



NATIONAL
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SERVICE

2010 Oregon Vineyard and Winery Report

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805 SW Broadway, Ste 910
Portland, Oregon 97205
(503) 326-2131 or
1-800-338-2157
Email: nass-or@nass.usda.gov
Website: www.nass.usda.gov/or

USDA, NASS, Oregon Field Office

Oregon wine grape production was down 22 percent in 2010. Production of grapes from Oregon vineyards fell to 31,200 tons, the lowest level since 2005. Decreased wine grape production was attributed to a variety of reasons including poor fruit set for some growers, a very cool growing season, mold, birds, and deer. The average yield per harvested acre was down to 1.85 tons. Planted acreage in 2010 increased to over 20,000 acres for the first time.

Oregon showed a net increase of 14 vineyards in 2010 to 849. The number of wineries crushing grapes in Oregon increased to 315, a net increase of 40. Case sales of Oregon wine increased a healthy 16 percent in 2010. Wine sales in dollars followed with an increase of 26 percent from 2009. Funding for this annual survey is provided by the Oregon Wine Board.

Wine grapes: Acreage, yield, production, price and value, by variety, Oregon, 2009-2010

Variety	All planted acreage		Harvested acreage		Yield per harvested acre		Production		Price per ton ¹		Value of production	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	Acres	Acres	Acres	Acres	Tons	Tons	Tons	Tons	Dollars	Dollars	1,000 dollars	1,000 dollars
Cabernet Franc	130	134	113	124	2.35	1.56	265	193	1,790	1,780	474	344
Cabernet Sauvignon	583	639	535	552	2.30	2.06	1,232	1,138	1,920	1,830	2,365	2,083
Chardonnay	958	950	766	751	2.93	2.00	2,244	1,503	1,530	1,780	3,433	2,675
Gewurztraminer	205	215	173	170	2.83	1.84	489	312	1,400	1,370	685	427
Merlot	457	477	383	396	2.94	1.79	1,125	710	1,770	1,570	1,991	1,115
Muller Thurgau	71	76	62	62	4.42	3.32	274	206	1,060	980	290	202
Pinot Blanc	239	207	175	177	3.12	2.42	546	428	1,580	1,610	863	689
Pinot Gris	2,829	2,747	2,360	2,440	2.76	2.18	6,718	5,312	1,290	1,390	8,666	7,384
Pinot Noir	11,523	12,406	9,026	10,093	2.36	1.66	21,364	16,765	2,290	2,470	48,924	41,410
Sauvignon Blanc	67	79	43	48	2.67	2.46	115	118	1,620	1,580	186	186
Syrah	535	548	457	476	2.56	1.99	1,170	947	2,060	2,020	2,410	1,913
Tempranillo	167	174	129	140	2.41	1.68	311	235	1,840	2,060	572	484
Viognier	179	175	147	152	2.50	1.59	367	242	1,740	1,830	639	443
White Riesling	741	798	653	647	3.51	2.88	2,289	1,861	1,000	1,090	2,289	2,028
Zinfandel	65	73	51	57	2.16	1.28	110	73	1,620	1,740	178	127
All others	651	802	527	615	3.00	1.88	1,581	1,157	1,520	1,410	2,403	1,631
Total²	19,400	20,500	15,600	16,900	2.58	1.85	40,200	31,200	1,910	2,030	76,782³	63,336³

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.

³ Value of production is derived by multiplying quantity times price, rather than the summation of value by variety.

Wine grapes: Vineyards, acreage, yield and production, by county, Oregon, 2009-2010

County	Number of vineyards		All planted acreage		Harvested acreage		Yield per harvested acre		Production	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	Number	Number	Acres	Acres	Acres	Acres	Tons	Tons	Tons	Tons
Benton Co.	34	36	408	421	358	383	2.49	1.62	892	619
Clackamas Co.	49	48	404	411	304	296	2.62	1.67	797	494
Douglas Co.	51	51	1,181	1,208	883	865	2.67	1.60	2,356	1,383
Hood River Co.	15	15	170	175	155	143	1.61	1.19	249	170
Jackson Co.	84	89	1,504	1,523	1,319	1,324	3.01	2.05	3,966	2,711
Josephine Co.	29	28	480	481	382	401	2.54	2.00	969	804
Lane Co.	47	44	1,014	1,021	904	842	1.49	1.09	1,348	920
Linn Co.	11	8	69	52	37	17	2.11	1.59	78	27
Marion Co.	37	38	2,126	2,217	1,424	1,631	3.22	2.09	4,579	3,412
Polk Co.	71	74	2,769	2,930	1,922	2,293	2.48	1.68	4,770	3,841
Umatilla Co.	34	37	826	998	695	887	2.45	1.88	1,706	1,671
Wasco Co.	18	19	192	214	162	180	2.56	2.27	415	409
Washington Co.	82	79	1,816	1,915	1,456	1,656	2.85	2.10	4,154	3,479
Yamhill Co.	246	255	6,129	6,511	5,294	5,617	2.38	1.78	12,575	9,975
All others	27	28	312	423	305	365	4.41	3.52	1,346	1,285
Total	835	849	19,400	20,500	15,600	16,900	2.58	1.85	40,200	31,200

Wine grapes: Planted acreage, by variety and area, Oregon, 2010 and 2009 totals

Area	Cabernet Sauvignon	Char-donnay	Gewurz-traminer	Merlot	Pinot Blanc	Pinot Gris	Pinot Noir	Syrah	White Riesling	All others	All varieties	
											2010	2009
	<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	15	4	1	2	84	301	-	1	5	421	408
Douglas Co.	37	46	19	40	13	90	675	45	42	201	1,208	1,181
Jackson Co.	150	90	14	193	4	127	214	220	62	449	1,523	1,504
Josephine Co.	16	26	23	18	13	61	215	14	54	41	481	480
Lane Co.	-	29	7	1	6	479	425	-	48	26	1,021	1,014
Marion Co.	2	31	8	-	7	585	1,422	-	98	64	2,217	2,126
Polk Co.	-	162	30	1	19	346	2,235	9	48	80	2,930	2,769
Washington Co.	3	70	33	-	34	311	1,252	6	127	79	1,915	1,816
Yamhill Co.	2	381	25	-	105	566	5,169	12	129	122	6,511	6,129
Other W. Valley and at large ¹	4	37	17	7	4	64	338	16	26	53	566	544
Columbia River ²	417	63	35	216	-	34	160	226	163	393	1,707	1,429
Total, 2010	639	950	215	477	207	2,747	12,406	548	798	1,513	20,500	-
Total, 2009	583	958	205	457	239	2,829	11,523	535	741	1,330	-	19,400

