

# 2006 OREGON WINE PRODUCTION SURVEY



**NATIONAL  
AGRICULTURAL  
STATISTICS  
SERVICE**

**Oregon Field Office**  
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Information requested in this survey is used to prepare estimates of the Oregon wine industry. Facts about your operation are **strictly confidential** and used only in combination with other reports. Response is voluntary, but needed to ensure accurate results. The 2006 Oregon Vineyard and Winery Report will be mailed to you in February. The report can also be found at <http://www.nass.usda.gov/or>. You may fax your survey to 1-800-731-7011. Please phone 1-800-338-2157 with any questions.

\*\*\*Please return by January 10\*\*\*  
Personal interview follow-up to begin January 12

1. Please verify the name and mailing address for this operation.  
Make corrections (including the correct operation name) on the above label and continue.
  
2. Was this operation a bonded winery, or bonded wine cellar, that crushed grapes in 2006 (including alternating proprietorship)?

**YES**, complete the following table and skip to Section A                       **NO**, continue with Question 3

Please check the growing area in which you operate:	
<p>_____ North Willamette Valley <i>(including Yamhill-Carlton District, Chehalem Mountains, McMinnville, Ribbon Ridge, Dundee Hills, and Eola-Amity Hills)</i></p> <p>_____ South Willamette Valley <i>(defined as south of Monmouth and the South Salem Hills)</i></p> <p>_____ Umpqua Valley</p>	<p>_____ Rogue Valley <i>(including Applegate Valley)</i></p> <p>_____ Columbia River <i>(including Columbia Gorge, Columbia Valley, and Walla Walla Valley)</i></p> <p>_____ Other Oregon area</p>
List all other brands, labels, or winery names included in this report:	

3. Were grapes crushed for you in 2006 (including custom crush and custom bottling)?
- YES**, complete the following table and skip to Section C                       **NO**, continue with Question 4

Please check the growing area in which you operate:	
<p>_____ North Willamette Valley <i>(including Yamhill-Carlton District, Chehalem Mountains, McMinnville, Ribbon Ridge, Dundee Hills, and Eola-Amity Hills)</i></p> <p>_____ South Willamette Valley <i>(defined as south of Monmouth and the South Salem Hills)</i></p> <p>_____ Umpqua Valley</p>	<p>_____ Rogue Valley <i>(including Applegate Valley)</i></p> <p>_____ Columbia River <i>(including Columbia Gorge, Columbia Valley, and Walla Walla Valley)</i></p> <p>_____ Other Oregon area</p>
Wineries that crushed your grapes:	Total tons crushed for you:
List all other brands, labels, or winery names included in this report:	

4. Did you have any of the following licenses in 2006? : OLCC issued Growers Sales Privilege, OLCC issued Warehouse, TTB issued Wholesalers Basic Permit

YES, skip to Section C

NO, continue with Question 5

5. Did you own wine inventory or have wine sales in 2006?

YES, skip to Section C

NO, skip to Section F

## SECTION A - Crush Summary

<b>1. Grapes crushed on your bonded premises in 2006, regardless of ownership, including grapes crushed for others:</b>	
a. Crush of purchased grapes..... 101	Tons
b. Crush of estate grown grapes ( <i>grapes from your vineyards</i> ) ..... 102	Tons
c. Grapes you crushed for others ..... 103 Please list for whom ( <i>to avoid duplication</i> ): _____ _____	Tons
<b>Total tons crushed on your premises. (a+b+c) ..... 104</b>	Tons

<b>2. Total storage capacity on your bonded premises:</b> ( <i>This is the cooperage, including all closed containers, such as barrels and tanks, in which wine can be stored</i> ) ..... 105	Gallo ns
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<b>3. Unfilled wine grape needs in 2006:</b>	
Variety needed	Tons needed
106	109
107	110
108	111

## SECTION B - Crush Detail

For item 1, please complete a separate bracket for each wine grape variety crushed on your operation. If grapes were crushed for sparkling wine, please check the box provided. Please use the loose supplement Crush Detail page if additional brackets are needed. Report all non-grape wine produced in item 2.

### 1. Crushed for still and sparkling wine in 2006 produced

Variety crushed	Grape origin	Tons crushed <small>122</small>	Total dollars paid <small>125</small>	State grown <small>126</small>
List variety: <b>Chardonnay</b>	Purchased	6.1	\$7,015	OR
	Estate grown	4.6	<b>Example</b>	
	Custom crushed	--		
<hr/>				
List variety: _____	Purchased	<small>117</small>	<small>120</small>	<small>121</small>
	Estate grown	<small>118</small>		
	Custom crushed	<small>119</small>	<input type="checkbox"/> Crushed for sparkling wine	
<hr/>				
List variety: _____	Purchased	<small>122</small>	<small>125</small>	<small>126</small>
	Estate grown	<small>123</small>		
	Custom crushed	<small>124</small>	<input type="checkbox"/> Crushed for sparkling wine	
<hr/>				
List variety: _____	Purchased	<small>127</small>	<small>130</small>	<small>131</small>
	Estate grown	<small>128</small>		
	Custom crushed	<small>129</small>	<input type="checkbox"/> Crushed for sparkling wine	
<hr/>				
List variety: _____	Purchased	<small>132</small>	<small>135</small>	<small>136</small>
	Estate grown	<small>133</small>		
	Custom crushed	<small>134</small>	<input type="checkbox"/> Crushed for sparkling wine	

