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1997 Oregon Winery Report

Oregon Agricultural Statistics Service

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1997 OREGON WINERY REPORT

May 8, 1998
Frequency: Annual

Oregon's wine industry continues to grow

- The total number of wineries in Oregon increased by 6 to 111.
- In 1997 103 wineries crushed 18,669 tons of grapes, 23 percent more than the 1996 vintage.
- Cooperage capacity increased 6 percent from the prior year.
- Sales during 1997 totaled 12 percent more than in 1996.
- Wine inventory on January 1, 1998 was up 14 percent from a year earlier.
- This year's crush was 36 percent estate grown, 60 percent grown by other Oregon vineyards and 4 percent grown in other states.

Inventory includes 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.

Grape wines from the 1996 vintage plus fruit and berry wines made in 1996 were the most recent included in the inventory table. Sales include only grape wines.

Wineries reported unfilled grape crushing needs of 513 tons in 1997. Reported needs were: Pinot Noir, 248 tons; Pinot Gris, 112 tons; Merlot, 68 tons; White Riesling, 62 tons; Cabernet Sauvignon 13 tons;

Gewurztraminer, 10 tons.

This report was published by the Oregon Agricultural Statistics Service with the cooperation of the Oregon Wine Advisory Board, the Oregon Winegrowers Association and the Oregon Department of Agriculture. Funding was provided by the Oregon Wine Advisory Board.

Oregon wineries: Number, crush, outshipments and cooperage, by county, 1996-97

County	All wineries		Wineries crushing grapes		Wine grapes crushed		Crushed grapes shipped out of Oregon		Total cooperage	
	1996	1997	1996	1997	1996	1997	1996	1997	1996	1997
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>
Douglas	6	7	6	7	596	869	0	120	186 .1	215 .3
Lane	8	7	7	7	2,557	2,910	0	54	605 .5	599 .6
Marion	4	6	4	6	1,432	1,548	0	14	376 .0	304 .9
Polk	14	14	14	14	2,119	2,823	32	0	526 .0	480 .5
Washington	8	9	8	9	2,057	2,147	33	30	433 .7	532 .5
Yamhill .	32	34	29	31	4,780	6,084	1	258	1,247.4	1,425.3
Other Willamette Valley 1/	15	16	13	14	661	734	0	15	228.0	252.1
Rogue Valley 2/	13	12	10	10	853	1,360	33	0	374 .1	403 .3
All others 3/	5	6	3	5	136	194	4	0	59 .5	64 .5
Total	105	111	94	103	15,191	18,669	103	491	4,036.3	4,278.0

1/ Benton, Clackamas, Linn and Multnomah counties.

2/ Jackson and Josephine counties.

3/ Clatsop, Deschutes, Hood River, Tillamook and Umatilla counties.

Oregon wineries: Crush, by type of acquisition and county, 1997 and 1996 totals

County	Estate grown	Purchased	Custom crush	All crush, 1997	All crush, 1996
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
Douglas	295	467	107	869	596
Lane	414	2,327	169	2,910	2,557
Marion	187	1,361	0	1,548	1,432
Polk	946	1,624	253	2,823	2,119
Washington	1,410	718	19	2,147	2,057
Yamhill	2,632	3,186	266	6,084	4,780
Other Willamette Valley 1/	275	459	0	734	661
Rogue Valley 2/	581	707	72	1,360	853
All others 3/	49	145	0	194	136
Total, 1997	6,789	10,994	886	18,669	--
Total, 1996	5,382	9,009	800	--	15,191

1/ Benton, Clackamas, Linn and Multnomah counties.

2/ Jackson and Josephine counties.

3/ Clatsop, Deschutes, Hood River, Tillamook and Umatilla counties.

Oregon wineries: Crush, by variety and county, 1997 and 1996 totals

County	Cabernet Sauvignon	Chardonnay	Gewurztraminer	Merlot	Muller Thurgau	Pinot Gris	Pinot Noir	Sauvignon Blanc	White Riesling	All others	All varieties	
											1997	1996
	<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	144	225	15	36	16	1	160	4	58	210	869	596
Lane	92	584	24	21	14	781	1,188	8	139	59	2,910	2,557
Marion	16	290	2	26	10	259	574	1	287	83	1,548	1,432
Polk	285	729	156	59	41	182	1,181	5	52	133	2,823	2,119
Washingt	0	493	73	0	124	263	702	4	339	149	2,147	2,057

on												
Yamhill	128	1,500	67	282	197	624	2,779	9	268	230	6,084	4,780
Other Willamette Valley 1/	68	133	24	20	8	86	254	2	91	48	734	661
Rogue Valley 2/	118	293	81	82	2	136	292	26	151	179	1,360	853
All others 3/	55	9	2	46	0	12	10	0	39	21	194	136
Total, 1997	906	4,256	444	572	412	2,344	7,140	59	1,424	1,112	18,669	--
Total, 1996	479	3,428	285	136	387	1,795	6,403	85	1,537	656	--	15,191

