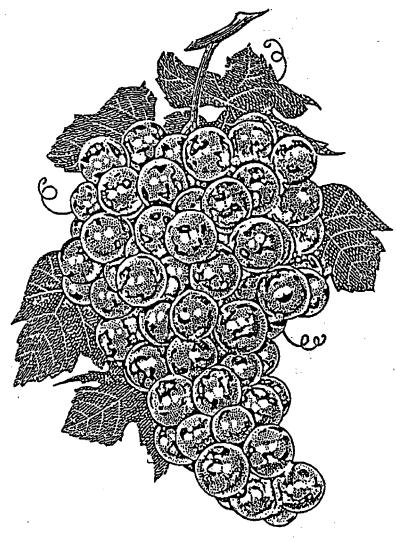
OREGON 1984 VINEYARD SURVEY



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

VINEYARD ACREAGE IN OREGON 1984

Stanley D. Miles*

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 catagories. 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.

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		Bearing	}	: Non	bearing		, , , , , , , , , , , , , , , , , , ,			
Variety	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	

TABLE I OREGON WINEGRAPE ACRES by VARIETY 1982-1984

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 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.

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County	1982	1984	*chg	1982	1984	*chg	: 1982	1984	%chg			
Benton	21.2	24.3	15	23.8	39.1	6.4	: 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	45.4	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	-6 i	14.4	2.5	-83	: 45.6	. 14.8	-68			
Marion	44.4	58.1	31	40.1	64.4	6 t	84.5	122.5	45			
Morrow	0.0	1.5	***	11.5	722.7	6185	: 11.5	724.2	6198			
Po1K	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	1 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	1.67	:1812.5	3361.4	85			

TABLE II OREGON WINEGRAPE ACRES by COUNTY 1982-1984

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THE SIZE OF OREGON VINEYARDS

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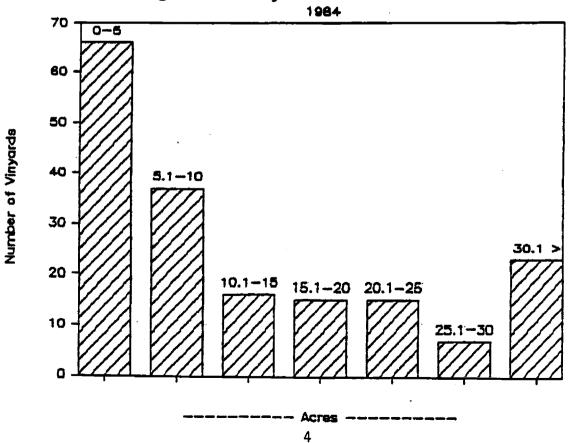
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Winegrape acreages in Oregon are relatively small (Table III). Of the 179 vineyards reporting, only 23 had 30 acres or more planted to winegrapes. One hundred thirty four of the 179 had 20 or fewer acres. However, in comparing a similar table from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

County	0 to 5	5.1 to 10	10.1 to 15	acres 15.1 to 20	20.1 to 25	25.1 to 30	30.1& Over	<pre> .: .Number of .:Vinyards</pre>		
Benton	4	····	 0					:8		
Clackamas	9	1	ŏ	Ő	5	ŏ	Ŏ	: 10		
Douglas	12	4	3	2	3	1	1	: 26		
Jackson	8	3	õ	2		1	1	: 15		
Josephine	1	7	õ	1	ŏ	ò	1	: 10		
Lane	5	3	ŏ	2	1	ŏ		: 11		
Linn	1	Ō	1	ō	Ō	ő	ŏ	: 2		
Marion	5	3	1	1	1	ŏ	· 1	: 12		
Morrow	0	1	1	ō	ō	ŏ	2	: 4		
Polk	9	4	2	2	1	3	7	: 28		
Umatilla	1	0	0	ō	1.	ō	. 1	: 3		
Wasco	1	1	0	0	Ō	Ó	Ō	: 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	Ō	Ő	: 1		
TOTAL	66	37	16	15	15		23	: 179		

TABLE III VINEYARD SIZE DISTRIBUTION by County 1984

Oregon Vineyard Size Distribution



YIELDS AND PRICES

While the acreages by variety were quite consistantly 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.

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Variety	We ighted Average		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	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		

TABLE IV WINEGRAPE YIELDS & PRICES by VARIETY 1984

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 outstading changes in the future plantings of other varieites.

