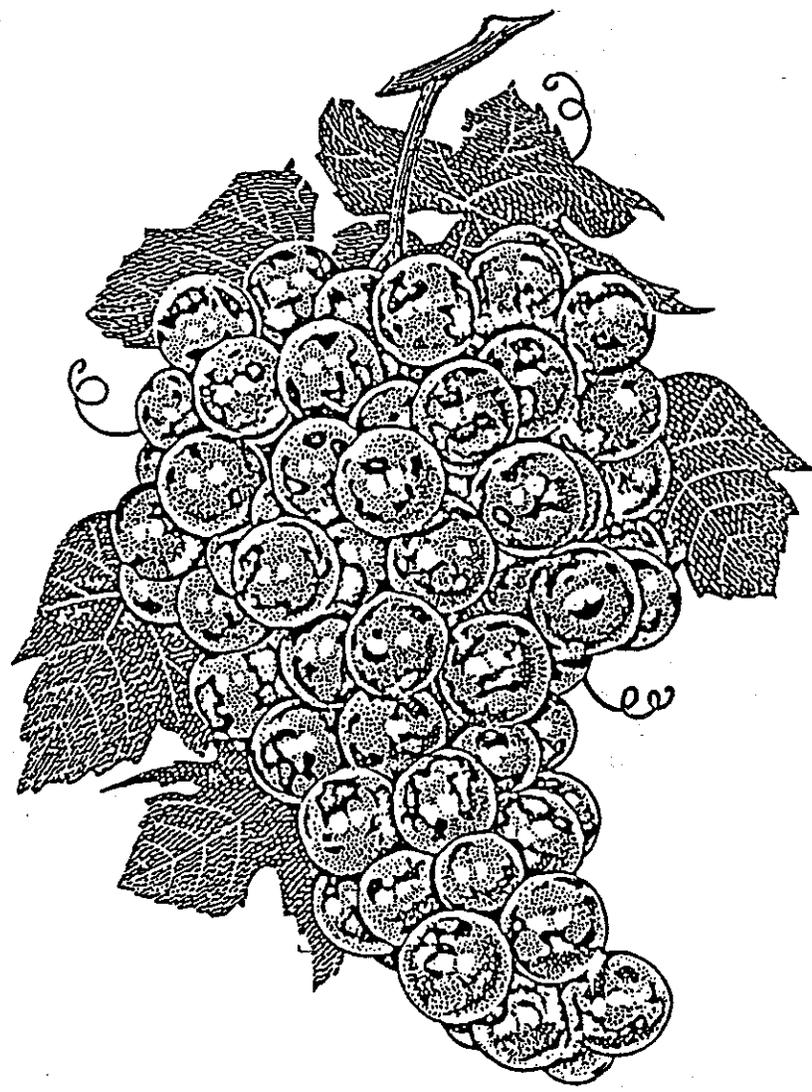


OREGON 1984 VINEYARD SURVEY



DEPARTMENT OF AGRICULTURAL & RESOURCE ECONOMICS
OREGON STATE UNIVERSITY, CORVALLIS, OREGON

VINEYARD ACREAGE IN OREGON 1984

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INTRODUCTION

In 1984, Oregon State University's Department of Agricultural and Resource Economics was again asked to make a winegrape acreage survey in Oregon. Winegrape acreage is currently increasing dramatically and the Wine Advisory Board (WAB) is interested in keeping track of these changes.

In 1981 and 1982 the Department made surveys of acreages by county for both bearing and nonbearing vineyards. This 1984 survey asked for additional information as to the acreages currently being established and those planned for the near future.

This report contains some comparisons between the 1982 and 1984 data. The data are not directly comparable because some of the vineyards reporting in 1984 are new or different from those reporting in 1982. The two-year comparisons are given to provide an indication of the changes taking place in the industry.

While various methods were used to get names and addresses of vineyard operators to include in the survey, all could not be contacted and some did not respond. However, it is our estimate that the numbers included here represent 80 percent or more of the established vineyard acreage.

ACRES REPORTED BY VARIETY

The 1984 survey shows a 98 acre (10%) increase in bearing acreage over 1982 and a 1,451 acre (167%) increase in nonbearing acreages (see Table I). In the 1982 survey, Pinot Noir, White Riesling, and Chardonnay dominated both the bearing and nonbearing categories. While this was again true in 1984, Cabernet Sauvignon, Gewurztraminer, and Sauvignon Blanc also had dramatic increases in nonbearing acres.