Oregon wineries: Equivalent wine production, 1996-97 4/

	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
1997	57,101	268,235	27,983	36,050	25,966	147,731	450,000	3,718	89,748	70,084	1,176,618	--
1996	30,189	216,050	17,962	8,571	24,391	113,130	403,550	5,357	96,870	41,345	--	957,416

1/ Benton, Clackamas, Linn and Multnomah counties.

2/ Jackson and Josephine counties.

3/ Clatsop, Deschutes, Hood River, Tillamook and Umatilla counties.

4/ 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, 1996-97

	Oregon			Grown in other states	All crush
	Estate	Other Oregon	All Oregon		

Variety	grown		grown		grown					
	1996	1997	1996	1997	1996	1997	1996	1997	1996	1997
	<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 Sauvignon	55	133	364	661	419	794	60	112	479	906
Chardonnay	1,250	1,672	2,134	2,567	3,384	4,239	44	17	3,428	4,256
Gewurztraminer	101	147	184	296	285	443	0	1	285	444
Merlot	12	50	116	250	128	300	8	272	136	572
Muller Thurgau	146	259	241	153	387	412	0	0	387	412
Pinot Blanc	41	72	59	97	100	169	0	0	100	169
Pinot Gris	733	908	1,036	1,436	1,769	2,344	26	0	1,795	2,344
Pinot Noir	2,355	2,623	3,907	4,299	6,262	6,922	141	218	6,403	7,140
Sauvignon Blanc	18	20	67	39	85	59	0	0	85	59
White Riesling	534	675	945	749	1,479	1,424	58	0	1,537	1,424
Zinfandel	4	8	115	170	119	178	0	0	119	178
All others	133	222	291	452	424	674	13	91	437	765
Total	5,382	6,789	9,459	11,169	14,841	17,958	350	711	15,191	18,669

Oregon wineries: Crush, by use, variety and wine type, 1996-97

Variety and wine type	Varietal		Sparkling		Proprietary or generic		All Uses	
	1996	1997	1996	1997	1996	1997	1996	1997
	<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 Sauvignon, red	359	596	0	0	42	16	401	612
Cabernet Sauvignon, blush	78	294	0	0	0	0	78	294
Chardonnay	3,029	4,026	311	227	88	3	3,428	4,256
Gewurztraminer	285	444	0	0	0	0	285	444
Merlot	136	568	0	0	0	4	136	572
Muller Thurgau	384	402	0	0	3	10	387	412
Pinot Blanc	100	169	0	0	0	0	100	169
Pinot Gris	1,795	2,343	0	0	0	1	1,795	2,344
Pinot Noir, red	5,901	6,992	341	87	33	15	6,275	7,094

Pinot Noir, blush	128	46	0	0	0	0	128	46
Sauvignon Blanc	85	58	0	0	0	1	85	59
White Riesling	1,486	1,404	37	14	14	6	1,537	1,424
Zinfandel	119	178	0	0	0	0	119	178
All Others	357	692	0	24	80	49	437	765
Total	14,242	18,212	689	352	260	105	15,191	18,669

Oregon wineries: Inventory, by vintage, variety and wine type, January 1, 1997 & 1998 1/

