

Tuesday, August 12, 2014

Below are the preliminary prices per ton for grapes at the region and state levels from the 2013 Oregon Vineyard and Wine Production Census. Statewide averages include data from all regions including those with insufficient data to report separately. Statewide price per ton averaged \$2,252 in 2013, down 3% from 2012. Across the main varieties price per ton ranged from a low of \$1,278 for Müller-Thurgau to a high of \$2,655 for Pinot Noir. Price per ton changes from 2012 saw the greatest increase for Sauvignon Blanc at 31%, followed by Chardonnay at 28%, Müller-Thurgau 24%, and White Riesling at 21%. Prices changes from one year to the next are complex, resulting from weather impacts, changing demand for varieties, and tonnage produced.

The 2013 Oregon Vineyard and Wine Production Census has finished collecting data and is currently in the analysis stage with the final report release coming soon.

2013 AVERAGE GRAPE PRICES PER TON

Variety	Statewide ²	Regions ¹				
		North Willamette Valley	South Willamette Valley	Umpqua Valley	Rogue Valley	Columbia River and at large
	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
Cabernet Franc	2124	-	-	-	1921	2455
Cabernet Sauvignon	2124	-	-	-	1866	2502
Chardonnay	2236	2466	2342	-	1645	-
Gewürztraminer	1610	-	1930	-	-	-
Merlot	1874	-	-	-	1659	2242
Müller Thurgau	1278	-	-	-	-	-
Pinot Blanc	1628	1651	-	-	-	-
Pinot Gris	1565	1577	1577	-	1499	1681
Pinot Noir	2655	2819	2478	1893	1659	2432
Sauvignon Blanc	1782	-	-	-	-	-
Syrah	2154	-	-	-	2039	2252
Tempranillo	2136	-	-	-	2039	-
Viognier	1943	-	-	-	1814	-
White Riesling	1507	1675	1649	-	1251	1244
Zinfandel	1959	-	-	-	-	-
All Others	1853	1495	1707	-	1842	2037
Total³	2252	2562	2064	1893	1720	2246

¹ See www.oregonwine.org for region area descriptions.

² Statewide averages include data from all regions including those with insufficient data to report separately.

³ Total price per ton is a weighted average of prices received by Oregon grape growers.

- Insufficient data available to report at the regional level.