For the 1984 year, 777 acres of the 1,040 (75%) total bearing acres reported were in Pinot Noir, White Riesling and Chardonnay. These varieties also accounted for 1,576 acres of 2,321 (68%) total nonbearing acres.

Survey results tabulated 3,360 acres of planted vineyards in 1984 (an 85% increase over 1982). Assuming that 80 percent of the actual acres were reported in the survey, this indicates an estimated total of around 4,000 to 4,200 acres of commercial winegrapes in Oregon in 1984.

TABLE I
OREGON WINEGRAPE ACRES by VARIETY
1982-1984

Variety	Bearing			Nonbearing			Total		
	1982	1984	%chg	1982	1984	%chg	1982	1984	%chg
Pinot Noir.....	299.5	303.8	1	285.6	584.2	105	585.1	888.0	52
White Riesling..	221.3	217.7	-2	158.2	452.8	186	379.5	670.5	77
Chardonnay.....	199.8	255.0	28	242.8	539.1	122	442.6	794.1	79
Cabernet Sauv...	48.3	67.4	40	22.1	124.2	462	70.4	191.6	172
Gewurztraminer..	68.1	73.9	8	54.1	188.2	248	122.2	262.0	114
Gamay Beaujolais	29.1	21.1	-27	5.8	2.4	-58	34.9	23.5	-33
Merlot.....	8.7	6.4	-26	5.3	60.9	1049	14.0	67.3	381
Sauvignon Blanc.	11.0	11.5	5	17.2	122.8	614	28.2	134.3	376
Muller Thurgau..	3.5	26.5	658	28.0	60.9	117	31.5	87.4	177
Zinfandel.....	1.5	1.8	21	3.9	3.0	-23	5.4	4.8	-11
Pinot Gris.....	4.4	22.9	420	26.2	45.8	75	30.6	68.7	124
Misc. Red.....	11.4	7.4	-35	0.3	25.8	8500	11.7	33.2	184
Misc. White.....	27.6	24.5	-11	15.0	111.4	643	42.6	135.9	219
Other.....	8.2	0.0	-100	5.7	0.0	-100	13.9	0.0	-100
TOTAL	942.4	1039.9	10	870.2	2321.4	167	1812.6	3361.4	85

ACRES REPORTED BY COUNTY

The primary areas of winegrape production in Oregon are the Willamette Valley, Douglas County, and the Jackson-Josephine County area (see Table II). The two counties with the largest bearing acreages are Washington and Yamhill in the north-west portion of the Willamette Valley. Polk County, however, is coming on strong with over 530 nonbearing acres reported in 1984 and Morrow county is showing a significant increase of 720 nonbearing acres.

In 1984 there were 179 vineyards reporting bearing and/or nonbearing acreages. In 1982 reports were received from 144 winegrape growers. Of the 179 vineyards, 118 (66%) were from Willamette Valley counties.

While the data do not represent all vineyards, it is obvious that there is continued strong interest in winegrape production in Oregon. Bearing and nonbearing acreages, and vineyard numbers continue to increase.

