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1998 Oregon Winery Report

Oregon Agricultural Statistics Service

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Frequency: Annual

Oregon's wine industry highlights

. In 1998, 102 wineries crushed 13,265 tons of grapes, 29 percent less than from the 1997 vintage and mirroring the smaller grape harvest.

. Cooperage capacity continued to grow, increasing 3 percent from the prior year.

. Sales during 1998 totaled 8 percent more than in 1997.

. Wine inventory on January 1, 1999 was up 28 percent from a year earlier, totaling over one million cases for the first time.

Inventory includes both bottled case goods and gallons of bulk storage converted to case equivalents. Grape wines from the 1997 vintage, plus fruit and berry wines made in 1997 were the most recent included. The inventory figures include bonded and tax-paid inventory, regardless of location within Oregon, owned by wineries.

Wineries reported unfilled grape crushing needs of 1,537 tons in 1998. Reported needs were: Pinot Noir, 996 tons; Merlot, 139 tons; White Riesling, 131 tons; Pinot Gris, 91 tons; Chardonnay, 39 tons; Cabernet Sauvignon, 31 tons; Gewurztraminer, 22 tons; Pinot Blanc, 22 tons; Muller Thurgau, 20 tons; Semillon, 2 tons; and all other varieties, 44 tons.

Funding for this report was provided by the Oregon Wine Advisory Board.

Oregon wineries: Number, crush, outshipments and cooperage, by county, 1997-981/

| County | All wineries | | Wineries crushing grapes | | Wine grapes crushed | | Crushed grapes shipped out of Oregon | | Total cooperage | |
|---------|---------------|---------------|--------------------------|---------------|---------------------|-------------|--------------------------------------|-------------|----------------------|----------------------|
| | 1997 | 1998 | 1997 | 1998 | 1997 | 1998 | 1997 | 1998 | 1997 | 1998 |
| | <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 | 7 | 7 | 7 | 7 | 869 | 877 | 120 | 209 | 215.3 | 256.3 |

| | | | | | | | | | | |
|----------------------------|-----|-----|-----|-----|--------|--------|-----|-----|---------|---------|
| Lane | 7 | 7 | 7 | 7 | 2,910 | 1,703 | 54 | -- | 599 .6 | 619 .0 |
| Marion | 6 | 6 | 6 | 6 | 1,548 | 1,358 | 14 | -- | 304 .9 | 297 .4 |
| Polk | 14 | 12 | 14 | 12 | 2,823 | 1,809 | -- | 413 | 480 .5 | 563 .3 |
| Washington | 9 | 9 | 9 | 9 | 2,147 | 1,225 | 30 | -- | 532 .5 | 441 .4 |
| Yamhill | 34 | 33 | 31 | 32 | 6,084 | 4,044 | 258 | -- | 1,425.3 | 1,439.5 |
| Other Willamette Valley 2/ | 16 | 16 | 14 | 15 | 734 | 764 | 15 | 13 | 252 .1 | 299 .2 |
| Rogue Valley 3/ | 12 | 10 | 10 | 9 | 1,360 | 1,301 | -- | 83 | 403 .3 | 436 .9 |
| All others 4/ | 6 | 5 | 5 | 5 | 194 | 184 | -- | 1 | 64 .5 | 66 .5 |
| Total | 111 | 105 | 103 | 102 | 18,669 | 13,265 | 491 | 719 | 4,278.0 | 4,419.5 |

1/ Includes estimates for incomplete responses. 2/ Benton, Clackamas, Linn and Multnomah counties.
3/ Jackson and Josephine counties. 4/ Clatsop, Deschutes, Hood River, Tillamook and Umatilla counties.