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, 2010 and 2009 totals

Area	Cabernet Sauvignon	Char-donnay	Gewurz-traminer	Merlot	Pinot Blanc	Pinot Gris	Pinot Noir	Syrah	White Riesling	All others	All varieties	
											2010	2009
	<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.	6	12	4	1	2	68	288	-	-	2	383	358
Douglas Co.	31	31	9	33	11	74	450	43	28	155	865	883
Jackson Co.	127	81	12	151	4	121	205	201	57	365	1,324	1,319
Josephine Co.	13	19	22	15	7	54	177	14	49	31	401	382
Lane Co.	-	17	1	1	5	431	340	-	32	15	842	904
Marion Co.	2	27	7	-	7	581	859	-	98	50	1,631	1,424
Polk Co.	-	110	22	1	16	258	1,806	8	17	55	2,293	1,922
Washington Co.	1	64	31	-	21	279	1,103	6	84	67	1,656	1,456
Yamhill Co.	2	304	21	-	100	500	4,490	8	112	80	5,617	5,294
Other W. Valley and at large ¹	-	30	8	-	4	41	236	7	19	35	380	389
Columbia River ²	370	56	33	194	-	33	139	189	151	343	1,508	1,269
Total, 2010	552	751	170	396	177	2,440	10,093	476	647	1,198	16,900	-
Total, 2009	535	766	173	383	175	2,360	9,026	457	653	1,072	-	15,600

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: Production, by variety and area, Oregon, 2010 and 2009 totals

Area	Cabernet Sauvignon	Char-donnay	Gewurz-traminer	Merlot	Pinot Blanc	Pinot Gris	Pinot Noir	Syrah	White Riesling	All others	All varieties	
											2010	2009
	<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.	5	9	8	1	5	100	489	-	-	2	619	892
Douglas Co.	40	32	10	24	7	225	748	58	62	177	1,383	2,356
Jackson Co.	254	151	24	284	10	317	400	406	224	641	2,711	3,966
Josephine Co.	20	37	48	31	24	142	332	20	108	42	804	969
Lane Co.	-	21	1	3	5	382	432	-	48	28	920	1,348
Marion Co.	3	36	10	-	15	1,415	1,513	-	260	160	3,412	4,579
Polk Co.	-	206	15	2	28	614	2,801	6	44	125	3,841	4,770
Washington Co.	1	174	47	-	60	785	1,917	8	256	231	3,479	4,154
Yamhill Co.	9	624	25	-	269	1,182	7,407	17	206	236	9,975	12,575
Other W. Valley and at large ¹	1	48	11	-	5	93	412	10	54	54	688	1,070
Columbia River ²	805	165	113	365	-	57	314	422	599	528	3,368	3,521
Total, 2010	1,138	1,503	312	710	428	5,312	16,765	947	1,861	2,224	31,200	-
Total, 2009	1,232	2,244	489	1,125	546	6,718	21,364	1,170	2,289	3,023	-	40,200

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, 2009-2010

Growing area ¹	Number of vineyards		All planted acreage		Harvested acreage		Yield per harvested acre		Production	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	<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	77	91	1,492	2,242	1,276	2,043	2.74	1.79	3,502	3,655
North Willamette Valley	495	489	13,234	12,744	10,393	10,820	2.59	1.88	26,980	20,307
Rogue Valley ²	113	118	1,985	2,021	1,701	1,735	2.90	2.03	4,940	3,522
South Willamette Valley	92	96	1,484	2,284	1,330	1,472	1.66	1.59	2,325	2,337
Umpqua Valley	58	55	1,205	1,209	900	830	2.73	1.78	2,453	1,379
Total	835	849	19,400	20,500	15,600	16,900	2.58	1.85	40,200	31,200