TABLE II
OREGON WINEGRAPE ACRES by COUNTY
1982-1984

County	Bearing			:	Nonbearing			:	Total		
	1982	1984	%chg	:	1982	1984	%chg	:	1982	1984	%chg
Benton	21.2	24.3	15	:	23.8	39.1	64	:	45.0	63.4	41
Clackamas	9.2	13.6	48	:	15.8	10.6	-33	:	25.0	24.2	-3
Douglas	109.3	145.1	33	:	66.1	124.3	88	:	175.4	269.4	54
Jackson	49.0	65.2	33	:	41.3	90.2	118	:	90.3	155.4	72
Josephine	28.8	46.4	61	:	41.5	106.9	158	:	70.3	153.3	118
Lane	35.8	33.6	-6	:	73.5	59.6	-19	:	109.3	93.2	-15
Linn	31.2	12.3	-61	:	14.4	2.5	-83	:	45.6	14.8	-68
Marion	44.4	58.1	31	:	40.1	64.4	61	:	84.5	122.5	45
Morrow	0.0	1.5	***	:	11.5	722.7	6185	:	11.5	724.2	6198
Polk	33.3	88.6	166	:	252.4	536.7	113	:	285.7	625.3	119
Umatilla	0.0	4.0	***	:	0.0	55.5	***	:	0.0	59.5	***
Wasco	15.5	4.0	-74	:	4.0	6.0	50	:	19.5	10.0	-49
Washington	184.3	186.2	1	:	79.7	232.2	191	:	264.0	418.4	58
Yamhill	374.8	357.1	-5	:	191.6	268.8	40	:	566.4	625.9	11
Other Co.	5.5	0.0	-100	:	14.5	0.0	-100	:	20.0	0.0	-100
TOTAL	942.3	1039.9	10	:	870.2	2321.4	167	:	1812.5	3361.4	85

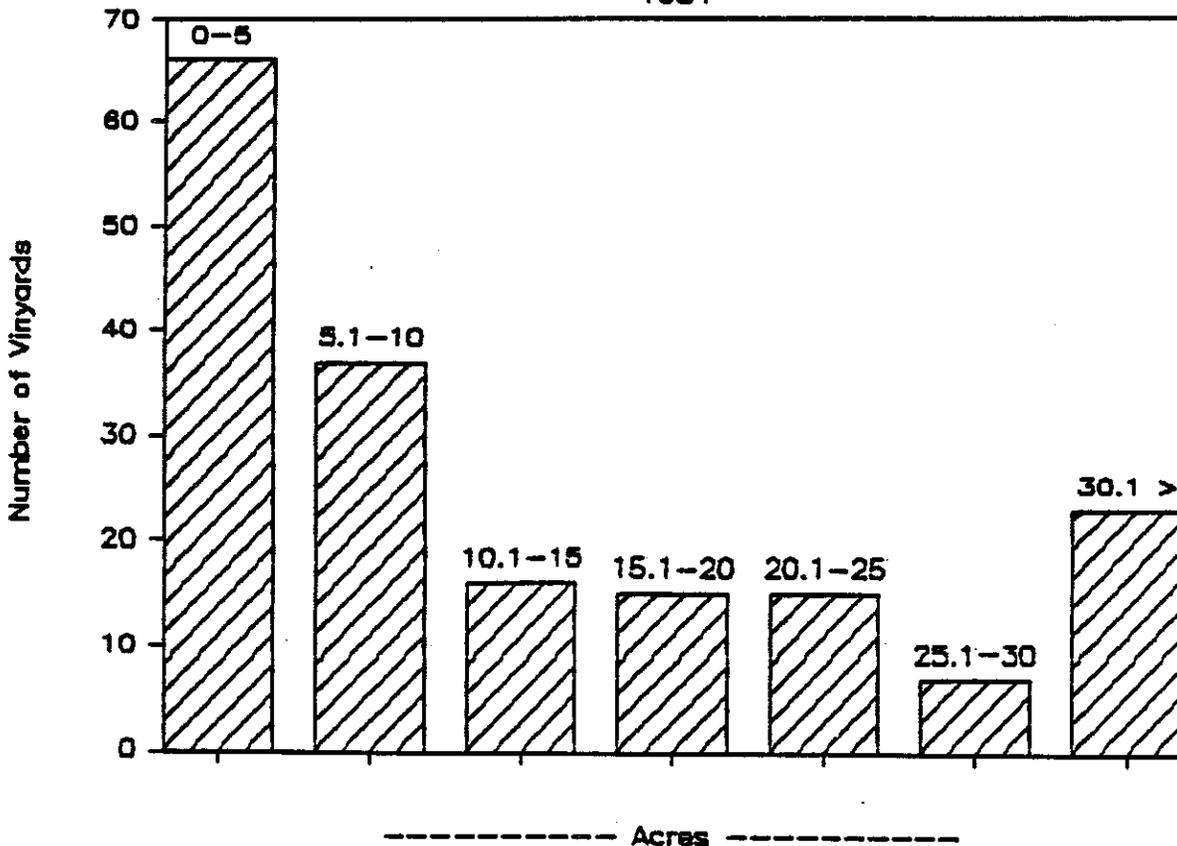
THE SIZE OF OREGON VINEYARDS

Winegrape acreages in Oregon are relatively small (Table III). Of the 179 vineyards reporting, only 23 had 30 acres or more planted to winegrapes. One hundred thirty four of the 179 had 20 or fewer acres. However, in comparing a similar table from the 1982 survey, it is apparent that the vineyards' average size is gradually increasing.

