

Oregon Wine Advisory Board Research Progress Report

1985

Vineyard Acreage in Oregon, 1984

Department of Agriculture & Resource Economics
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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 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 we used various methods to get names and addresses of vineyard operators to include in the survey, we didn't reach them all and some have not responded. However, it is our judgment 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 acreage (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.

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

For the 1984 year, 777 acres of the 1040 (75%) total bearing acres reported were in Pinot noir, White Riesling and Chardonnay. These varieties also accounted for 1576 acres of 2321 (68%) total nonbearing acres.

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

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 northwest 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 dramatic move with 720 nonbearing acres.

TABLE II
OREGON WINEGRAPE ACRES by COUNTY
1982-1984

County	Bearing			:	Nonbearing			:	Total		
	1982	1984	%±	:	1982	1984	%±	:	1982	1984	%±
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

In 1984 there were 179 vineyards reporting bearing and/or nonbearing acreages. In 1982 we counted reports from 144 winegrape growers. Of the 179 vineyards, 118 were from Willamette Valley counties.

While we do not have data from 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.

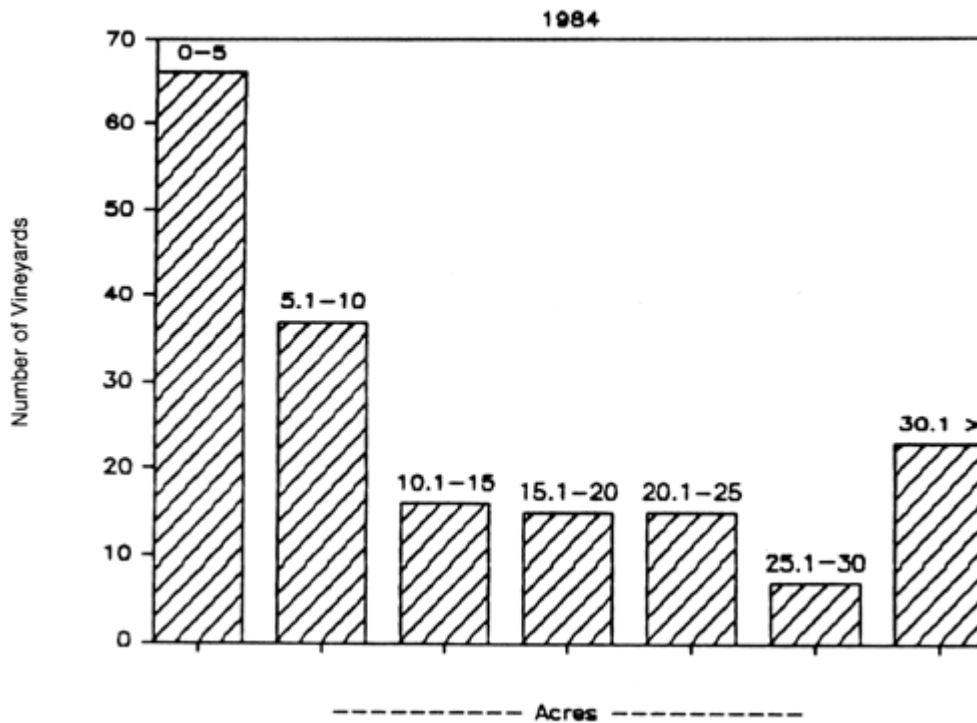
The Size of Oregon Vineyards

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 vineyard 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



Yields and Prices

While the acreages by variety were quite consistently reported on the survey forms, the yield and price

data was not very complete. We did tabulate yield and price information from the forms that provided this data (see Table IV).

**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

In reviewing this, remember that the data was 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.

Having said that, however, it is interesting to note that average yields reported in 1984 were about the same or lower than those reported in 1982. In previous reports we indicated a concern 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. With increased production of these varietal wines in Oregon, a strong market has to be developed and maintained to command profitable winegrape prices.

New Plantings of Winegrapes

In this survey we asked for information on acreages being planted or in the planning stages (see Table V). Respondents indicated that they planted 1011 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. When we look that far ahead the data is obviously less reliable. Also, in this survey we are not reaching all the potential operators in those future years. (One caution if adding these figures together is that the 1011 acres planted in 1984 were included in the nonbearing figures in previous tables.)

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

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.

Editorial Comment

The Oregon wine industry has a low volume, high quality and relatively high priced product. Many of you have worked very hard to develop the reputation and quality of Oregon wines. Careful planning is needed with this small industry that 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 hold back acreages, find new markets and control our 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
Pinot Noir.....	6.0	6.9	19.8	7.6	14.5	11.2	1.5
White Riesling..	7.5	0.2	47.9	0.4	2.0	13.8	0.3
Chardonnay.....	2.4	1.7	19.8	22.7	2.7	2.6	2.0
Cabernet Sauv...	5.0	0.1	18.6	20.1	8.5	0.3	6.0
Gewurztraminer..	1.5	2.0	16.7	4.9	9.0	4.3	1.3
Gamay Beaujolais	0.0	1.6	4.4	1.8	2.0	0.7	0.0
Merlot.....	0.5	0.0	0.1	4.8	1.0	0.0	0.0
Sauvignon Blanc.	0.6	0.1	6.6	1.3	0.5	0.0	0.0
Muller Thurgau..	0.0	0.0	0.0	0.0	2.2	0.4	0.3
Zinfandel.....	0.0	0.0	1.5	0.3	0.0	0.0	0.0
Pinot Gris.....	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Misc. Red.....	0.3	0.5	1.6	0.6	0.0	0.0	1.0
Misc. White.....	0.5	0.5	8.2	0.7	4.0	0.0	0.0
Other.....	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

