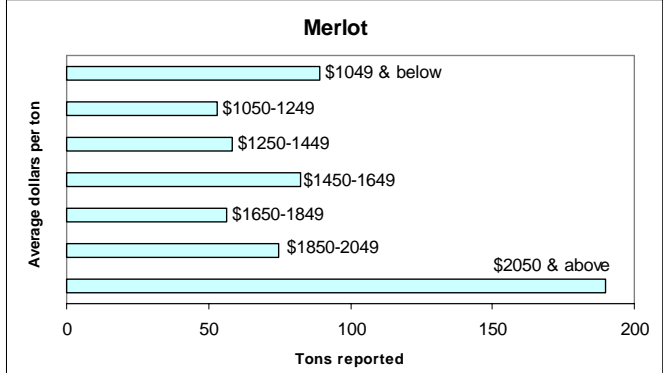
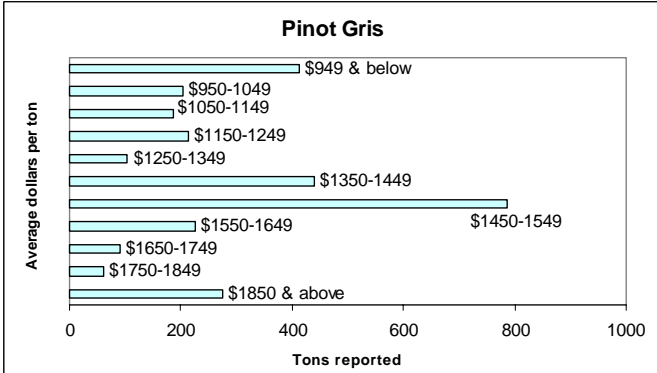
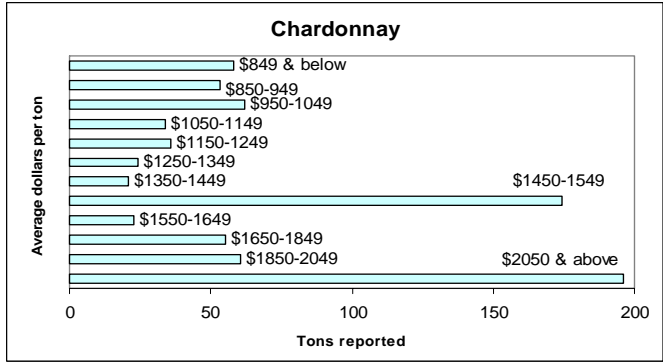
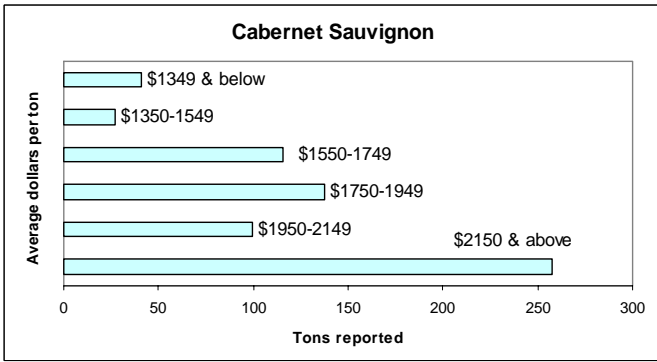
Variety	Columbia River		North Willamette Valley		Rogue Valley		South Willamette Valley		Umpqua Valley	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
Cabernet Sauvignon	1,950	2,020	-	-	1,820	1,910	-	-	1,870	1,700
Chardonnay	1,270	1,250	1,420	1,950	1,060	1,000	1,270	1,470	820	950
Merlot	1,760	1,810	-	-	1,460	1,470	-	-	1,670	1,540
Pinot Gris	-	-	1,370	1,400	1,280	1,370	1,360	1,330	1,410	1,320
Pinot Noir	1,700	2,110	2,310	2,820	1,480	1,670	2,230	2,300	1,990	2,000
White Riesling	1,090	1,080	1,120	1,150	1,040	1,280	1,070	1,180	990	980

¹ Selected varieties include those with the largest harvest acreages. Dashes represent insufficient data.