Oregon wineries: Crush, by type of acquisition and county, 1998 and 1997 totals 1/

| County | Estate grown | Purchased | Custom crush | All crush, 1998 | All crush, 1997 |
|----------------------------|--------------|-------------|--------------|-----------------|-----------------|
| | <i>Tons</i> | <i>Tons</i> | <i>Tons</i> | <i>Tons</i> | <i>Tons</i> |
| Douglas | 276 | 372 | 229 | 877 | 869 |
| Lane | 357 | 1,235 | 111 | 1,703 | 2,910 |
| Marion | 376 | 982 | -- | 1,358 | 1,548 |
| Polk | 577 | 638 | 594 | 1,809 | 2,823 |
| Washington | 844 | 381 | -- | 1,225 | 2,147 |
| Yamhill | 1,968 | 2,043 | 33 | 4,044 | 6,084 |
| Other Willamette Valley 2/ | 332 | 430 | 2 | 764 | 734 |
| Rogue Valley 3/ | 483 | 810 | 8 | 1,301 | 1,360 |
| All others 4/ | 77 | 107 | -- | 184 | 194 |
| Total, 1998 | 5,290 | 6,998 | 977 | 13,265 | -- |
| Total, 1997 | 6,789 | 10,994 | 886 | -- | 18,669 |

1/ Includes estimates for incomplete responses. 2/ Benton, Clackamas, Linn and Multnomah counties.
3/ Jackson and Josephine counties. 4/ Clatsop, Deschutes, Hood River, Tillamook and Umatilla counties.

Oregon wineries: Crush, by variety and county, 1998 and 1997 totals 1/

| County | Cabernet Sauvignon | Chardonnay | Gewurztraminer | Merlot | Muller Thurgau | Pinot Gris | Pinot Noir | Sauvignon Blanc | White Riesling | All others | All varieties | |
|----------------------------|--------------------|--------------|----------------|------------|----------------|--------------|--------------|-----------------|----------------|--------------|---------------|---------------|
| | | | | | | | | | | | 1998 | 1997 |
| | Tons | Tons | Tons | Tons | Tons | Tons | Tons | Tons | Tons | Tons | Tons | Tons |
| Douglas | 117 | 298 | 22 | 42 | 17 | 20 | 155 | 2 | 54 | 150 | 877 | 869 |
| Lane | 31 | 329 | 18 | 21 | 6 | 465 | 650 | 8 | 129 | 46 | 1,703 | 2,910 |
| Marion | 16 | 232 | 17 | 62 | 9 | 180 | 516 | 3 | 209 | 114 | 1,358 | 1,548 |
| Polk | 88 | 316 | 27 | 57 | 11 | 196 | 951 | 12 | 40 | 111 | 1,809 | 2,823 |
| Washington | -- | 266 | 21 | -- | 91 | 169 | 377 | 12 | 216 | 73 | 1,225 | 2,147 |
| Yamhill | 98 | 795 | 53 | 225 | 155 | 473 | 1,897 | 26 | 172 | 150 | 4,044 | 6,084 |
| Other Willamette Valley 2/ | 36 | 128 | 23 | 42 | 4 | 63 | 336 | -- | 79 | 53 | 764 | 734 |
| Rogue Valley 3/ | 120 | 301 | 70 | 143 | 25 | 140 | 282 | 24 | 114 | 82 | 1,301 | 1,360 |
| All others 4/ | 45 | 15 | 1 | 39 | -- | 25 | 12 | -- | 30 | 17 | 184 | 194 |
| Total, 1998 | 551 | 2,680 | 252 | 631 | 318 | 1,731 | 5,176 | 87 | 1,043 | 796 | 13,265 | --- |
| Total, 1997 | 906 | 4,256 | 444 | 572 | 412 | 2,344 | 7,140 | 59 | 1,424 | 1,112 | -- | 18,669 |

Oregon wineries: Equivalent wine production, 1997-98 5/

| | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases |
|------|--------|---------|--------|--------|--------|---------|---------|-------|--------|--------|---------|-----------|
| 1998 | 34,727 | 168,908 | 15,882 | 39,769 | 20,042 | 109,097 | 326,218 | 5,483 | 65,735 | 50,168 | 836,029 | -- |
| 1997 | 57,101 | 268,235 | 27,983 | 36,050 | 25,966 | 147,731 | 450,000 | 3,718 | 89,748 | 70,084 | -- | 1,176,618 |

1/ Includes estimates for incomplete responses. 2/ Benton, Clackamas, Linn and Multnomah counties. 3/ Jackson and Josephine counties. 4/ Clatsop, Deschutes, Hood River, Tillamook and Umatilla counties. 5/ Equivalent wine production equals tons crushed times 150 gallons per ton divided by 2.38 gallons per case.