Variety	Marion	Norrow	Polk	Umat.	Wasco	Wash.	Yamhill	Other Co.	TOTAL
Pinot Noir.....	23.2	0.0	29.2	0.0	1.5	59.0	123.5	0.0	303.8
White Riesling..	13.8	1.5	6.9	0.0	1.0	57.9	64.6	0.0	217.7
Chardonnay.....	10.5	0.0	39.3	0.0	0.0	43.7	107.6	0.0	255.0
Cabernet Sauv...	0.0	0.0	1.2	4.0	1.0	0.2	2.4	0.0	67.4
Gewurztraminer..	2.1	0.0	7.4	0.0	0.0	16.0	8.7	0.0	73.9
Gamay Beaujolais	4.5	0.0	0.8	0.0	0.0	0.0	5.3	0.0	21.1
Merlot.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4
Sauvignon Blanc.	0.0	0.0	0.0	0.0	0.0	1.2	1.2	0.0	11.5
Muller Thurgau..	1.3	0.0	0.2	0.0	0.0	0.8	21.5	0.0	26.5
Zinfandel.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Pinot Gris.....	2.5	0.0	0.0	0.0	0.0	3.0	17.0	0.0	22.9
Misc. Red.....	0.0	0.0	0.7	0.0	0.0	0.1	2.6	0.0	7.4
Misc. White.....	0.2	0.0	3.0	0.0	0.5	4.2	2.7	0.0	24.5
Other.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	58.1	1.5	88.6	4.0	4.0	186.2	357.1	0.0	1039.9

TABLE VII
1984 OREGON WINEGRAPES
NONBEARING ACREAGE by COUNTY

Variety	Benton	Clack.	Doug.	Jack.	Joseph.	Lane	Linn
Pinot Noir.....	14.6	1.0	25.8	11.0	15.0	23.0	0.0
White Riesling..	12.3	1.2	17.7	0.0	25.1	16.5	0.5
Chardonnay.....	1.1	0.8	35.4	35.0	16.5	5.5	0.0
Cabernet Sauv... .	.0	0.0	8.0	21.7	1.1	2.6	0.0
Bewurztraminer..	3.2	3.4	12.0	4.9	29.6	11.0	2.0
Gamay Beaujolais	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Merlot.....	0.0	0.0	0.0	5.0	0.0	0.0	0.0
Sauvignon Blanc.	7.0	0.0	0.5	11.6	7.0	0.0	0.0
Muller Thurgau..	0.1	0.2	1.0	0.0	10.0	0.0	0.0
Zinfandel.....	0.0	0.0	1.9	1.0	0.1	0.0	0.0
Pinot Gris.....	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Misc. Red.....	0.0	0.3	7.5	0.0	0.0	1.0	0.0
Misc. White.....	0.2	3.5	14.5	0.0	2.5	0.0	0.0
Other.....	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

Variety	Marion	Morrow	Polk	Umat.	Wasco	Wash.	Yamhill	Other Co.	TOTAL
Pinot Noir.....	19.9	67.0	248.1	0.1	0.0	51.2	107.6	0.0	584.2
White Riesling..	15.2	184.6	44.4	21.5	2.0	46.2	63.5	2.0	452.8
Chardonnay.....	13.5	114.3	154.6	21.6	3.5	86.4	50.9	0.0	539.1
Cabernet Sauv...	1.5	68.8	16.6	0.1	0.5	2.9	0.5	0.0	124.2
Gewurztraminer..	4.3	62.0	37.9	4.1	0.0	11.6	2.2	0.0	188.2
Gamay Beaujolais	0.0	0.0	0.0	0.0	0.0	0.7	1.5	0.0	2.4
Merlot.....	0.7	51.0	0.0	4.0	0.0	0.2	.0	0.0	60.9
Sauvignon Blanc.	1.3	70.7	9.0	4.0	0.0	1.2	10.5	0.0	122.8
Muller Thurgau..	2.0	16.3	12.3	0.0	0.0	6.8	12.2	0.0	60.9
Zinfandel.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Pinot Gris.....	3.5	20.0	0.1	0.1	0.0	7.5	14.1	0.0	45.8
Misc. Red.....	0.0	0.0	0.0	0.0	0.0	14.0	3.0	0.0	25.8
Misc. White.....	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
TOTAL	64.4	722.7	536.7	55.5	6.0	232.2	268.8	2.0	2321.4