TABLE III
VINEYARD SIZE DISTRIBUTION
by County
1984

County	acres							Number of Vinyards
	0 to 5	5.1 to 10	10.1 to 15	15.1 to 20	20.1 to 25	25.1 to 30	30.1 & Over	
Benton	4	2	0	0	2	0	0	8
Clackamas	9	1	0	0	0	0	0	10
Douglas	12	4	3	2	3	1	1	26
Jackson	8	3	0	2	0	1	1	15
Josephine	1	7	0	1	0	0	1	10
Lane	5	3	0	2	1	0	0	11
Linn	1	0	1	0	0	0	0	2
Marion	5	3	1	1	1	0	1	12
Morrow	0	1	1	0	0	0	2	4
Polk	9	4	2	2	1	3	7	28
Umatilla	1	0	0	0	1	0	1	3
Wasco	1	1	0	0	0	0	0	2
Washington	3	1	2	1	2	1	3	13
Yamhill	6	7	6	4	4	1	6	34
Other Co.	1	0	0	0	0	0	0	1
TOTAL	66	37	16	15	15	7	23	179

Oregon Vineyard Size Distribution
1984



YIELDS AND PRICES

While the acreages by variety were quite consistently reported on the survey forms, the yield and price data were not very complete. Yield and price information were tabulated from the forms that provided these data (see Table IV).

In reviewing this, remember that the data were not complete and no standard was used as to quality. Sugar content affects price, bunch rot and/or material other than grapes affect both price and yield.

It is interesting to note however, that average yields reported in 1984 were about the same or lower than those reported in 1982. In previous reports concern was indicated because of the low yields. Given the higher yields received by some in 1982 and 1984, it appears that Oregon vineyards have the potential of attaining profitable production levels. (The low yields in the table represent acreages that are just coming into production.)

The prices reported for 1984 were all lower than those in the 1982 report. For example, the average price for Pinot Noir in 1982 was \$670 per ton and in 1984 was \$506.

TABLE IV
WINEGRAPE YIELDS & PRICES
by VARIETY
1984

Variety	Tons/acre			:	\$/ton		
	Weighted Average	High	Low	:	Weighted Average	High	Low
Pinot Noir.....	3.4	8.9	0.1	:	506	900	300
White Riesling..	3.7	7.4	.0	:	465	650	300
Chardonnay.....	3.0	6.5	0.1	:	516	853	337
Cabernet Sauv...	2.5	6.0	0.3	:	574	700	400
Gewurztraminer..	2.3	7.5	0.1	:	539	800	350

NEW PLANTINGS OF WINEGRAPES

In this survey information was requested on acreages being planted or in the planning stages (see Table V). Respondents indicated that they planted 1,011 acres in 1984 and planned to establish another 650 acres in 1985. Also reported were 762 acres planned for the five year period 1986-90. Looking that far ahead the data are obviously less reliable. Also, this survey did not reach all the potential operators in those future years. (Note of caution: The 1,011 acres planted in 1984 were included in the nonbearing figures in previous tables.)

Even in the new plantings, the top three varieties, Pinot Noir, White Riesling, and Chardonnay, are predominant. There doesn't appear to be any outstanding changes in the future plantings of other varieties.

TABLE V
NEW PLANTINGS of WINEGRAPES
by VARIETY

Variety	1984 Planted Acreage	1985 Planned Acreage	1986-90 Future Plantings
Pinot Noir.....	162.2	192.3	118.5
White Riesling..	226.0	55.8	88.0
Chardonnay.....	171.5	112.4	142.5
Cabernet Sauv...	80.3	10.8	51.0
Gewurztraminer..	53.7	27.0	26.5
Gamay Beaujolais	0.4	0.5	0.0
Merlot.....	51.2	0.0	5.0
Sauvignon Blanc.	86.7	7.5	58.8
Muller Thurgau..	43.7	77.1	25.0
Zinfandel.....	1.0	0.0	0.0
Pinot Gris.....	36.7	36.1	122.5
Misc. Red.....	14.0	39.3	22.6
Misc. White.....	83.5	81.2	51.5
Other.....	0.0	10.0	50.0
TOTAL	1010.7	649.9	761.9

EDITORIAL COMMENT

The Oregon Wine Industry has a low volume, high quality and relatively high priced product. Many have worked very hard to develop the reputation and quality of Oregon wines. Careful planning is needed because this industry is apparently beginning to expand very rapidly.

