

The background image for the title section shows a scenic view of a vineyard at sunset or sunrise. The sky is filled with warm, orange and yellow clouds. In the foreground, there are rows of grapevines and some wooden structures, possibly part of a winery or tasting room. The overall atmosphere is peaceful and picturesque.

# Oregon Wine Industry Economic Impact Guide

## Fast Facts

- Each year, the Oregon wine industry generates **\$3.35 billion** in annual statewide economic impact, an increase of **22%** compared to 2010.
- The Oregon wine industry is responsible for **17,100 jobs** with related wages of **\$527 million**.
- Oregon now has **605 wineries**, triple the number from only a decade ago, and **951 vineyards**.
- Oregon's wine-related tourism contributes **\$208 million** in revenue to the Oregon economy each year, an increase of **32%** compared to 2010.
- Global case sales of Oregon wine have increased **39%** in three years to reach more than **2.7 million cases** annually.
- In 2013, wine grapes became Oregon's **most valuable fruit crop** measured by market value.
- Oregon's wine community contributes more than **\$11 million** each year to charitable causes.



## Oregon Viticulture and Quality Winemaking

Oregon has 18 federally recognized, distinct viticulture areas for wine grapes. The major grape varieties produced are Pinot noir and Pinot gris. Of the wine producing states, Oregon wine growers achieve the highest average price per ton for their crop due to the fruit's potential for making exceptional wines. As stated by world-renowned fine wine expert, Robert M. Parker Jr., "Oregon is finally fulfilling its vast potential".

Approximately half of the state's 24,000 vineyard acres are certified sustainable by one of several organizations, making Oregon the most sustainably farmed wine region in the United States. Although thought of as a 'new world' wine region, Oregon celebrated the 50th anniversary of the first planting of Pinot noir in the state in 2011 and 2015 marks the 50th anniversary of the first Willamette Valley Pinot noir planting.



## A Progressive Industry

•Oregon is the first state to feature **'Wine Country' license plates**, a measure passed by Oregon's legislature and signed into law with proceeds benefitting new wine tourism programs starting in 2015.