Oregon wineries: Crush, by origin and variety, 1997-98 1/

| Variety | Oregon | | | | | | Grown in other states | | All crush | |
|---------|--------------|------|--------------------|------|------------------|------|-----------------------|------|-----------|------|
| | Estate grown | | Other Oregon grown | | All Oregon grown | | 1997 | 1998 | 1997 | 1998 |
| | 1997 | 1998 | 1997 | 1998 | 1997 | 1998 | | | | |
| | Tons | Tons | Tons | Tons | Tons | Tons | Tons | Tons | Tons | Tons |
| | | | | | | | | | | |

| | | | | | | | | | | |
|--------------------|-------|-------|--------|-------|--------|--------|-----|-----|--------|--------|
| Cabernet Sauvignon | 133 | 84 | 661 | 376 | 794 | 460 | 112 | 91 | 906 | 551 |
| Chardonnay | 1,672 | 1,085 | 2,567 | 1,585 | 4,239 | 2,670 | 17 | 10 | 4,256 | 2,680 |
| Gewurztraminer | 147 | 131 | 296 | 121 | 443 | 252 | 1 | -- | 444 | 252 |
| Merlot | 50 | 25 | 250 | 354 | 300 | 379 | 272 | 252 | 572 | 631 |
| Muller Thurgau | 259 | 229 | 153 | 89 | 412 | 318 | -- | -- | 412 | 318 |
| Pinot Blanc | 72 | 59 | 97 | 70 | 169 | 129 | -- | -- | 169 | 129 |
| Pinot Gris | 908 | 651 | 1,436 | 1,080 | 2,344 | 1,731 | -- | -- | 2,344 | 1,731 |
| Pinot Noir | 2,623 | 2,241 | 4,299 | 2,755 | 6,922 | 4,996 | 218 | 180 | 7,140 | 5,176 |
| Sauvignon Blanc | 20 | 21 | 39 | 66 | 59 | 87 | -- | -- | 59 | 87 |
| White Riesling | 675 | 572 | 749 | 471 | 1,424 | 1,043 | -- | -- | 1,424 | 1,043 |
| Zinfandel | 8 | 6 | 170 | 112 | 178 | 118 | -- | 1 | 178 | 119 |
| All others | 222 | 178 | 452 | 367 | 674 | 545 | 91 | 3 | 765 | 548 |
| Total | 6,789 | 5,282 | 11,169 | 7,446 | 17,958 | 12,728 | 711 | 537 | 18,669 | 13,265 |

/ / Includes estimates for incomplete responses.

Oregon wineries: Crush, by use, variety and wine type, 1997-98/

| Variety and wine type | Still wines | | Sparkling wines | | All Uses | |
|---------------------------|-------------|-------------|-----------------|-------------|-------------|-------------|
| | 1997 | 1998 | 1997 | 1998 | 1997 | 1998 |
| | <i>Tons</i> | <i>Tons</i> | <i>Tons</i> | <i>Tons</i> | <i>Tons</i> | <i>Tons</i> |
| Cabernet Sauvignon, red | 612 | 541 | -- | -- | 612 | 541 |
| Cabernet Sauvignon, blush | 294 | 10 | -- | -- | 294 | 10 |
| Chardonnay | 4,029 | 2,289 | 227 | 391 | 4,256 | 2,680 |
| Gewurztraminer | 444 | 252 | -- | -- | 444 | 252 |
| Merlot | 572 | 631 | -- | -- | 572 | 631 |
| Muller Thurgau | 412 | 318 | -- | -- | 412 | 318 |
| Pinot Blanc | 169 | 129 | -- | -- | 169 | 129 |
| Pinot Gris | 2,344 | 1,731 | -- | -- | 2,344 | 1,731 |

| | | | | | | |
|-------------------|--------|--------|-----|-----|--------|--------|
| Pinot Noir, red | 7,007 | 5,082 | 87 | 71 | 7,094 | 5,153 |
| Pinot Noir, blush | 46 | 23 | -- | -- | 46 | 23 |
| Sauvignon Blanc | 59 | 87 | -- | -- | 59 | 87 |
| White Riesling | 1,410 | 1,015 | 14 | 28 | 1,424 | 1,043 |
| Zinfandel | 178 | 119 | -- | -- | 178 | 119 |
| All Others | 741 | 528 | 24 | 20 | 765 | 548 |
| Total | 18,317 | 12,755 | 352 | 510 | 18,669 | 13,265 |

1/ Includes estimates for incomplete responses.