American agriculture has been blessed with research, extension, new varieties, new technology, etc. With all of this, total production of all crops has increased dramatically over the years. Production is so great that there are government programs to reduce acreages, find new markets and control storage and carryover supplies.

This may be a critical time in the development of the Oregon Wine Industry. As a group, the winegrape growers and the wineries need to make sure the market for the product is expanded as fast as production. Thoughtful planning now may avoid the problems experienced in some other phases of agriculture.

TABLE VI
1984 OREGON WINEGRAPES
BEARING ACREAGE by COUNTY

Variety	Benton	Clack.	Doug.	Jack. Joseph.	Lane	Linn	Marion	Morrow	Polk	Umat.	Masco	Wash. Yamhill	Other Co.	TOTAL
Pinot Noir.....	6.0	6.9	19.8	7.6	14.5	11.2	1.5	23.2	0.0	29.2	1.5	59.0	123.5	303.8
White Riesling..	7.5	0.2	47.9	0.4	2.0	13.8	0.3	13.8	1.5	6.9	1.0	57.9	64.6	217.7
Chardonnay.....	2.4	1.7	19.8	22.7	2.7	2.6	2.0	10.5	0.0	39.3	0.0	43.7	107.6	255.0
Cabernet Sauv....	5.0	0.1	18.6	20.1	8.5	0.3	6.0	0.0	0.0	1.2	4.0	0.2	2.4	67.4
Gewurztraminer..	1.5	2.0	16.7	4.9	9.0	4.3	1.3	2.1	0.0	7.4	0.0	16.0	8.7	73.9
Gamay Beaujolais	0.0	1.6	4.4	1.8	2.0	0.7	0.0	4.5	0.0	0.8	0.0	0.0	5.3	21.1
Merlot.....	0.5	0.0	0.1	4.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4
Sauvignon Blanc.	0.6	0.1	6.6	1.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2	11.5
Muller Thurgau..	0.0	0.0	0.0	0.0	2.2	0.4	0.3	1.3	0.0	0.2	0.0	0.8	21.5	26.5
Zinfandel.....	0.0	0.0	1.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Pinot Gris.....	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.5	0.0	0.0	0.0	3.0	17.0	22.9
Misc. Red.....	0.3	0.5	1.5	0.6	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.1	2.6	7.4
Misc. White.....	0.5	0.5	8.2	0.7	4.0	0.0	0.0	0.2	0.0	0.0	0.5	4.2	2.7	24.5
Other.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	24.3	13.6	145.1	65.2	46.4	33.6	12.3	58.1	1.5	88.5	4.0	186.2	357.1	1039.9

