

State of Oregon's Wine Industry

Presented to OLCC

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Oregon Wine Council

Oregon Winegrowers Association



Oregon Wine by the Numbers

- 1,476 vineyards
- 44,487 planted acres
- 137,065 tons harvested
- 726 wine producers
- 5.7 million in case sales
- 23 American Viticulture Areas (AVAs)
- Top planted varietal: 60% Pinot Noir
- 1.5% of US wine production



Economic Impact of Oregon Wine

Economic Output

- \$7.19 billion in total annual economic activity in Oregon
- \$330 million value of wine grape production

Tax Impact

- \$441.69 million total taxes
- \$112.72 million state and local taxes

Job Creation

- 50,786 jobs created and supported by the industry
- \$2.41 billion annual wages (average of \$47,500 in annual wages and benefits)

Tourism Impact

- 2.36 million tourism visits
- \$802 million tourist expenditures

Issues Facing the Industry

- Climate change impacts
 - Wildfires
 - Water availability
 - Other weather events
- Leveling off of consumption
- Tourism decline
- Workforce challenges



OLCC Issues

- Tonnage Tax Collection (~30% of grapes crushed out of state)
- Oregon Privilege Tax Online
- Service Permits & Education/Safe Service
- Home Delivery of Alcohol



Legislative Issues

- Bottle Bill (Oregon and California)
- Alcohol Taxes and Taskforce
- Cannabis Enforcement



Contact

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