² Price per ton is a weighted average of prices received by Oregon grape growers and prices paid by Oregon wineries.

Wine Grapes: Distribution of average prices, as reported by Oregon Vineyards, 2008

These are average prices reported by Oregon vineyards only and do not include reported prices paid by Oregon wineries.



Wineries: Number, crush, and cooerage, by area, Oregon, 2007-2008 ¹

Area	All wineries ²		Wineries crushing grapes		Wine grapes crushed		Total cooerage	
	2007	2008	2007	2008	2007	2008	2007	2008
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Tons</i>	<i>Tons</i>	<i>1,000 gallons</i>	<i>1,000 gallons</i>
Douglas Co.	24	25	14	14	969	886	452	486
Lane Co.	20	21	14	15	3,487	3,752	914	1,092
Marion Co.	17	16	12	11	2,315	2,257	416	417
Polk Co.	34	38	24	31	4,423	4,183	1,193	1,790
Washington Co.	26	27	19	17	3,977	2,455	977	845
Yamhill Co.	141	148	100	106	16,414	13,799	4,285	4,526
Other Willamette Valley ³	37	41	27	30	1,930	1,864	865	884
Rogue Valley ⁴	39	42	26	24	2,966	2,566	901	845
All others ⁵	32	37	18	26	519	838	297	458
Total	370	395	254	274	37,000	32,600	10,300	11,343

¹ Includes estimates for incomplete responses.

² Includes Growers Sales Privilege License holders (issued by the OLCC).

³ Benton, Clackamas, Linn, and Multnomah counties.

⁴ Jackson and Josephine counties.

⁵ Columbia, Coos, Clatsop, Curry, Deschutes, Gilliam, Grant, Hood River, Jefferson, Klamath, Lincoln, Tillamook, Umatilla, Union, and Wasco counties.

Wineries: Number, crush, and cooerage, by growing area, Oregon, 2007-2008 ¹

Growing area ²	All wineries ³		Wineries crushing grapes		Total wine grapes crushed		Total cooerage	
	2007	2008	2007	2008	2007	2008	2007	2008
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Tons</i>	<i>Tons</i>	<i>1,000 gallons</i>	<i>1,000 gallons</i>
Columbia River and at large	32	37	18	26	519	838	297	458
North Willamette Valley	233	246	166	178	27,861	24,628	7,496	8,357
Rogue Valley ⁴	39	42	26	24	2,966	2,566	901	845
South Willamette Valley	42	45	30	32	4,685	3,682	1,154	1,197
Umpqua Valley	24	25	14	14	969	886	452	486
Total	370	395	254	274	37,000	32,600	10,300	11,343

¹ Includes estimates for incomplete responses.

² See www.oregonwine.org for growing area descriptions.

³ Includes Growers Sales Privilege License holders (issued by the OLCC).

⁴ Rogue Valley data includes Applegate Valley.