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

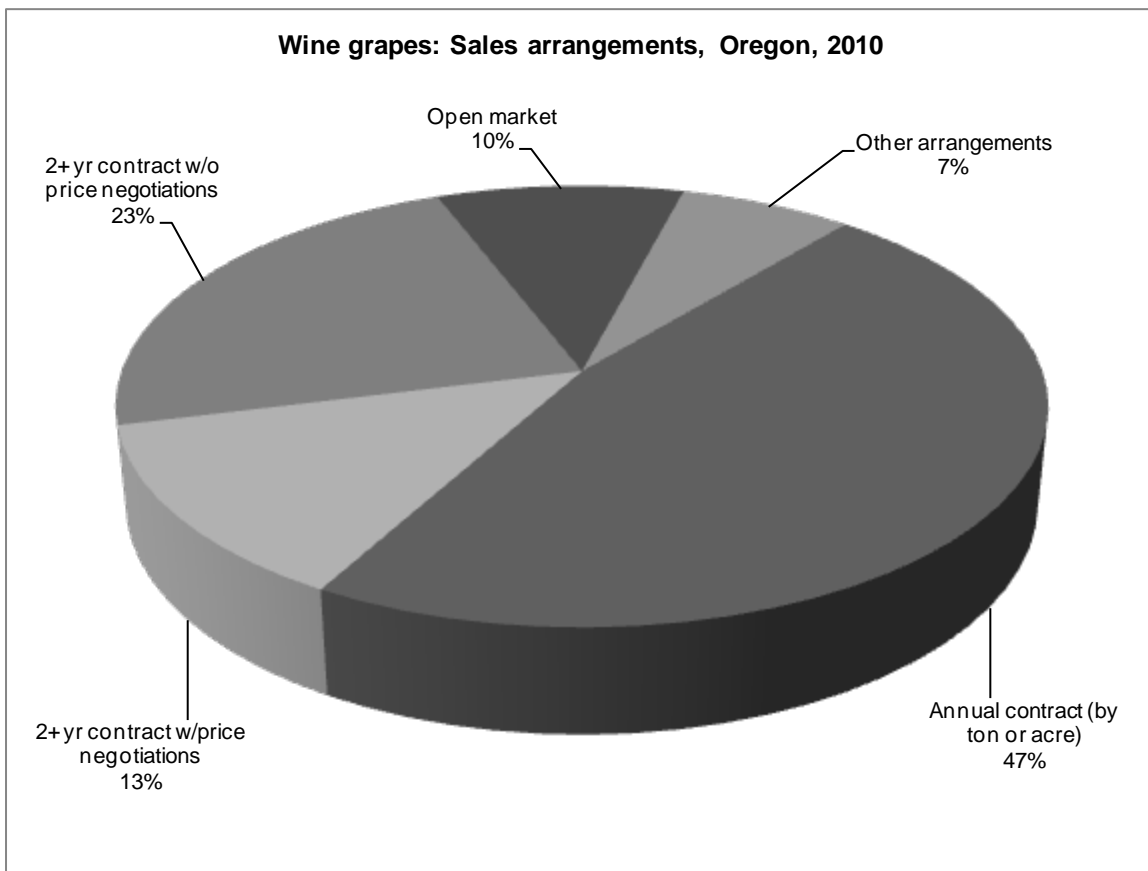
² Rogue Valley data includes Applegate Valley.

Wine grapes: Acreage changes and fruit not used or lost, as reported, by variety, Oregon, 2010 and 2009 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	1	-	-	-	6	-	66	72
Cabernet Sauvignon	9	4	-	24	47	6	135	188
Chardonnay	11	3	5	68	170	76	160	406
Gewurztraminer	3	-	-	6	75	12	40	127
Merlot	6	7	1	17	38	31	105	174
Muller Thurgau	-	-	-	5	31	1	40	72
Pinot Blanc	12	-	1	7	35	5	10	50
Pinot Gris	18	24	3	98	643	224	825	1,692
Pinot Noir	429	64	53	198	1,627	417	1,137	3,181
Sauvignon Blanc	5	1	-	8	8	8	9	25
Syrah	8	6	-	11	37	9	84	130
Tempranillo	7	1	13	1	17	1	63	81
Viognier	6	1	-	1	15	5	37	57
White Riesling	19	3	1	10	163	18	130	311
Zinfandel	9	-	-	3	18	2	18	38
All others	51	4	4	18	136	29	206	371
Total, 2010	594	118	81	475	3,066	844	3,065	6,975
Total, 2009	1,098	139	119	622	275	246	481	1,002

Wine grapes: Use or sales, by destination and variety, Oregon, 2010 and 2009 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	95	54	44	-	193
Cabernet Sauvignon	534	267	337	-	1,138
Chardonnay	883	600	20	-	1,503
Gewurztraminer	227	85	-	-	312
Merlot	296	217	197	-	710
Muller Thurgau	116	89	1	-	206
Pinot Blanc	263	165	-	-	428
Pinot Gris	2,322	2,860	21	109	5,312
Pinot Noir	8,360	8,236	93	76	16,765
Sauvignon Blanc	41	61	16	-	118
Syrah	435	350	162	-	947
Tempranillo	148	78	9	-	235
Viognier	117	117	8	-	242
White Riesling	1,317	525	-	19	1,861
Zinfandel	19	44	10	-	73
All others	592	390	163	12	1,157
Total, 2010	15,765	14,138	1,081	216	31,200
Total, 2009	16,593	21,256	2,156	195	40,200



Wine grapes: Price per ton, by selected variety and area, Oregon, 2009-2010^{1 2}

