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1995 Oregon Winery Report

Oregon Agricultural Statistics Service

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OREGON AGRICULTURAL STATISTICS SERVICE

APRIL 17, 1996 Frequency: Annual

1995 Oregon grape crush up 50 percent; Sales during 1995 up 20 percent

- * For the 1995 crush, Oregon had 92 wineries that crushed 14,280 tons of grapes, 50 percent more than in 1994.
- * The total number of wineries in the State decreased by 2 to 99.
- * Cooperage capacity was up 12 percent, to 3.60 million gallons.
- * Sales by Oregon wineries during 1995 were up 20 percent to 734,437 cases.
- * Inventory at Oregon wineries on January 1, 1996 totaled 724,240 cases, down 12 percent from January 1, 1995.
- * The leading varieties were: Pinot Noir, 5,699 tons crushed, 67 percent more than last year; Chardonnay, 2,909 tons, up 17 percent; White Riesling, 1,624 tons, up 16 percent; and Pinot Gris, 1,430 tons, up 152 percent.

* Wineries had unfilled grape crushing needs of 891 tons in 1995. Reported needs were: Pinot Noir, 431 tons; Pinot Gris, 186 tons; Merlot 103 tons; Chardonnay, 87 tons; White Riesling, 50 tons; Gewurztraminer, 22 tons; Sauvignon Blanc, 6 tons; Zinfandel, 5 tons; and Cabernet Sauvignon, 1 ton.

Estate grown grapes accounted for 34 percent of the crush, while grapes grown by other Oregon vineyards made up 63 percent and 3 percent were grown in other states. Custom crush was 4 percent of the total. Yamhill County remained Oregon's leading wine producer, with 28 wineries crushing 31 percent of the State's grapes.

Inventory included both bottled case goods and gallons of bulk storage converted to case equivalents. The figures include bonded and tax-paid inventory, regardless of location, owned by wineries. Wines from the 1994 vintage were the most recent included, and account for 60 percent of total inventory. Funding for the 1995 Winery Survey was provided by the Oregon Wine Advisory Board.

Oregon wineries: Number, crush, outshipments and cooperage, by area, 1994-95

Area	All wineries		Wineries crushing grapes		Wine grapes crushed		Crushed grapes shipped out of Oregon		Total cooperage	
	1994	1995	1994	1995	1994	1995	1994	1995	1994	1995
	Number				Tons				1,000 Gallons	
Polk Co.	15	14	15	14	1,160	2,175	0	71	300 .5	492 .8
Washington Co.1/	9	10	7	9	1,334	1,848	183	12	384 .5	425 .4
Yamhill Co.	26	30	26	28	2,777	4,449	25	0	858 .6	1,078 .3
East Valley 2/	20	18	16	17	1,296	1,643	4	7	404 .6	430 .6
South Valley3/	13	12	11	11	1,600	2,376	0	0	661 .6	604 .0

Douglas Co.	8	6	7	6	441	690	43	153	221.7	183.1
Rogue Valley 4/	10	9	8	7	929	1,099	0	0	383.8	386.2
Total	101	99	90	92	9,537	14,280	255	243	3,215.3	3,600.4

Oregon wineries: Crush, by type of acquisition and area, 1995 and 1994 totals

Area	Estate grown	Purchased	Custom crush	All crush, 1995	All crush, 1994
	Tons				
Polk Co.	982	756	437	2,175	1,160
Washington Co.1/	1,234	604	10	1,848	1,334
Yamhill Co.	1,542	2,847	60	4,449	2,777
East Valley 2/	225	1,392	26	1,643	1,296
South Valley3/	209	2,107	60	2,376	1,600
Douglas Co.	246	443	1	690	441
Rogue Valley 4/	429	663	7	1,099	929
Total, 1995	4,867	8,812	601	14,280
Total, 1994	3,461	5,911	165	9,537

1/ Includes Clatsop and Tillamook counties. 2/ Clackamas, Deschutes, Hood River, Linn, Marion, Multnomah, and Umatilla counties.

3/ Benton and Lane counties. 4/ Jackson and Josephine counties.