Wineries: Crush by variety and area, 2008 and 2007 totals ^{1 2}

Area	Cabernet Sauvignon	Char-donnay	Gewurz-traminer	Merlot	Muller Thurgau	Pinot Gris	Pinot Noir	Syrah	Viognier	White Riesling	All others	All varieties	
												2008	2007
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Douglas Co.	35	52	25	46	7	63	289	49	26	51	243	886	969
Lane Co.	26	69	34	55	6	2,014	1,159	76	33	115	165	3,752	3,487
Marion Co.	12	76	20	13	3	323	1,029	5	6	348	422	2,257	2,315
Polk Co.	80	242	45	58	34	434	2,764	105	19	203	199	4,183	4,423
Washington	6	108	61	6	64	661	1,184	16	16	159	174	2,455	3,977
Yamhill Co.	103	674	65	180	173	1,642	9,921	290	55	229	467	13,799	16,414
Other Willamette Valley ³	82	95	40	64	-	252	1,017	84	31	54	145	1,864	1,930
Rogue Valley ⁴	173	194	91	230	-	363	713	192	99	273	238	2,566	2,966
All other ⁵	129	48	10	110	-	44	98	96	22	62	219	838	519
Total, 2008	646	1,558	391	762	287	5,796	18,174	913	307	1,494	2,272	32,600	-
Total, 2007	843	2,076	429	990	384	6,244	20,317	842	386	1,550	2,939	-	37,000
Case equivalent ⁶	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>
2008	40.7	98.2	24.6	48.0	18.1	365.3	1,145.4	57.5	19.3	94.2	143.2	2,054.6	-
2007	53.1	130.8	27.0	62.4	24.2	393.5	1,280.5	53.1	24.3	97.7	185.2	-	2,331.9

¹ Includes estimates for incomplete responses.

² There were 316 tons crushed for sparkling wine in 2008.

³ Benton, Clackamas, Linn and Multnomah counties.

⁴ Jackson and Josephine counties.

⁵ Columbia, Coos, Clatsop, Curry, Deschutes, Gilliam, Grant, Hood River, Jefferson, Klamath, Lincoln, Tillamook, Umatilla, Union, and Wasco counties.

⁶ Equivalent cases of wine production equals tons crushed times 150 gallons per ton divided by 2.38 gallons per case.

Wineries: Crush by type of acquisition and area, Oregon, 2008 and 2007 totals ¹

Area	Estate grown	Purchased	Custom crush	All crush, 2008	All crush, 2007
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Douglas Co.	357	409	120	886	969
Lane Co.	1,334	2,153	265	3,752	3,487
Marion Co.	950	1,292	15	2,257	2,315
Polk Co.	1,941	1,514	728	4,183	4,423
Washington Co.	1,988	414	53	2,455	3,977
Yamhill Co.	6,546	4,497	2,756	13,799	16,414
Other Willamette Valley ²	837	1,004	23	1,864	1,930
Rogue Valley ³	1,247	1,090	229	2,566	2,966
All others ⁴	248	448	142	838	519
Total, 2008	15,448	12,821	4,331	32,600	-
Total, 2007	17,313	14,224	5,463	-	37,000

¹ Includes estimates for incomplete responses.

² Benton, Clackamas, Linn, and Multnomah counties.

³ Jackson and Josephine counties.

⁴ Columbia, Coos, Clatsop, Deschutes, Gilliam, Grant, Hood River, Jefferson, Klamath, Lincoln, Tillamook, Umatilla, Union, and Wasco counties.

Wineries: Crush, by origin and variety, Oregon, 2007-2008 ¹

Variety	Oregon						Grown in other states		All crush	
	Estate grown		Other Oregon grown		All Oregon grown		2007	2008	2007	2008
	2007	2008	2007	2008	2007	2008				
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Cabernet Franc	85	52	89	93	174	145	83	19	257	164
Cabernet Sauvignon	319	212	353	347	672	559	171	87	843	646
Chardonnay	1,080	671	914	836	1,994	1,507	82	51	2,076	1,558
Gewurztraminer	214	211	215	158	429	369	-	22	429	391
Merlot	297	222	612	444	909	666	81	96	990	762
Muller Thurgau	220	164	164	123	384	287	-	-	384	287
Pinot Blanc	271	203	304	199	575	402	-	-	575	402
Pinot Gris	2,951	2,657	3,289	3,120	6,240	5,777	4	19	6,244	5,796
Pinot Noir	10,061	9,389	10,230	8,785	20,291	18,174	26	-	20,317	18,174
Sauvignon Blanc	21	37	81	53	102	90	-	1	102	91
Syrah	261	219	456	601	717	820	125	93	842	913
Tempranillo	128	108	58	110	186	218	-	1	186	219
Viognier	89	97	279	191	368	288	18	19	386	307
White Riesling	762	753	628	712	1,390	1,465	160	29	1,550	1,494
Zinfandel	50	44	70	44	120	88	39	37	159	125
All others	504	409	926	691	1,430	1,100	230	171	1,660	1,271
Total	17,313	15,448	18,668	16,507	35,981	31,955	1,019	645	37,000	32,600

¹ Includes estimates for incomplete responses.