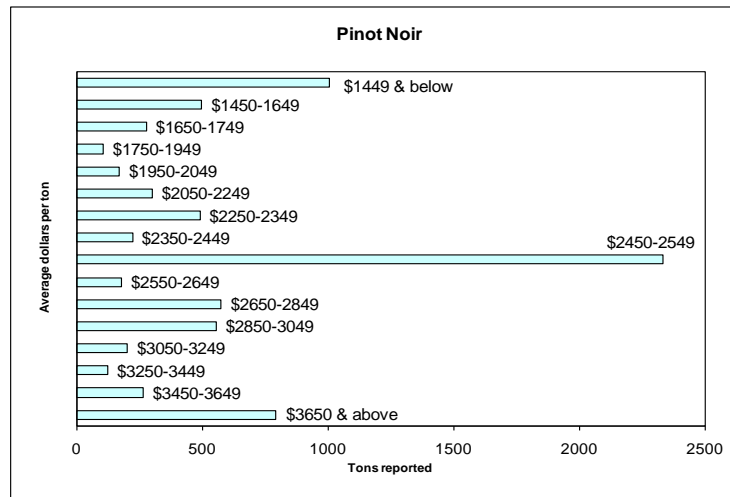
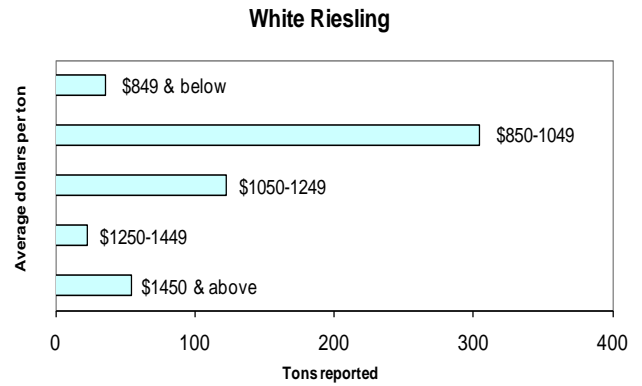
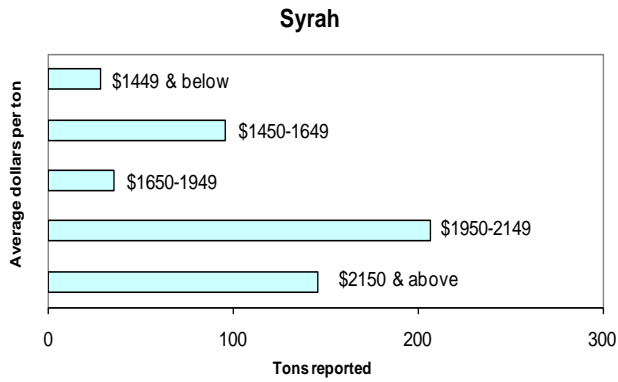
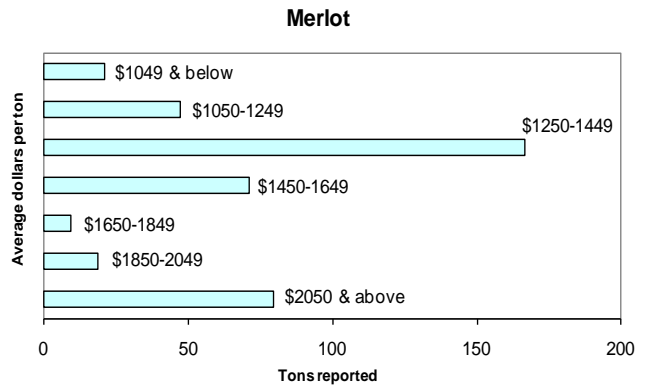
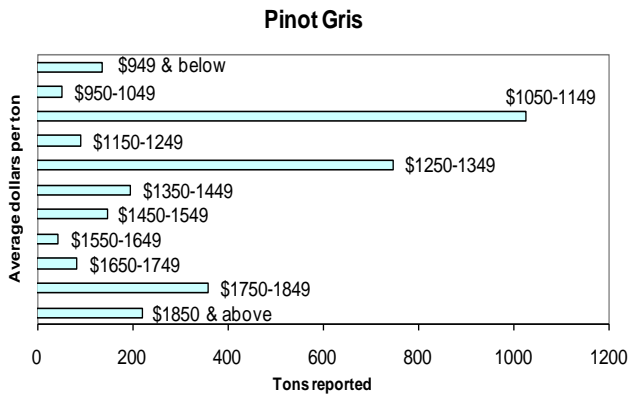
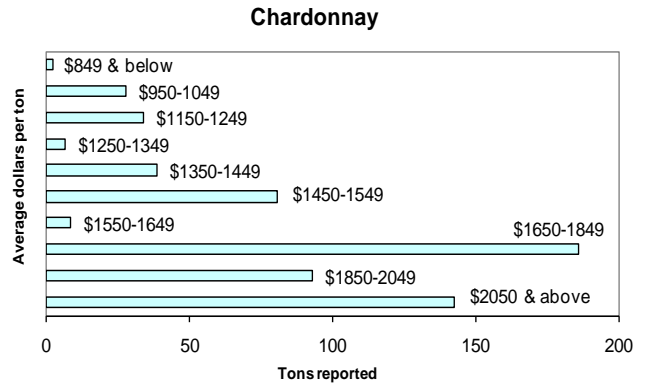
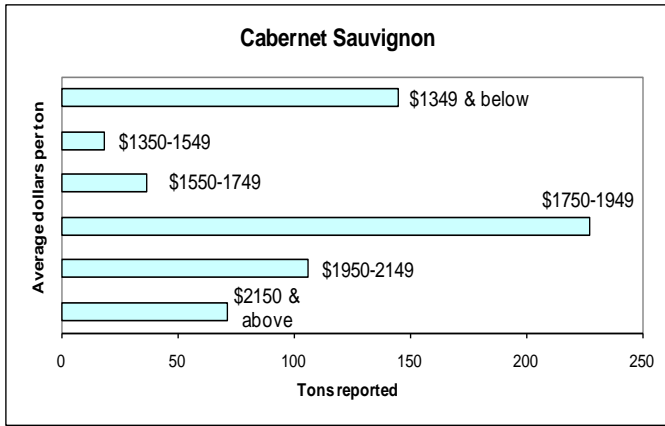
Variety	Columbia River and at large		North Willamette Valley		Rogue Valley		South Willamette Valley		Umpqua Valley	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
Cabernet Sauvignon	2,100	1,800	-	-	1,770	1,800	1,500	1,620	1,370	1,600
Chardonnay	1,340	1,400	1,620	1,890	1,220	1,220	1,700	1,700	1,330	1,390
Merlot	2,180	1,640	-	-	1,800	1,500	-	-	1,010	1,060
Pinot Gris	1,500	1,570	1,250	1,280	1,330	1,450	1,430	1,440	1,400	1,570
Pinot Noir	1,990	2,160	2,340	2,530	1,820	2,220	2,180	2,430	2,140	1,950
White Riesling	1,070	1,090	950	1,110	1,400	1,250	1,240	1,230	1,050	1,030

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, 2010

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



Wineries: Number, crush and cooperage, by area, Oregon, 2009-2010 ¹

Area	All wineries ²		Wineries crushing grapes		Wine grapes crushed		Total cooperage	
	2009	2010	2009	2010	2009	2010	2009	2010
	<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.	25	24	15	13	973	562	369	342
Lane Co.	18	21	13	17	4,002	3,131	896	963
Marion Co.	18	19	11	14	2,592	1,394	441	469
Polk Co.	32	35	26	28	4,964	3,942	1,351	1,631
Washington Co.	28	28	22	22	3,327	2,407	845	799
Yamhill Co.	150	165	108	127	15,700	13,692	4,410	4,599
Other Willamette Valley ³	41	48	30	32	1,903	1,518	566	429
Rogue Valley ⁴	42	45	27	34	2,719	2,519	911	980
All others ⁵	33	34	23	28	820	635	277	305
Total	387	419	275	315	37,000	29,800	10,066	10,517