Oregon wineries: Crush, by variety and area, 1995 and 1994 totals

Area	Cabernet Sauvignon	Chardonnay	Gewurztraminer	Merlot	Muller Thurgau	Pinot Gris	Pinot Noir	Sauvignon Blanc	White Riesling	All others	All varieties	
											1995	1994
	Tons											
Polk Co.	92	576	53	40	62	52	997	41	125	137	2,175	1,160
Wash. Co.1/	0	388	34	0	114	189	634	35	360	94	1,848	1,334
Yamhill Co.	138	776	59	168	145	491	2,136	40	351	145	4,449	2,777

East Valley 2/	133	334	49	34	58	72	474	4	397	88	1,643	1,296
South Valley 3/	51	376	18	26	2	565	1,099	16	170	53	2,376	1,600
Douglas Co.	91	170	13	6	6	0	139	0	90	175	690	441
Rogue Valley 4/	127	289	44	112	24	61	220	15	131	76	1,099	929
Total, 1995	632	2,909	270	386	411	1,430	5,699	151	1,624	768	14,280
Total, 1994	416	2,477	227	122	336	568	3,419	137	1,396	439	9,537

Oregon wineries: Equivalent wine production, 1994-95/

		Cases										
1995	39,832	183,340	17,017	24,328	25,903	90,126	359,181	9,517	102,353	48,403	900,000
1994	26,218	156,113	14,307	7,698	21,176	35,798	215,483	8,634	87,993	27,668	601,071

1/ Includes Clatsop and Tillamook counties.

2/ Clackamas, Deschutes, Hood River, Linn, Marion, Multnomah and Umatilla counties.

3/ Benton and Lane counties.

4/ Jackson and Josephine counties.

5/ Equivalent wine production equals tons crushed times 150 gallons per ton divided by 2.38 cases per gallon.

Oregon wineries: Crush, by origin and variety, 1994-95

Variety	Oregon						Grown in other states		All crush	
	Estate grown		Other Oregon grown		All Oregon grown		1994	1995	1994	1995
	1994	1995	1994	1995	1994	1995				
Tons										
Cabernet Sauvignon	34	125	357	441	391	566	25	66	416	632

Chardonnay	969	1,111	1,492	1,738	2,461	2,849	16	60	2,477	2,909
Chenin Blanc	0	30	119	42	119	72	0	0	119	72
Gewurztraminer	121	118	106	150	227	268	0	2	227	270
Merlot	13	12	89	188	102	200	20	186	122	386
Muller Thurgau	213	251	123	160	336	411	0	0	336	411
Pinot Blanc	5	39	23	36	28	75	0	0	28	75
Pinot Gris	195	473	372	957	567	1,430	1	0	568	1,430
Pinot Noir	1,275	1,882	2,087	3,817	3,362	5,699	57	0	3,419	5,699
Sauvignon Blanc	7	45	130	106	137	151	0	0	137	151
Semillon	3	6	5	11	8	17	0	0	8	17
White Riesling	556	613	840	1,011	1,396	1,624	0	0	1,396	1,624
Zinfandel	0	6	81	163	81	169	0	0	81	169
All others	70	156	127	218	197	374	6	61	203	435
Total	3,461	4,867	5,951	9,038	9,412	13,905	125	375	9,537	14,280

Oregon wineries: Crush, by use, variety and wine type, 1994-95

Variety and wine type	Varietal		Sparkling		Proprietary or generic		All Uses	
	1994	1995	1994	1995	1994	1995	1994	1995
Cabernet Sauvignon, red	376	501	0	0	0	15	376	516
Cabernet Sauvignon, blush	40	116	0	0	0	0	40	116
Chardonnay	2,384	2,646	83	260	10	3	2,477	2,909
Chenin Blanc	79	39	0	0	40	33	119	72
Gewurztraminer	227	265	0	0	0	5	227	270
Merlot	122	386	0	0	0	0	122	386
Muller Thurgau	336	410	0	0	0	1	336	411
Pinot Blanc	23	75	5	0	0	0	28	75
Pinot Gris	566	1,426	2	0	0	4	568	1,430
Pinot Noir, red	3,064	5,447	122	105	58	8	3,244	5,560
Pinot Noir, blush	175	139	0	0	0	0	175	139
Sauvignon Blanc	137	151	0	0	0	0	137	151
Semillon	8	17	0	0	0	0	8	17
White Riesling	1,357	1,623	38	0	1	1	1,396	1,624
Zinfandel	81	169	0	0	0	0	81	169

All Others	185	409	0	0	18	26	203	435
Total	9,160	13,819	250	365	127	96	9,537	14,280