Wineries: Oregon non-grape wine production, 2007 - 2008

Variety	2007	2008
	<i>Gallons</i>	<i>Gallons</i>
Blackberry	1,975	1,174
Blueberry	807	950
Boysenberry	502	859
Cherry	1,079	907
Cranberry	9,289	9,766
Loganberry	3,012	3,273
Marionberry	9,416	9,726
Pear	2,945	2,985
Raspberry	7,469	7,700
Rhubarb	897	1,193
Strawberry	332	302
Other ¹	15,580	12,153
Total	53,303	50,988

¹ Includes apricots, currant, honey, peach, pineapple, plum, and fruit blends.

Wineries: Inventory by vintage, variety, and wine type, Oregon, January 1, 2009^{1 2}

Variety and wine type	Bottled inventory by vintage ³					Bulk inventory by vintage				
	2008 Vintage	2007 Vintage	2006 and earlier Vintages	Total	Share of total	2008 Vintage	2007 Vintage	2006 and earlier Vintages	Total	Share of total
	<i>1,000 cases</i>	<i>1,000 cases</i>	<i>1,000 cases</i>	<i>1,000 cases</i>	<i>Percent</i>	<i>1,000 gallons</i>	<i>1,000 gallons</i>	<i>1,000 gallons</i>	<i>1,000 gallons</i>	<i>Percent</i>
Cabernet Franc	-	0.7	3.7	4.5	0.3	22.7	16.3	2.0	41.0	0.7
Cabernet Sauvignon	0.8	2.4	24.3	27.5	1.9	99.8	84.2	28.3	212.3	3.4
Chardonnay	1.1	59.5	30.7	91.3	6.3	253.0	56.1	14.6	323.7	5.2
Gewurztraminer	0.4	9.6	4.7	14.7	1.0	48.8	8.5	0.9	58.2	0.9
Merlot	0.1	4.2	32.5	36.8	2.5	97.3	75.3	15.1	187.8	3.0
Muller Thurgau	-	5.8	1.4	7.2	0.5	39.1	1.1	3.9	44.2	0.7
Pinot Blanc	0.1	11.5	6.8	18.3	1.3	53.8	3.2	-	57.0	0.9
Pinot Gris	4.6	159.9	24.9	189.5	13.1	894.9	39.1	5.3	939.4	15.0
Pinot Noir	10.3	626.4	167.0	803.7	55.4	2,438.1	758.3	39.6	3,236.0	51.7
Sauvignon Blanc	-	0.8	0.6	1.3	0.1	11.3	-	-	11.3	0.2
Syrah	0.8	8.9	11.1	20.8	1.4	134.9	62.5	11.1	208.5	3.3
Tempranillo	0.4	1.9	1.6	3.8	0.3	34.2	22.7	2.5	59.4	0.9
Viognier	0.2	9.7	2.8	12.7	0.9	41.9	3.1	0.3	45.3	0.7
White Riesling	0.8	23.7	6.8	31.3	2.2	222.0	25.6	0.6	248.2	4.0
Zinfandel	0.2	2.1	3.2	5.4	0.4	17.4	2.9	3.2	23.5	0.4
Red blends	1.9	34.7	29.7	66.3	4.6	114.0	42.5	11.7	168.2	2.7
White blends	0.7	17.1	2.1	19.9	1.4	30.2	3.3	1.1	34.6	0.6
Rose and Blush blends	0.1	7.0	3.3	10.4	0.7	40.2	3.5	0.5	44.2	0.7
Other still wines	2.2	25.7	18.3	46.2	3.2	238.1	33.9	7.9	279.9	4.5
All sparkling wines	1.6	8.9	27.2	37.7	2.6	30.6	1.8	1.2	33.6	0.5
Total⁴	26.4	1,020.5	402.6	1,449.5	100.0	4,862.5	1,243.8	150.0	6,256.3	100.0

¹ Includes estimates for incomplete responses.