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 cooperage, by growing area, Oregon, 2009-2010 ¹

Growing area ²	All wineries ³		Wineries crushing grapes		Total wine grapes crushed		Total cooperage	
	2009	2010	2009	2010	2009	2010	2009	2010
	<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	23	30	17	24	779	3,066	253	839
North Willamette Valley	259	273	185	206	27,572	21,172	7,389	7,357
Rogue Valley ⁴	42	45	27	34	2,719	2,519	911	980
South Willamette Valley	34	45	27	36	4,949	2,480	1,130	995
Umpqua Valley	29	26	19	15	981	563	383	346
Total	387	419	275	315	37,000	29,800	10,066	10,517

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, Oregon, 2010 and 2009 totals ^{1 2}

Area	Cabernet Sauvignon	Chardonnay	Gewurztraminer	Merlot	Muller Thurgau	Pinot Gris	Pinot Noir	Syrah	Viognier	White Riesling	All others	All varieties	
												2010	2009
	<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.	44	31	5	43	16	55	114	46	13	34	161	562	973
Lane Co.	76	34	11	29	5	1,631	981	93	21	153	97	3,131	4,002
Marion Co.	20	124	14	6	10	124	656	14	9	245	183	1,405	3
Polk Co.	29	138	19	52	5	771	2,596	68	27	56	181	3,942	4,964
Washington	4	92	32	4	52	522	1,023	17	24	274	363	2,407	3,327
Yamhill Co.	82	755	64	91	130	1,473	9,828	331	85	248	605	13,692	15,700
Other Willamette Valley ³	44	55	37	26	-	243	910	55	17	38	93	1,518	1,903
Rogue Valley ⁴	213	118	61	229	-	251	385	280	110	466	406	2,519	2,719
All other ⁵	76	29	23	55	1	57	51	69	17	57	200	624	820
Total, 2010	588	1,376	266	535	219	5,127	16,544	973	323	1,571	2,278	29,800	-
Total, 2009	670	2,103	432	686	151	7,385	20,317	909	299	1,362	2,686	-	37,000
	<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>
Case equivalent ⁶													
2010	37.0	86.7	16.8	33.7	13.8	323.0	1,042.3	61.3	20.3	99.0	143.5	1,877.4	-
2009	42.2	132.5	27.2	43.2	9.5	465.4	1,280.5	57.3	18.8	85.8	169.3	-	2,331.9

¹ Includes estimates for incomplete responses.

² There were 410 tons crushed for sparkling wine in 2010.

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, 2010 and 2009 totals ¹

Area	Estate grown	Purchased	Custom crush	All crush, 2010	All crush, 2009
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Douglas Co.	269	174	119	562	973
Lane Co.	365	2,708	58	3,131	4,002
Marion Co.	747	615	32	1,405	3
Polk Co.	2,058	1,481	403	3,942	4,964
Washington Co.	1,664	705	38	2,407	3,327
Yamhill Co.	4,439	6,394	2,859	13,692	15,700
Other Willamette Valley ²	715	696	107	1,518	1,903
Rogue Valley ³	1,861	554	104	2,519	2,719
All others ⁴	244	263	128	624	820
Total, 2010	12,362	13,590	3,848	29,800	-
Total, 2009	16,227	16,109	4,664	-	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, 2009-2010 ¹

Variety	Oregon						Grown in other states		All crush	
	Estate grown		Other Oregon grown		All Oregon grown		2009	2010	2009	2010
	2009	2010	2009	2010	2009	2010				
	<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	96	68	74	75	170	143	19	11	189	154
Cabernet Sauvignon	220	207	278	214	498	421	172	167	670	588
Chardonnay	966	634	1,102	728	2,068	1,362	35	14	2,103	1,376
Gewurztraminer	211	124	196	117	407	241	25	25	432	266
Merlot	180	201	439	242	619	443	67	92	686	535
Muller Thurgau	122	108	29	110	151	218	-	1	151	219
Pinot Blanc	326	230	334	151	660	381	-	7	660	388
Pinot Gris	3,337	1,960	4,021	3,147	7,358	5,107	27	20	7,385	5,127
Pinot Noir	9,129	6,696	11,170	9,832	20,299	16,528	18	16	20,317	16,544
Sauvignon Blanc	22	23	65	60	87	83	1	3	88	86
Syrah	280	313	486	477	766	790	143	183	909	973
Tempranillo	139	95	109	82	248	177	4	3	252	180
Viognier	68	103	215	201	283	304	16	19	299	323
White Riesling	609	913	753	597	1,362	1,510	-	61	1,362	1,571
Zinfandel	22	17	20	32	42	49	28	37	70	86
All others	500	670	691	581	1,191	1,251	236	133	1,427	1,384
Total	16,227	12,362	19,982	16,646	36,209	29,008	791	792	37,000	29,800

¹ Includes estimates for incomplete responses.