Oregon wineries: Inventory, by vintage, variety and wine type, January 1, 1998 & 19991/

| Variety and wine type | January 1, 1998 | | | | January 1, 1999 | | | |
|------------------------------|-----------------|---------------------------|--------------|----------------|-----------------|---------------------------|--------------|----------------|
| | 1996 vintage | 1995 and earlier vintages | All vintages | Share of total | 1997 vintage | 1996 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 | 13,934 | 31,061 | 44,995 | 4.6 | 31,801 | 25,089 | 56,890 | 4.6 |
| Cabernet Sauvignon, blush | 1,460 | 574 | 2,034 | 0.2 | 360 | 250 | 610 | 0.1 |
| Chardonnay | 135,002 | 63,920 | 198,922 | 20.5 | 166,676 | 86,715 | 253,391 | 20.3 |
| Gewurztraminer | 9,285 | 4,215 | 13,500 | 1.4 | 18,670 | 3,652 | 22,322 | 1.8 |
| Merlot | 16,350 | 10,218 | 26,568 | 2.7 | 42,270 | 6,236 | 48,506 | 3.9 |
| Muller Thurgau | 6,940 | 462 | 7,402 | 0.8 | 12,881 | 1,268 | 14,149 | 1.1 |
| Pinot Blanc | 3,876 | 2,990 | 6,866 | 0.7 | 5,815 | 827 | 6,642 | 0.5 |
| Pinot Gris | 46,694 | 24,592 | 71,286 | 7.3 | 109,148 | 16,546 | 125,694 | 10.1 |
| Pinot Noir, red | 250,109 | 176,615 | 426,724 | 43.9 | 348,238 | 156,164 | 504,402 | 40.4 |
| Pinot Noir, blush | 4,602 | 1,330 | 5,932 | 0.6 | 2,870 | 3,487 | 6,357 | 0.5 |
| Sauvignon Blanc | 3,474 | 7,929 | 11,403 | 1.2 | 3,123 | 2,900 | 6,023 | 0.5 |
| White Riesling | 42,512 | 18,955 | 61,467 | 6.3 | 48,236 | 15,760 | 63,996 | 5.1 |
| Zinfandel | 8,985 | 1,152 | 10,137 | 1.1 | 678 | 945 | 1,623 | 0.1 |
| Other red varietals | 1,750 | 3,815 | 5,565 | 0.6 | 10,741 | 2,918 | 13,659 | 1.1 |
| Other red varietals, blush2/ | -- | -- | -- | -- | 2,691 | -- | 2,691 | 0.2 |
| Other white varietal | 6,717 | 5,101 | 11,818 | 1.2 | 11,186 | 2,666 | 13,852 | 1.1 |
| Red blends | 4,166 | 8,101 | 12,267 | 1.3 | 8,642 | 3,690 | 12,332 | 1.0 |
| White blends | 234 | 878 | 1,112 | 0.1 | 7,225 | 1,822 | 9,047 | 0.7 |
| Blush blends | 1,845 | -- | 1,845 | 0.2 | 7,959 | 112 | 8,071 | 0.6 |
| Fruit and berry wines2/ | -- | -- | -- | -- | 2,996 | 9,799 | 12,795 | 1.0 |
| All sparkling wines | 21,027 | 30,874 | 51,901 | 5.3 | 20,484 | 45,031 | 65,515 | 5.3 |
| Total | 578,962 | 392,782 | 971,744 | 100.0 | 862,690 | 385,877 | 1,248,567 | 100.0 |

Oregon wineries: Equivalent inventory, by vintage, January 1,1998 & 1999 3/

| | <i>Gallons</i> | <i>Gallons</i> | <i>Gallons</i> | | <i>Gallons</i> | <i>Gallons</i> | <i>Gallons</i> | |
|-------|----------------|----------------|----------------|----|----------------|----------------|----------------|----|
| Total | 1,377,930 | 934,821 | 2,312,751 | -- | 2,053,202 | 918,387 | 2,971,589 | -- |

1/ Includes estimates for incomplete responses.