² Includes bonded and tax-paid inventory owned by Oregon wineries.

³ One case is equivalent to nine liters.

⁴ Totals may not add due to rounding.

Wineries: Sales, by variety and wine type, Oregon, 2007-2008¹

Variety and wine type	2007			2008		
	Case sales	Share of total case sales ²	Bulk sales	Case sales	Share of total case sales ²	Bulk sales
	<i>Cases</i>	<i>Percent</i>	<i>Gallons</i>	<i>Cases</i>	<i>Percent</i>	<i>Gallons</i>
Still wines:						
Cabernet Franc	2,954	0.2	755	3,313	0.2	649
Cabernet Sauvignon	17,716	1.0	534	18,992	1.1	1,192
Chardonnay	83,944	4.9	8,269	80,927	4.6	11,752
Gewurztraminer	10,338	0.6	375	13,252	0.8	1,467
Merlot	26,259	1.5	5,362	19,607	1.1	3,953
Muller Thurgau	8,970	0.5	-	10,176	0.6	1,565
Pinot Blanc	18,961	1.1	9,800	22,411	1.3	1,565
Pinot Gris	310,231	18.1	14,558	324,912	18.6	46,606
Pinot Noir	854,536	49.9	162,746	882,056	50.4	129,805
Sauvignon Blanc	3,283	0.2	-	2,313	0.1	-
Syrah	18,937	1.1	1,629	21,257	1.2	4,336
Tempranillo	4,818	0.3	876	4,885	0.3	120
Viognier	7,184	0.4	349	8,546	0.5	-
White Riesling	72,745	4.3	1,832	89,255	5.1	5,057
Zinfandel	4,575	0.3	-	4,495	0.3	-
Red blends	78,098	4.6	5,578	84,485	4.8	75
White blends	62,560	3.7	-	64,958	3.7	2,594
Blush blends	24,093	1.4	-	18,060	1.0	797
Other still wines	85,604	5.0	-	62,295	3.6	11,336
All sparkling wines	15,726	0.9	-	12,087	0.7	-
Total	1,711,532	100.0	212,663	1,748,282	100.0	222,869
Total dollars	207,754,400	-	-	239,930,550	-	-

¹ Includes estimates for incomplete responses.

² Share of total represents the percentage of case sales only.

Wineries: Sales by destination, domestic sales, Oregon, 2007-2008 ¹

Year	Direct to consumers			Sales to distributors, retailers, and restaurants					All domestic sales
	Wineries or tasting rooms	Wine clubs, events, or online sales ²	All direct sales	Oregon	Washington	New York	California	Other US	
	<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>
2008	243,797	119,515	363,312	383,047	120,277	76,416	131,097	622,486	1,696,635
2007	241,710	100,194	341,904	404,172	119,866	65,157	110,950	625,735	1,667,784

¹ Includes estimates for incomplete responses.