Wineries: Oregon non-grape wine production, 2009-2010

Variety	2009	2010
	<i>Gallons</i>	<i>Gallons</i>
Blackberry		7,587
Blueberry	658	2,606
Boysenberry	799	245
Cherry	283	2,222
Cranberry	1,636	6,570
Loganberry	6,334	5,178
Marionberry	3,094	7,794
Pear	9,915	3,004
Raspberry	3,066	9,417
Rhubarb	4,614	910
Strawberry	1,363	135
Other ¹	163	13,898
Total	36,503	59,566

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

Wineries: Inventory, by vintage, variety and wine type, Oregon, January 1, 2011 ^{1 2}

Variety and wine type	Bottled inventory by vintage ³					Bulk inventory by vintage				
	2010 Vintage	2009 Vintage	2008 and earlier Vintages	Total	Share of total	2010 Vintage	2009 Vintage	2008 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	-	0.5	5.4	5.9	0.3	18.5	14.5	1.8	34.9	0.5
Cabernet Sauvignon	0.2	13.5	24.0	37.7	1.8	79.4	84.1	44.4	207.9	3.1
Chardonnay	0.4	50.3	35.9	86.5	4.1	190.2	49.2	9.5	248.9	3.7
Gewurztraminer	-	9.8	5.2	15.0	0.7	41.5	7.4	0.9	49.8	0.7
Merlot	0.2	5.5	22.0	27.6	1.3	85.1	80.6	24.2	189.9	2.8
Muller Thurgau	-	2.9	1.2	4.1	0.2	24.2	1.6	0.2	25.9	0.4
Pinot Blanc	-	13.1	3.5	16.6	0.8	56.8	4.9	0.4	62.1	0.9
Pinot Gris	0.9	238.5	41.7	281.1	13.4	918.5	154.6	11.8	1,084.9	16.0
Pinot Noir	7.1	706.0	492.2	1,205.2	57.5	2,642.3	921.3	49.2	3,612.8	53.2
Sauvignon Blanc	-	6.5	1.4	7.9	0.4	12.9	1.7	-	14.7	0.2
Syrah	0.1	12.0	29.2	41.3	2.0	132.9	86.0	33.1	252.0	3.7
Tempranillo	0.2	2.3	8.5	11.0	0.5	40.5	49.7	14.1	104.3	1.5
Viognier	1.0	10.6	6.7	18.3	0.9	33.1	8.5	0.3	41.8	0.6
White Riesling	0.5	44.1	22.4	67.0	3.2	192.4	65.1	0.7	258.2	3.8
Zinfandel	-	0.8	2.1	3.0	0.1	14.1	11.0	0.5	25.6	0.4
Red blends	15.3	26.1	71.9	113.2	5.4	42.8	18.9	15.1	76.7	1.1
White blends	31.5	12.5	7.8	51.8	2.5	25.9	7.4	7.4	40.7	0.6
Rose and Blush blends	0.8	5.9	4.1	10.8	0.5	36.1	1.2	0.8	38.1	0.6
Other still wines	2.1	29.1	24.7	55.9	2.7	140.8	56.7	18.9	216.3	3.2
All sparkling wines	2.5	1.9	32.6	37.1	1.8	197.6	2.7	5.4	205.7	3.0
Total ⁴	62.7	1,192.0	842.4	2,097.0	100.0	4,925.5	1,627.0	238.6	6,791.1	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, 2009-2010 ¹

Variety and wine type	2009			2010		
	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	3,173	0.2	592	2,611	0.1	476
Cabernet Sauvignon	23,548	1.4	6,138	24,325	1.3	90
Chardonnay	74,663	4.5	4,162	76,218	3.9	3,974
Gewurztraminer	12,761	0.8	100	12,287	0.6	1,200
Merlot	19,786	1.2	3,985	20,316	1.1	5,861
Muller Thurgau	7,753	0.5	-	7,239	0.4	-
Pinot Blanc	18,893	1.1	1,640	18,020	0.9	2,871
Pinot Gris	337,324	20.3	107,039	402,479	20.8	64,101
Pinot Noir	842,721	50.8	138,886	957,203	49.6	200,035
Sauvignon Blanc	3,202	0.2	480	4,862	0.3	-
Syrah	22,887	1.4	2,035	22,362	1.2	917
Tempranillo	6,524	0.4	-	6,671	0.3	300
Viognier	9,590	0.6	2,042	10,521	0.5	1,220
White Riesling	90,042	5.4	6,673	88,388	4.6	7,854
Zinfandel	3,812	0.2	-	3,461	0.2	-
Red blends	68,358	4.1	227	83,976	4.3	1,408
White blends	20,544	1.2	204	70,114	3.6	-
Blush blends	19,952	1.2	562	24,696	1.3	960
Other still wines	60,356	3.6	1,178	78,794	4.1	45
All sparkling wines	14,313	0.9	-	16,220	0.8	-
Total	1,660,202	100.0	275,943	1,930,763	100.0	291,312
Total dollars	201,768,170	-	-	253,740,302	-	-

¹ Includes estimates for incomplete responses.

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

Wineries: Domestic sales, by destination, Oregon, 2009-2010 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>
2010	256,626	142,184	398,810	381,646	127,831	88,709	124,347	749,883	1,871,226
2009	254,574	101,251	355,825	360,638	110,248	64,654	111,242	621,931	1,624,538

¹ Includes estimates for incomplete responses.