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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
fuller Thurgau	43.7	77.1	25.0
[Infandel	1.0	0.0	0.0
Pinot Gris	36.7	36.1	122.5
fisc. Red	14.0	39.3	22.6
lisc. White	83.5	81.2	51.5
Other	0.0	10.0	50.0
TOTAL	1010.7	649.9	761.9

TABLE V NEW PLANTINGS of WINEGRAPES by VARIETY

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
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1984 OREGON WINEGRAPES

BEARING	ACREAGE	bv	COUNTY
	11011011011	NY.	COONTI

Varlety	Benton	Clack.	Doug.	Jack.	Joseph.	Lane	Linn	Marion	Horrow	Polk	Umat.	Wasco	Wash.	Yambill	Other : Co. ;	TOTAL
Pinot Nolr	6.0	6.9	19.8	7.6	14.5	11.2	1.5	23.2	0.0	29.2	0.0	1.5	59.0	123.5	0.0 :	303.8
White Riesling	7.5	0.2	47.9	0.4	2.0	13.8	0.3	13.8	1.5	6.9	0.0	1.0	57.9	64.6	0.0 :	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	0.0	43.7	107.6	0.0 :	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	1.0	0.2	2.4	0.0 :	255.U 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	0.0	16.0	8.7	1	
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	0.0	5.3	:	73.9
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	5.S 0.0	0.0 :	21.1
Sauvignon Blanc.	0.6	0.1	6.6	1.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2		0.0 :	6.4
Muller Thurgau	0.0	0.0	0.0	0.0	2.2	0.4	0.3	1.3	0.0	0.2	0.0	0.0	0.8	1.2	0.0 :	11.5
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	21.5	0.0:	26.5
Pinot Gris	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.5	0.0	0.0	0.0			0.0	0.0:	1.8
Misc. Red	0.3	0.5	1.6	0.6	0.0	0.0	1.0	0.0	0.0	0.7	·	0.0	3.0	17.0	0.0 :	22.9 _:
Misc. White	0.5	0.5	8.2	0.7	4.0	0.0	0.0	0.2	0.0		0.0	0.0	0.1	2.6	0.0:	7,4
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	•	3.0	· 0.0	0.5	4.2	2.7	0.0:	24.5
TOTAL	24.3								0.0	0,0	0.0	0.0	0.0	0.0	0.0 :	0.0
	67.J	13.6	145.1	65.2	46.4	33.6	12.3	58.1	1.5	88.6	4.0	4.0	186.2	357.1	0.0 :	1039.9

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TABLE VII

1984 OREGON WINEGRAPES

NONBEARING ACREAGE by COUNTY

Variety	Benton	Clack.	Doug.	Jack.	Joseph.	Lane	Linn	Marlon	Horrow	Polk	Umat.	Wasco		Yanhill	Other : Co. :	TOTAL
Pinot Nolr	14.6	1.0	25.8	11.0	15.0	23.0	0.0	19.9	67.0	248.1	0.l	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
Wewurztraminer	3.2	3.4	12.0	4.9	29.6	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
derlot	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
fuller 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
infandel	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
lnot Gris	0.5	0.0	0.0	0.0	0.0	0.0	0.0	3.5	20.0	9.1	0.1	0.0	7.5	14.1	: 0.0 :	45.8
ilsc. 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
lisc. 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		111.4
)ther	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

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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 ARIGHI 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

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JACKSON COUNTY APPLEGATE VINEYARD DUNBAR ORCHARDS EVANS VALLEY VINEYARD FIELDER MT. FARM GOLD VINEYARD LAYNE VINEYARD LOUIE'SVINEYARD 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*LON SALEM HILLS VINEYARD SILVER FALLS VINEYARD 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 TEMPERENCE HILL VINEYARD TUPRER VINEYARD WHITMAN FARMS WINSEE VINEYARD ZENA VINEYARDS & NURSERY

UMATILLA COUNTY

SEVEN HILLS VINEYARD WADEKAMPER*LON 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 REESE VINEYARD SHAFER VINEYARD SHAFER 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 DAK VINEYARD CHINQUAPINN VINEYARDS DUNDEE HILLS' VINEYARD ELK COVE VINEYARD ELKTON VINEYARDS ERATH VINEYARD EYRIE VINEYARDS HYEAND 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