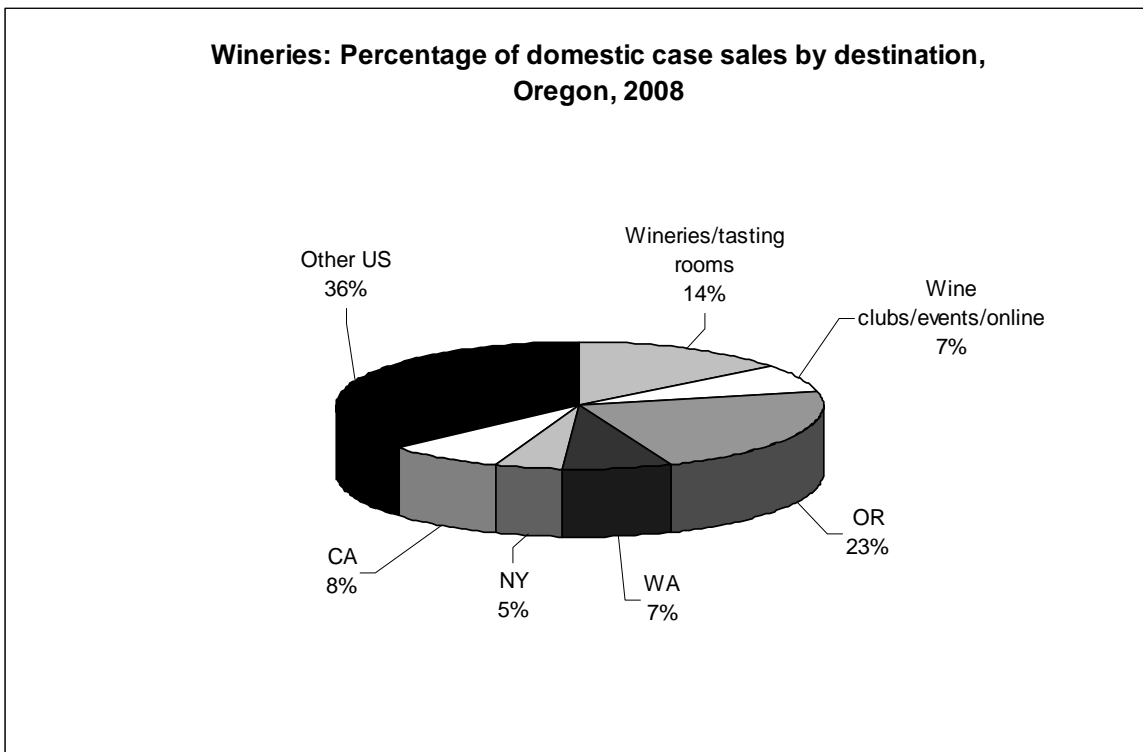
² Also includes wine festivals and all other direct consumer sales.

Wineries: Sales by destination, export sales by variety and wine type, Oregon, 2008 totals ¹

Variety and wine type	Canada	Japan	South Korea	All other Asia	United Kingdom	Caribbean Islands ²	Scandinavia	All other destinations	All export sales	
									2008	2007
	<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>
Chardonnay	385	1,528	50	118	289	67	111	260	2,808	1,277
Merlot	115	50	-	-	-	-	-	1	166	223
Pinot Blanc	359	71	-	10	103	-	478	22	1,043	254
Pinot Gris	2,345	1,081	22	136	334	530	359	317	5,124	4,567
Pinot Noir	8,871	4,991	1,388	778	1,508	2,497	1,480	4,459	25,972	23,327
Syrah	74	53	-	-	3	-	-	118	248	117
White Riesling	67	1,012	44	78	501	-	-	-	1,702	198
Red blends	2,405	486	2	121	51	317	336	54	3,772	2,667
White blends	3,948	564	-	21	59	452	336	39	5,419	3,938
All others	4,419	339	-	60	280	65	184	46	5,393	7,180
Total, 2008	22,988	10,175	1,506	1,322	3,128	3,928	3,284	5,316	51,647	
Total, 2007	15,924	13,364	2,831	668	2,777	3,531	1,364	3,289		43,748

¹ Includes estimates for incomplete responses.

² Includes the Greater and Lesser Antilles and other outlying areas of the Caribbean Sea.



Note: Oregon, Washington, New York, California and Other US sales are to distributors, retailers, and restaurants.