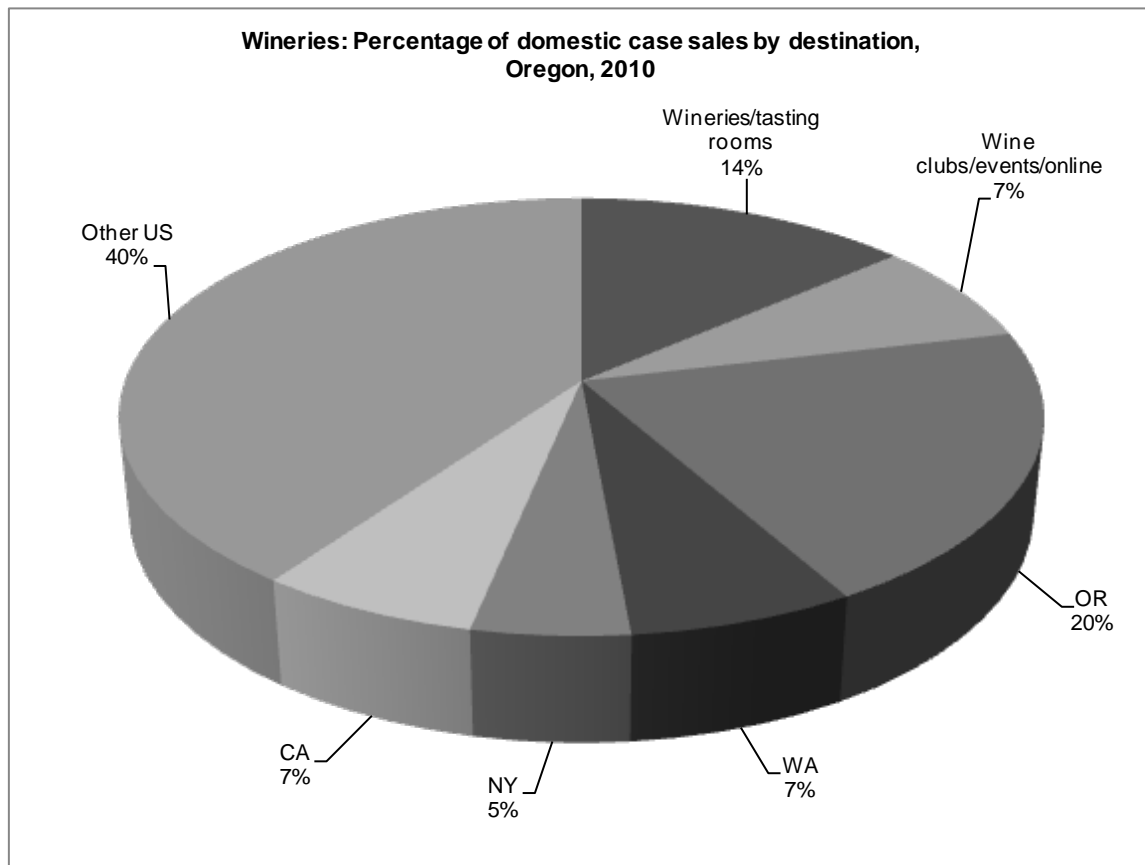
² Also includes wine festivals and all other direct consumer sales.

Wineries: Export sales, by variety and wine type, Oregon, 2010 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	
									2010	2009
	<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	371	601	-	279	224	133	38	301	1,947	1,730
Merlot	57	21	-	-	-	-	-	-	78	166
Pinot Blanc	52	4	-	1	58	6	6	201	328	492
Pinot Gris	2,210	752	66	153	330	636	1,133	692	5,972	4,433
Pinot Noir	10,950	5,258	571	3,451	4,449	2,102	1,540	6,233	34,554	19,388
Syrah	540	215	-	1,829	-	10	-	209	2,803	298
White Riesling	272	320	35	122	65	37	-	100	951	184
Red blends	1,454	897	-	58	37	274	291	34	3,045	2,297
White blends	4,184	1,198	-	39	80	620	461	71	6,653	4,306
All others	393	1,727	-	30	13	48	-	995	3,206	2,370
Total, 2010	20,483	10,993	672	5,962	5,256	3,866	3,469	8,836	59,537	
Total, 2009	13,719	7,937	1,039	1,355	2,196	3,937	1,771	3,710		35,664

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.

Wineries: Indications of sustainability certification, Oregon, 2009 vintage ²

Sustainability Indicator ¹	2009 vintage
	<i>Cases</i>
Oregon Certified Sustainable Wine logo	100,897
Low Input Viticulture and Enology, Inc. logo	131,835
Certified Organic (seal of Oregon Tilth, Stellar, WASDA or other USDA accredited organization)	11,390
"Made with Organic Grapes"	57,808
Demeter Certified Biodynamic logo	4,289
"Made with Biodynamic Grapes"	39,650
Food Alliance logo	2,290
Other	21,096
Total number certified	167,148

¹ Cases can have multiple sustainability indicators.

² Total indicates only reported data. No estimates were made for missing or incomplete data.

Wineries: Production logistics for Oregon wine brands, 2009 vintage ¹

Production Arrangement	2009 vintage
	<i>Percent</i>
Produced and bottled by the brand owner at its own facility	83.7
Produced and bottled by the brand owner at a shared facility under an alternating proprietor/guest arrangement	1.4
Produced by another winery, then subsequently blended or bottled by the brand owner at its own facility or a shared facility	7.5
Produced and bottled by another winery on a custom crush basis and delivered as finished wine to the brand owner	7.4
Total production from all facilities	100.0

¹ Total indicates only reported data. No estimates were made for missing or incomplete data.

Oregon Vineyard and Winery Quick Facts 2000-2010

Oregon wine grapes: Average dollars per ton, by variety, 2000 - 2010

Variety	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
	<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	1,790	1,780
Cabernet Sauvignon	1,420	1,410	1,670	1,410	1,540	1,610	1,630	1,840	1,960	1,920	1,830
Chardonnay	1,000	1,000	930	1,020	1,190	1,200	1,240	1,380	1,640	1,530	1,780
Gewurztraminer	910	970	910	990	1,010	1,040	1,120	1,170	1,200	1,400	1,370
Merlot	1,460	1,450	1,350	1,320	1,480	1,440	1,490	1,640	1,640	1,770	1,570
Muller Thurgau	740	870	800	890	950	950	920	920	980	1,060	980
Pinot Blanc	1,470	1,420	1,260	1,080	1,150	1,190	1,250	1,380	1,460	1,580	1,610
Pinot Gris	1,300	1,200	1,180	1,090	1,200	1,300	1,350	1,370	1,390	1,290	1,390
Pinot Noir	1,830	1,990	1,910	1,930	2,090	2,100	2,130	2,290	2,600	2,290	2,470
Sauvignon Blanc	1,000	920	1,010	930	1,130	1,160	1,180	1,200	1,310	1,620	1,580
Semillon	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	2,060	2,020
Tempranillo	-	-	-	-	1,880	1,890	1,970	1,900	1,930	1,840	2,060
Viognier	-	-	-	-	1,590	1,650	1,670	1,750	1,780	1,740	1,830
White Riesling	750	800	840	870	960	740	1,030	1,030	1,090	1,000	1,090
Zinfandel	1,570	1,670	1,650	1,690	2,000	1,890	1,700	1,730	1,660	1,620	1,740
All others	1,050	1,080	1,150	1,400	1,110	1,170	1,280	1,330	1,410	1,520	1,410
Total	1,400	1,480	1,470	1,510	1,660	1,680	1,750	1,880	2,050	1,910	2,030