Variety and wine type	January 1, 1997				January 1, 1998			
	1995 vintage	1994 and earlier vintages	All vintages	Share of total	1996 vintage	1995 and earlier vintages	All vintages	Share of total
	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Percent</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Percent</i>
Cabernet Sauvignon, red	16,951	19,424	36,375	4.3	13,934	31,061	44,995	4.6
Cabernet Sauvignon, blush	5,64	660	6,334	0.8	1,460	574	2,034	0.2
Chardonnay	115,537	80,182	195,719	22.9	135,002	63,920	198,922	20.5
Gewurztraminer	11,508	4,322	15,830	1.9	9,285	4,215	13,500	1.4
Merlot	8,163	6,446	14,609	1.7	16,350	10,218	26,568	2.7
Muller Thurgau	5,997	923	6,920	0.8	6,940	462	7,402	0.8
Pinot Blanc	1,584	1,135	2,719	0.3	3,876	2,990	6,866	0.7
Pinot Gris	47,139	5,135	52,274	6.1	46,694	24,592	71,286	7.3
Pinot Noir, red	220,666	107,053	327,719	38.3	250,109	176,615	426,724	43.9
Pinot Noir, blush	3,009	2,523	5,532	0.7	4,602	1,330	5,932	0.6
Sauvignon Blanc	7,537	4,748	12,285	1.4	3,474	7,929	11,403	1.2
White Riesling	40,234	21,604	61,838	7.2	42,512	18,955	61,467	6.3
Zinfandel	9,928	809	10,737	1.3	8,985	1,152	10,137	1.1
Other red varietal	2,885	1,492	4,377	0.5	1,750	3,815	5,565	0.6
Other white varietal	7,049	10,213	17,262	2.0	6,717	5,101	11,818	1.2
Red blends	2,760	1,827	4,587	0.5	4,166	8,101	12,267	1.3
White blends	2,751	99	2,850	0.3	234	878	1,112	0.1
Blush blends	1,512	300	1,812	0.2	1,845	0	1,845	0.2

All sparkling wines	39,308	36,346	75,654	8.8	21,027	30,874	51,901	5.3
Total	550,192	305,241	855,433	100.0	578,962	392,782	971,744	100.0

Oregon wineries: Equivalent inventory, by vintage, January 1, 1997 & 1998 2/

	<i>Gallons</i>	<i>Gallons</i>	<i>Gallons</i>		<i>Gallons</i>	<i>Gallons</i>	<i>Gallons</i>	
Total	1,309,457	726,474	2,035,931	--	1,377,930	934,821	2,312,751	--

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

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

Oregon wineries: Sales, by variety and wine type, 1996-97 1/

Variety and wine type	1996		1997	
	Sales	Share of total	Sales	Share of total
Still wines:	<i>Cases</i>	<i>Percent</i>	<i>Cases</i>	<i>Percent</i>
Cabernet Sauvignon, red	18,934	2.6	21,421	2.6
Chardonnay	165,263	22.3	181,956	22.0
Gewurztraminer	16,486	2.2	14,674	1.8
Muller Thurgau	18,178	2.4	20,157	2.4
Pinot Blanc	17,240	2.3	4,966	0.6
Pinot Gris	53,564	7.2	81,634	9.9
Pinot Noir, red	248,857	33.5	292,213	35.3
Sauvignon Blanc	7,262	1.0	4,571	0.6
White Riesling	90,623	12.2	81,020	9.8
Other still wines	73,895	10.0	97,935	11.8
All sparkling wines	31,651	4.3	26,765	3.2
Total	741,953	100.0	827,312	100.0

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

Oregon wineries: Sales, by wine type and destination, 1996-97 1/

	Chardonnay	Pinot Gris	Pinot Noir, red	White	All grape wine
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							Rieseling			
Destination	1996	1997	1996	1997	1996	1997	1996	1997	1996	1997
	<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>
Oregon	105,578	101,730	2/	32,540	104,594	104,635	76,897	65,736	428,756	426,312
Washington	15,298	16,147	2/	7,828	20,434	24,085	4,741	5,644	60,653	64,181
Other States	41,725	60,347	2/	39,704	112,514	149,868	8,014	9,524	233,037	316,258
Exports out of U.S.:	2,662	3,732	2/	1,562	11,315	13,625	971	116	19,507	20,561
Canada	--	--	--	--	--	--	--	--	8,497	8,689
Denmark	--	--	--	--	--	--	--	--	832	949
Japan	--	--	--	--	--	--	--	--	949	676
Netherlands	--	--	--	--	--	--	--	--	--	597
Sweden	--	--	--	--	--	--	--	--	828	--
United Kingdom	--	--	--	--	--	--	--	--	3,101	4,780
Other & undesignated	--	--	--	--	--	--	--	--	5,300	4,870
Total	165,263	181,956	--	81,634	248,857	292,213	90,623	81,020	741,953	827,312

1 Figures in this table include estimates for incomplete responses.

2 Not asked.

Non-grape wine summary

Eight wineries produced approximately 22,500 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 1997 were rhubarb, currants, boysenberries, cranberries and peaches. Honey was also used to make some wine. Some non-grape wines were made from undesignated commodities. This summary includes estimates for incomplete responses.

Compiled by:

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Cooperating with:

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