Oregon Vineyard and Winery Quick Facts 1998-2008

Oregon wine grapes: Average dollars per ton, by variety, 1998 - 2008

Variety	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
Cabernet Franc	-	-	1,560	1,510	1,620	1,670	1,780	1,710	1,750	1,790	1,890
Cabernet Sauvignon	1,200	1,320	1,420	1,410	1,670	1,410	1,540	1,610	1,630	1,840	1,960
Chardonnay	1,030	1,050	1,000	1,000	930	1,020	1,190	1,200	1,240	1,380	1,640
Gewurztraminer	860	800	910	970	910	990	1,010	1,040	1,120	1,170	1,200
Merlot	1,500	1,570	1,460	1,450	1,350	1,320	1,480	1,440	1,490	1,640	1,640
Muller Thurgau	800	750	740	870	800	890	950	950	920	920	980
Pinot Blanc	1,410	1,350	1,470	1,420	1,260	1,080	1,150	1,190	1,250	1,380	1,460
Pinot Gris	1,260	1,300	1,300	1,200	1,180	1,090	1,200	1,300	1,350	1,370	1,390
Pinot Noir	1,470	1,650	1,830	1,990	1,910	1,930	2,090	2,100	2,130	2,290	2,600
Sauvignon Blanc	820	1,050	1,000	920	1,010	930	1,130	1,160	1,180	1,200	1,310
Semillon	860	870	980	1,010	950	950	1,110	-	-	-	-
Syrah	-	-	1,720	1,650	1,875	1,890	1,990	2,000	2,000	2,000	2,070
Tempranillo	-	-	-	-	-	-	1,880	1,890	1,970	1,900	1,930
Viognier	-	-	-	-	-	-	1,590	1,650	1,670	1,750	1,780
White Riesling	710	710	750	800	840	870	960	740	1,030	1,030	1,090
Zinfandel	950	1,500	1,570	1,670	1,650	1,690	2,000	1,890	1,700	1,730	1,660
All others	1,064	1,030	1,050	1,080	1,150	1,400	1,110	1,170	1,280	1,330	1,410
Total	1,180	1,310	1,400	1,480	1,470	1,510	1,660	1,680	1,750	1,880	2,050

Oregon wine grapes: Planted acreage, by variety, 1998 - 2008

Variety	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>
Cabernet Franc	-	-	71	100	94	103	99	109	105	131	136
Cabernet Sauvignon	352	465	472	444	487	510	521	504	490	571	627
Chardonnay	1,603	1,513	1,306	1,166	1,060	927	866	842	929	972	1,008
Gewurztraminer	180	185	182	208	218	228	227	214	192	203	217
Merlot	383	529	624	570	559	579	563	550	508	498	508
Muller Thurgau	92	87	88	99	100	94	95	96	81	92	91
Pinot Blanc	104	114	119	123	154	178	190	190	215	216	218
Pinot Gris	1,350	1,363	1,442	1,467	1,526	1,797	1,813	1,885	2,188	2,588	2,736
Pinot Noir	3,689	4,208	4,834	5,536	6,450	7,366	7,637	7,974	8,884	9,858	11,210
Sauvignon Blanc	69	107	85	67	77	69	63	59	66	76	79
Semillon	48	61	57	60	50	44	45	-	-	-	-
Syrah	-	-	165	251	285	359	378	402	433	506	572
Tempranillo	-	-	-	-	-	-	93	108	119	133	163
Viognier	-	-	-	-	-	-	110	118	134	155	183
White Riesling	655	638	604	572	551	558	532	524	665	710	777
Zinfandel	79	65	68	64	69	66	58	64	60	66	60
All others	396	465	383	373	420	522	410	461	531	625	715
Total	9,000	9,800	10,500	11,100	12,100	13,400	13,700	14,100	15,600	17,400	19,300