Oregon wine grapes: Planted acreage, by variety, 2000 - 2010

Variety	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
	<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	130	134
Cabernet Sauvignon	472	444	487	510	521	504	490	571	627	583	639
Chardonnay	1,306	1,166	1,060	927	866	842	929	972	1,008	958	950
Gewurztraminer	182	208	218	228	227	214	192	203	217	205	215
Merlot	624	570	559	579	563	550	508	498	508	457	477
Muller Thurgau	88	99	100	94	95	96	81	92	91	71	76
Pinot Blanc	119	123	154	178	190	190	215	216	218	239	207
Pinot Gris	1,442	1,467	1,526	1,797	1,813	1,885	2,188	2,588	2,736	2,829	2,747
Pinot Noir	4,834	5,536	6,450	7,366	7,637	7,974	8,884	9,858	11,210	11,523	12,406
Sauvignon Blanc	85	67	77	69	63	59	66	76	79	67	79
Semillon	57	60	50	44	45	-	-	-	-	-	-
Syrah	165	251	285	359	378	402	433	506	572	535	548
Tempranillo	-	-	-	-	93	108	119	133	163	167	174
Viognier	-	-	-	-	110	118	134	155	183	179	175
White Riesling	604	572	551	558	532	524	665	710	777	741	798
Zinfandel	68	64	69	66	58	64	60	66	60	65	73
All others	383	373	420	522	410	461	531	625	715	651	802
Total	10,500	11,100	12,100	13,400	13,700	14,100	15,600	17,400	19,300	19,400	20,500

Oregon wineries: Number crushing grapes, by area, 2000 - 2010

Area	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
	<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.	8	7	10	12	12	13	13	14	14	15	13
Lane Co.	9	10	12	12	13	13	13	14	15	13	17
Marion Co.	5	6	8	7	7	8	10	12	11	11	14
Polk Co.	14	14	17	16	18	22	26	24	31	26	28
Washington Co.	13	14	16	14	16	19	21	19	17	22	22
Yamhill Co.	40	47	49	70	79	85	89	100	106	108	127
Other Willamette Valley	18	18	21	22	25	26	25	27	30	30	32
Rogue Valley	10	11	11	12	14	16	21	26	24	27	34
All other	5	4	6	5	9	13	18	18	26	23	28
Total	122	131	150	170	193	215	236	254	274	275	315

Oregon wineries: Crush, by variety, 2000 - 2010

Variety	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
	<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	189	154
Cabernet Sauvignon	657	967	443	649	528	650	929	843	646	670	588
Chardonnay	2,764	2,795	2,277	1,893	1,441	1,568	2,445	2,076	1,558	2,103	1,376
Gewurztraminer	333	421	432	408	239	253	418	429	391	432	266
Merlot	984	1,210	979	789	627	674	966	990	762	686	535
Muller Thurgau	488	386	324	263	255	319	423	384	287	151	219
Pinot Blanc	182	341	364	390	351	390	630	575	402	660	388
Pinot Gris	2,917	3,558	4,058	4,689	3,681	4,317	5,539	6,244	5,796	7,385	5,127
Pinot Noir	7,242	9,901	9,462	10,072	8,964	12,086	17,492	20,317	18,174	20,317	16,544
Sauvignon Blanc	105	96	89	92	84	49	108	102	91	88	86
Semillon	23	20	19	51	22	-	-	-	-	-	-
Syrah	109	221	358	424	400	606	869	842	913	909	973
Tempranillo	-	-	-	-	71	135	162	186	219	252	180
Viognier	-	-	-	-	91	194	259	386	307	299	323
White Riesling	1,143	1,192	879	1,109	1,013	1,000	1,304	1,550	1,494	1,362	1,571
Zinfandel	137	86	59	77	75	130	142	159	125	70	86
All others	579	969	1,047	790	638	877	1,314	1,660	1,271	1,410	1,384
Total	17,663	22,163	20,905	21,860	18,620	23,450	33,300	37,000	32,600	37,000	29,800

Oregon wineries: Sales, by variety, 2000 - 2010

Variety	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
	<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	16,667	19,308	17,159	18,726	16,193	24,277	19,902	17,716	18,992	23,548	24,325
Chardonnay	172,205	181,477	141,810	142,070	160,583	136,211	96,435	83,944	80,927	74,663	76,218
Merlot	33,090	37,784	31,200	41,646	44,385	43,777	36,482	26,259	19,607	19,786	20,316
Pinot Gris	154,291	144,067	172,709	222,300	241,527	267,772	278,434	310,231	324,912	337,324	402,479
Pinot Noir	352,789	427,849	447,715	527,796	540,250	782,836	810,950	854,536	882,056	842,721	957,203
White Riesling	101,625	90,749	81,484	46,123	59,323	77,902	74,254	72,745	89,255	90,042	88,388
All other still wine	141,831	164,724	166,738	184,423	207,700	236,540	294,693	330,375	320,446	257,805	345,614
All sparkling wine	19,272	16,100	14,362	16,002	16,167	22,015	17,458	15,726	12,087	14,313	16,220
Total	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	1,660,202	1,930,763

Report provided by:

USDA, NASS, Oregon Field Office
 Chris Mertz, Director
 Vernisha Bethea, Agricultural Statistician
 Andrew Cochran, Mathematical Statistician
 Ann Clemon, Statistical Assistant

Cooperating with:

Oregon Wine Board
 Oregon Wine Growers Association
 Oregon Department of Agriculture