2/ For 1998, not surveyed.

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

Oregon wineries: Sales, by variety and wine type, 1997-981/

| | 1997 | | 1998 | |
|-------------------------|--------------|----------------|--------------|----------------|
| Variety and wine type | 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 | 21,421 | 2 .6 | 24,177 | 2 .7 |
| Chardonnay | 181,956 | 22 .0 | 174,520 | 19 .5 |
| Gewurztraminer | 14,674 | 1 .8 | 13,235 | 1 .5 |
| Merlot2/ | -- | -- | 25,852 | 2 .9 |
| Muller Thurgau | 20,157 | 2 .4 | 18,182 | 2 .0 |
| Pinot Blanc | 4,966 | 0 .6 | 4,209 | 0 .5 |
| Pinot Gris | 81,634 | 9 .9 | 118,994 | 13 .3 |
| Pinot Noir, red | 292,213 | 35 .3 | 337,878 | 37 .8 |
| Sauvignon Blanc | 4,571 | 0 .6 | 4,768 | 0 .5 |
| White Riesling | 81,020 | 9 .8 | 88,027 | 9 .8 |
| Other still wines | 97,935 | 11 .8 | 70,391 | 7 .9 |
| All sparkling wines | 26,765 | 3 .2 | 14,153 | 1 .6 |
| Total | 827,312 | 100 .0 | 894,386 | 100 .0 |

1/ Includes estimates for incomplete responses.

2/ For 1997, not surveyed.

Oregon wineries: Sales, by wine type and destination, 1997-981/

| Destination | Chardonnay | | Pinot Gris | | Pinot Noir, red | | White Riesling | | All grape wine | |
|------------------------------|--------------|--------------|--------------|--------------|-----------------|--------------|----------------|--------------|----------------|--------------|
| | 1997 | 1998 | 1997 | 1998 | 1997 | 1998 | 1997 | 1998 | 1997 | 1998 |
| | <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 | 101,730 | 98,488 | 32,540 | 43,154 | 104,635 | 110,461 | 65,736 | 62,545 | 426,312 | 433,661 |
| Washington | 16,147 | 9,964 | 7,828 | 9,531 | 24,085 | 25,625 | 5,644 | 5,362 | 64,181 | 61,570 |
| Other States | 60,347 | 60,626 | 39,704 | 59,713 | 149,868 | 184,334 | 9,524 | 19,114 | 316,258 | 369,994 |
| Exports out of U.S.: | 3,732 | 5,442 | 1,562 | 6,596 | 13,625 | 17,458 | 116 | 1,006 | 20,561 | 29,161 |
| Canada | -- | -- | -- | -- | -- | -- | -- | -- | 8,689 | 8,947 |
| Japan | -- | -- | -- | -- | -- | -- | -- | -- | 676 | 1,397 |
| Europe | -- | -- | -- | -- | -- | -- | -- | -- | 6,326 | 7,907 |
| Latin America & Caribbean | -- | -- | -- | -- | -- | -- | -- | -- | -- | 2,535 |
| Other & undesignated | -- | -- | -- | -- | -- | -- | -- | -- | 4,870 | 8,375 |
| Total | 181,956 | 174,520 | 81,634 | 118,994 | 292,213 | 337,878 | 81,020 | 88,027 | 827,312 | 894,386 |

/ Includes estimates for incomplete responses.

Non-grape wine summary

Eight wineries produced approximately 25,000 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 1998 were mainly currants, rhubarb, boysenberries and peaches. This summary includes estimates for incomplete responses.

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Cooperating with:

Oregon Wine Advisory Board
Oregon Wine Growers Association

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