Oregon wineries: Inventory, by vintage, variety and wine type, 1995-961/

Variety and wine type	January 1, 1995				January 1, 1996			
	1993 vintage	1992 and earlier vintages	All vintages	Share of total	1994 vintage	1993 and earlier vintages	All vintages	Share of total
	Cases			Percent	Cases			Percent
Cabernet Sauvignon, red	13,516	22,247	35,763	4.3	18,266	19,594	37,860	5.2
Cabernet Sauvignon, blush	861	0	861	0.1	2/	2/	2/	2/
Chardonnay	121,880	99,044	220,924	26.9	118,375	77,393	195,768	27.0
Chenin Blanc	2,778	372	3,150	0.4	273	775	1,048	0.1
Gewurztraminer	23,874	4,893	28,767	3.5	6,816	4,811	11,627	1.6
Merlot	5,825	4,075	9,900	1.2	6,699	4,159	10,858	1.5
Muller Thurgau	4,708	167	4,875	0.6	2,431	1,458	3,889	0.5
Pinot Blanc	481	320	801	0.1	888	138	1,026	0.1
Pinot Gris	26,319	3,748	30,067	3.7	16,917	5,224	22,141	3.1
Pinot Noir, red	210,201	106,587	316,788	38.6	170,725	111,022	281,747	38.9
Pinot Noir, blush	8,032	1,931	9,963	1.2	4,020	4,119	8,139	1.1
Sauvignon Blanc	6,950	4,348	11,298	1.4	6,516	3,523	10,039	1.4
Semillon	249	957	1,206	0.1	2/	2/	2/	2/
White Riesling	44,035	21,767	65,802	8.0	36,507	18,916	55,423	7.7
Zinfandel	303	343	646	0.1	4,653	0	4,653	0.7
Other red varietal	2,283	1,781	4,064	0.5	1,200	1,823	3,023	0.4
Other white varietal	5,150	1,542	6,692	0.8	2,496	3,656	6,152	0.8
Red blends	5,235	2,316	7,551	0.9	2,398	2,834	5,232	0.7
White blends	3,610	7,696	11,306	1.4	330	1,504	1,834	0.3
Blush blends	2,608	3,991	6,599	0.8	3,430	617	4,047	0.6
All sparkling wines	16,829	27,174	44,003	5.4	28,906	30,828	59,734	8.3
Total	505,727	315,299	821,026	100.0	431,846	292,394	724,240	100.0

Oregon wineries: Equivalent inventory, by vintage, 1995-963/

	<i>Gallons</i>							
Equivalent total	1,203,630	750,412	1,954,042	1,027,793	695,898	1,723,691

1/ Figures in this table include estimates for incomplete responses.

2/ Included in other white varietal.

3/ Equivalent inventory equals cases times 2.38 gallons per case.

Oregon wineries: Sales, by variety and wine type, 1994-951/

Variety and wine type	1994		1995	
	Sales	Share of total	Sales	Share of total
	<i>Cases</i>	<i>Percent</i>	<i>Cases</i>	<i>Percent</i>
Still wines:				
Cabernet Sauvignon, red	12,970	2 .1	22,435	3 .1
Chardonnay	123,020	20 .1	170,289	23 .2
Gewurztraminer	15,590	2 .5	26,084	3 .5
Muller Thurgau	17,360	2 .8	16,946	2 .3
Pinot Gris	42,090	6 .9	45,956	6 .3
Pinot Noir, red	182,910	29 .9	233,474	31 .8
Sauvignon Blanc	6,080	1 .0	7,667	1 .0
White Riesling	88,750	14 .5	96,869	13 .2
Other still wine	89,340	14 .6	93,411	12 .7
All sparkling wines	34,560	5 .6	21,306	2 .9
Total	612,670	100 .0	734,437	100 .0

Oregon wineries: Sales, by wine type and destination, 1994-951/

Destination	Chardonnay		Pinot Noir, red		White Riesling		All grape wine			
	1994	1995	1994	1995	1994	1995	1994	Share of total	1995	Share of total
	<i>Cases</i>						<i>Cases</i>	<i>Percent</i>	<i>Cases</i>	<i>Percent</i>
Oregon	95,170	116,895	101,760	110,610	79,240	84,255	415,850	67 .9	486,754	66 .3

Washington	7,130	10,980	18,370	19,730	4,670	5,000	44,150	7.2	48,823	6.6
Other States	17,680	38,020	54,310	89,954	4,020	6,820	137,670	22.5	175,908	24.0
Exports out of U.S.:	3,040	4,394	8,470	13,180	820	794	15,000	2.4	22,952	3.1
Canada	8,210	1.3	10,699	1.4
Denmark	1,160	0.2	1,425	0.2
Germany	1,410	0.2	2/	2/
Japan	2/	2/	758	0.1	
Sweden	750	0.1	2/	2/	
United Kingdom	2,430	0.4	4,913	0.7	
Other & undesignated	1,040	0.2	5,157	0.7	
Total	123,020	170,289	182,910	233,474	88,750	96,869	612,670	100.0	734,437	100.0

1/ Figures in this table include estimates for incomplete responses.

2/ Included in other and undesignated.

Non-grape Wines

During 1995, there were 9 wineries that produced approximately 29,000 gallons of non-grape wines, not including hard apple cider which is taxed as a wine product. Blackberries, raspberries, and loganberries were the leading fruits used for these wines. Other fruits used for

wines by commercial wineries in 1995 were apples, cranberries, currants, peaches, pears and rhubarb. Some non-grape wines were made

from undesignated commodities.

Compiled by:

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Cooperating with:

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