TABLE VII

1984 OREGON WINEGRAPES

NONBEARING ACREAGE by COUNTY

Varlety	Benton	Clack.	Doug.	Jack. Joseph.	Lane	Linn	Marion	Morrow	Polk	Umat.	Wasco	Wash. Yamhill	Other Co.	TOTAL		
Pinot Noir.....	14.6	1.0	25.8	11.0	15.0	23.0	0.0	19.9	67.0	248.1	0.1	0.0	51.2	107.6	0.0	584.2
White Riesling..	12.3	1.2	17.7	0.0	25.1	16.5	0.5	15.2	184.6	44.4	21.5	2.0	46.2	63.5	2.0	452.8
Chardonnay.....	1.1	0.8	35.4	35.0	16.5	5.5	0.0	13.5	114.3	154.6	21.6	3.5	86.4	50.9	0.0	539.1
Cabernet Sauv...	.0	0.0	8.0	21.7	1.1	2.6	0.0	1.5	68.8	16.6	0.1	0.5	2.9	0.5	0.0	124.2
Gewurztraminer..	3.2	3.4	12.0	4.9	23.6	11.0	2.0	4.3	62.0	37.9	4.1	0.0	11.6	2.2	0.0	188.2
Gamay Beaujolais	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.5	0.0	2.4
Merlot.....	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.7	51.0	0.0	4.0	0.0	0.2	.0	0.0	60.9
Sauvignon Blanc.	7.0	0.0	0.5	11.6	7.0	0.0	0.0	1.3	70.7	9.0	4.0	0.0	1.2	10.5	0.0	122.8
Muller Thurgau..	0.1	0.2	1.0	0.0	10.0	0.0	0.0	2.0	16.3	12.3	0.0	0.0	6.8	12.2	0.0	60.9
Zinfandel.....	0.0	0.0	1.9	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Pinot Gris.....	0.5	0.0	0.0	0.0	0.0	0.0	0.0	3.5	20.0	0.1	0.1	0.0	7.5	14.1	0.0	45.8
Misc. Red.....	0.0	0.3	7.5	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0	3.0	0.0	25.8
Misc. White.....	0.2	3.5	14.5	0.0	2.5	0.0	0.0	2.5	68.1	13.7	0.0	0.0	3.7	2.8	0.0	111.4
Other.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	39.1	10.6	124.3	90.2	106.9	59.6	2.5	64.4	722.7	536.7	55.5	6.0	232.2	268.8	2.0	2321.4

Vineyard Respondents

BENTON COUNTY

ALPINE VINEYARDS
CARDWELL HILLS VINEYARDS
HAWK CREST VINEYARD
KINGS VALLEY VINEYARD
MARY'S PEAK VINEYARD
NEBEKER*ALAN
OAK CREEK VINEYARD
PENDULUM FARM
SCHLOSS DOKTOR VINEYARDS

CLACKAMAS COUNTY

ARIGHT VINEYARDS
ENDRES WINERY
LA BONNE TERRE VINEYARD
LADD HILL VINEYARD
RITTER*MILTON
STEPHENS VINEYARD
TEMPEAN VIEW VINEYARD
WASSON BROTHERS WINERY
WEBER VINEYARD
WENDING LANE WEST VINEYARD

DOUGLAS COUNTY

ADAMS CREEK VINEYARD
ANDERSON VINEYARD
BER-MAR VINEYARDS
BJELLAND VINEYARDS
CHAPMAN'S VINEYARD
DOUG DOERNER VINEYARD
DRUMOND F. RANCH
EDEN VINEYARD
ELKTON VINEYARDS
ERICSSON VINEYARDS
GATES ELGAROSE VINERY
GIRARDET WINE CELLARS
GOLDEN LEAF FARMS
HENRY VINEYARD
HILLCREST VINEYARD
HOWELL VINEYARDS
JONICOLE VINEYARD
MCCORQUODALE VINEYARD
MT. NEBO VINEYARD
OLALLA VALLEY VINEYARDS
PHILLIP'S VINEYARD
RED HILL
SIMMS VINEYARD
VINEDO VINEYARD
VLASSCHART*FRANK
WETHERALL*MIKE

HOOD RIVER COUNTY

GARRABRANT VINYARD

JACKSON COUNTY

APPLEGATE VINEYARD
DUNBAR ORCHARDS
EVANS VALLEY VINEYARD
FIELDER MT. FARM
GOLD VINEYARD
LAYNE VINEYARD
LOUIE'S VINEYARD
MCM RANCHES
OUSTERHOUT*JOHN
PACIFIC CREST VINEYARDS
QUAILRUN VINEYARD
TABLE ROCK VINEYARD
TROON VINEYARD
WEISINGER VINEYARD
VALLEY VIEW VINEYARDS

JOSEPHINE COUNTY

BRIDGEVIEW & ROCKYDALE V.
GERBER*TED & MARY
GREAT OAK VINEYARD
HIDDEN VALLEY VINEYARD
LAFORCE RANCH
LAKRSHORE VINEYARD
RANCHO VISTA VINEYARD
SISKIYOU VINEYARDS
TWIN CREEKS VINEYARD
VILLA NOVIA VINEYARD