Oregon wineries: Number crushing grapes, by area, 1998 - 2008

Area	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>No.</i>
Douglas Co.	7	8	8	7	10	12	12	13	13	14	14
Lane Co.	7	8	9	10	12	12	13	13	13	14	15
Marion Co.	6	5	5	6	8	7	7	8	10	12	11
Polk Co.	12	14	14	14	17	16	18	22	26	24	31
Washington Co.	9	13	13	14	16	14	16	19	21	19	17
Yamhill Co.	32	40	40	47	49	70	79	85	89	100	106
Other Willamette Valley	15	18	18	18	21	22	25	26	25	27	30
Rogue Valley	9	10	10	11	11	12	14	16	21	26	24
All other	5	4	5	4	6	5	9	13	18	18	26
Total	102	120	122	131	150	170	193	215	236	254	274

Oregon wineries: Crush, by variety, 1998 - 2008

Variety	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Cabernet Franc	-	-	-	75	115	164	140	202	300	257	164
Cabernet Sauvignon	551	645	657	967	443	649	528	650	929	843	646
Chardonnay	2,680	3,098	2,764	2,795	2,277	1,893	1,441	1,568	2,445	2,076	1,558
Gewurztraminer	252	265	333	421	432	408	239	253	418	429	391
Merlot	631	703	984	1,210	979	789	627	674	966	990	762
Muller Thurgau	318	399	488	386	324	263	255	319	423	384	287
Pinot Blanc	129	176	182	341	364	390	351	390	630	575	402
Pinot Gris	1,731	2,410	2,917	3,558	4,058	4,689	3,681	4,317	5,539	6,244	5,796
Pinot Noir	5,176	6,628	7,242	9,901	9,462	10,072	8,964	12,086	17,492	20,317	18,174
Sauvignon Blanc	87	119	105	96	89	92	84	49	108	102	91
Semillon	31	28	23	20	19	51	22	-	-	-	-
Syrah	-	31	109	221	358	424	400	606	869	842	913
Tempranillo	-	-	-	-	-	-	71	135	162	186	219
Viognier	-	-	-	-	-	-	91	194	259	386	307
White Riesling	1,043	1,219	1,143	1,192	879	1,109	1,013	1,000	1,304	1,550	1,494
Zinfandel	119	117	137	86	59	77	75	130	142	159	125
All others	517	685	579	969	1,047	790	638	877	1,314	1,660	1,271
Total	13,265	16,523	17,663	22,163	20,905	21,860	18,620	23,450	33,300	37,000	32,600

Oregon wineries: Sales, by variety, 1998 - 2008

Variety	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	<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>
Cabernet Sauvignon	24,177	21,885	16,667	19,308	17,159	18,726	16,193	24,277	19,902	17,716	18,992
Chardonnay	174,520	139,336	172,205	181,477	141,810	142,070	160,583	136,211	96,435	83,944	80,927
Merlot	25,852	29,199	33,090	37,784	31,200	41,646	44,385	43,777	36,482	26,259	19,607
Pinot Gris	118,994	83,889	154,291	144,067	172,709	222,300	241,527	267,772	278,434	310,231	324,912
Pinot Noir	337,878	278,437	352,789	427,849	447,715	527,796	540,250	782,836	810,950	854,536	882,056
White Riesling	88,027	89,887	101,625	90,749	81,484	46,123	59,323	77,902	74,254	72,745	89,255
All other still wine	110,785	118,970	141,831	164,724	166,738	184,423	207,700	236,540	294,693	330,375	320,446
All sparkling wine	14,153	16,287	19,272	16,100	14,362	16,002	16,167	22,015	17,458	15,726	12,087
Total	894,386	777,890	991,770	1,082,058	1,073,177	1,199,086	1,286,128	1,591,330	1,628,608	1,711,532	1,748,282

Report provided by:

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Oregon Wine Board
Oregon Wine Growers Association
Oregon Department of Agriculture