LANE COUNTY

BRIGGS HILL VINEYARDS
CROW VALLEY VINEYARD
ELHANAN VINEYARD
FORGERON VINEYARD
GRACE HILL VINEYARD
HINMAN VINEYARDS
LINK*SHEILA
MEYN*WERNER & MARGARET
PFIEFFER VINEYARDS
SHALVACHRIS VINEYARDS
WIPPER*FLORIAN

LINN COUNTY

DANNER RANCH
MEADOWS VINEYARD

Vineyard Respondents continued

MARION COUNTY

ABIQUA VINEYARD
ALISON'S VINEYARD
ANKENY VINEYARD
CHAMPOEG VINEYARD
CHATEAU BERNAU
FOSTER VINEYARD
NAGY VINEYARD
ROMBOUGH*OLON
SALEM HILLS VINEYARD
SILVER FALLS VINEYARDS
SUNNYSIDE VINEYARDS
VAN VOLKINBURG VINEYARD
WAHL VINEYARD

MORROW COUNTY

BOARDMAN FARMS, INC.
LA CASA DE VIN VINEYARD
CARLSON*MERLE
WESTERN EMPIRES INC.

POLK COUNTY

BETHEL HEIGHTS VINEYARD
CANARY HILL VINEYARD
CARTER VINEYARD
COOPER HOLLOW VINEYARD
DUNN FOREST VINEYARD
ELLENDALE VINEYARDS, INC.
FARMER RD VINEYARD
FELTZ VINEYARD
FLYNN VINEYARDS
FREEDOM HILL VINEYARD
GENTZKOW VINEYARD
GLEN CREEK WINERY
GREENWOOD VINEYARD
HELMICK HILL VINEYARD
LUCKIAMUTE VINEYARD
MIRASSOU VINEYARDS
OAK GROVE VINEYARDS
O'CONNOR VINEYARDS
SERENDIPITY CELLARS
SEVEN SPRINGS VINEYARD
SOLEIL VINEYARD
SPRING VALLEY VINEYARD
STANGELAND VINEYARD
TEMPERANCE HILL VINEYARD
TUPPER VINEYARD
WHITMAN FARMS
WINSEE VINEYARD
ZENA VINEYARDS & NURSERY

UMATILLA COUNTY

SEVEN HILLS VINEYARD
WADEKAMPER*OLON
WILD ROSE VINEYARDS

WASCO COUNTY

BANGSUND VINEYARDS
HILLSIDE VINEYARD

WASHINGTON COUNTY

COCHRAN VINEYARD
COURTING HILL VINEYARD
DION VINEYARD
FIVE MOUNTAINS VINEYARD
LADD HILL VINEYARD
LAUREL HILL VINEYARD
MONTINORE VINEYARDS
MULHAUSEN VINEYARD
MT COOPER VINEYARD
REESE VINEYARD
SHAFFER VINEYARD CELLARS
SUNSET VINEYARDS
TUALATIN VINEYARDS, INC.
WINDHILL VINEYARDS

YAMHILL COUNTY

ABBEY RIDGE VINEYARD
ADAMS VINEYARD
ADELSHEIM VINEYARDS
AMITY VINEYARDS
BOUQUET VINEYARDS
CAMBUS BELLUS VINEYARD
CATTRALL*BILL
CHARDONNAY OAK VINEYARD
CHINQUAPINN VINEYARDS
DUNDEE HILLS' VINEYARD
ELK COVE VINEYARD
ELKTON VINEYARDS
ERATH VINEYARD
EYRIE VINEYARDS
HYLAND VINEYARDS INC.
HOLSTEIN VINEYARDS
JENSEN*FRED
KIRSCHWOLD VINEYARD
KNUDSEN VINEYARD
KRAMER*TRUDY & KEITH
LA GRANDE VINEYARD
MEDICI VINEYARD
REX HILLS VINEYARD
RICH*JOHN
RIDGECREST VINEARDS
RIVEN WOOD VINEYARD
SANDERS*STEVE & CARL
SCHOUTEN*HANS & SUE
SMITH & ERATH VINEYARD
SKOL BLOSSER VINEYARDS
STONEHEDGE VINEYARD
TEPPOLA VINEYARD
VERITAS VINEYARD
WEBER VINEYARDS
YAMHILL VALLEY VINEYARDS