### 2. Fruit and berry wine in 2006

Variety	Gallons produced
Apricots <small>227</small>	
Blackberries <small>228</small>	
Blueberries <small>229</small>	
Boysenberries <small>230</small>	
Cherries <small>231</small>	
Cranberries <small>232</small>	
Currants <small>233</small>	
Honey <small>234</small>	
Loganberries <small>235</small>	
Marionberries <small>236</small>	
Peaches <small>237</small>	
Pears <small>238</small>	
Pineapple <small>239</small>	
Plums <small>240</small>	
Raspberries <small>241</small>	
Rhubarb <small>242</small>	
Strawberries <small>243</small>	

## SECTION B - Crush Detail, continued

Variety crushed	Grape origin	Tons crushed	Total dollars paid	State grown
List variety: _____	Purchased	137 <input type="text"/>	140 <input type="text"/>	141 <input type="text"/>
	Estate grown	138 <input type="text"/>		
	Custom crushed	139 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	142 <input type="text"/>	145 <input type="text"/>	146 <input type="text"/>
	Estate grown	143 <input type="text"/>		
	Custom crushed	144 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	147 <input type="text"/>	150 <input type="text"/>	151 <input type="text"/>
	Estate grown	148 <input type="text"/>		
	Custom crushed	149 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	152 <input type="text"/>	155 <input type="text"/>	156 <input type="text"/>
	Estate grown	153 <input type="text"/>		
	Custom crushed	154 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	157 <input type="text"/>	160 <input type="text"/>	161 <input type="text"/>
	Estate grown	158 <input type="text"/>		
	Custom crushed	159 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	162 <input type="text"/>	165 <input type="text"/>	166 <input type="text"/>
	Estate grown	163 <input type="text"/>		
		164		

Custom crushed

Crushed for sparkling wine

## SECTION C - Wine Inventory

All operations with inventory and/or selling wine under their own brand(s) should complete Sections C and D (the inventory and sales tables).

**Wine inventory on January 1, 2007:** Report all Oregon produced inventory on your premises, regardless of ownership. Include inventory at your tasting rooms, second locations, and stored out-of-state. Please also include wine kept at commercial storage facilities.

Variety	Bottled inventory by vintage			Bulk inventory by vintage		
	2006	2005	2004 & earlier	2006	2005	2004 & earlier
	***	<b>9L equivalent cases</b>		***	<b>Gallons</b>	
All sparkling wine	245	266	287	308	329	350
Still wines:						
Cabernet Franc	246	267	288	309	330	351
Cabernet Sauvignon	247	268	289	310	331	352
Chardonnay	248	269	290	311	332	353
Gewurztraminer	249	270	291	312	333	354
Merlot	250	271	292	313	334	355
Muller-Thurgau	251	272	293	314	335	356
Pinot Blanc	252	273	294	315	336	357
Pinot Gris	253	274	295	316	337	358
Pinot Noir	254	275	296	317	338	359
Sauvignon Blanc	255	276	297	318	339	360
Syrah	256	277	298	319	340	361
Tempranillo	257	278	299	320	341	362
Viognier	258	279	300	321	342	363
White Riesling	259	280	301	322	343	364
Zinfandel	260	281	302	323	344	365
Red Blends	261	282	303	324	345	366
White Blends	262	283	304	325	346	367
All Rosé & Blush Blends	263	284	305	326	347	368
Fruit and Berry	264	285	306	327	348	369
List other still wine:						
	265	286	307	328	349	370

## SECTION D - Wine Sales

All operations with inventory and/or selling wine under their own brand(s) should complete Sections C and D (the inventory and sales tables).

Please report all Oregon produced wine sales, from all vintages. Include sales from January 1 to December 31, 2006.

1. What were your total dollar wines sales in 2006? <sup>(371)</sup> \$ \_\_\_\_\_ dollars

2. Report total wine cases sold (both domestic and exported) and bulk wine sales, by variety.

Variety	Total number of cases sold	Bulk wine sales
	<i>9L equivalent cases</i>	<i>gallons</i>
All sparkling wine	372	393
Still wines:		
Cabernet Franc	373	394
Cabernet Sauvignon	374	395
Chardonnay	375	396
Gewurztraminer	376	397
Merlot	377	398
Muller-Thurgau	378	399
Pinot Blanc	379	400
Pinot Gris	380	401
Pinot Noir	381	402
Sauvignon Blanc	382	403
Syrah	383	404
Tempranillo	384	405
Viognier	385	406
White Riesling	386	407
Zinfandel	387	408
Red Blends	388	409
White Blends	389	410
All Rosé & Blush Blends	390	411
Fruit and Berry	391	412
All other still wine	392	413

## SECTION D - Wine Sales, continued

3. Of your total wine case sales, what percentage was sold, or how many cases were sold:

		Percent of sales or number of cases (percent total should = 100)
a. <b>Direct to consumers</b> at your winery or tasting rooms	414	_____ % or _____ cases
b. <b>Direct to consumers</b> via wine clubs, on-line sales, wine events, etc.....	415	_____ % or _____ cases
c. To <b>Oregon distributors</b> , retailers, and restaurants.....	416	_____ % or _____ cases
d. To <b>Washington distributors</b> , retailers, and restaurants	417	_____ % or _____ cases
e. To <b>New York distributors</b> , retailers, and restaurants	418	_____ % or _____ cases
f. To <b>California distributors</b> , retailers, and restaurants	419	_____ % or _____ cases
g. To <b>all other U.S. distributors</b> , retailers, and restaurants	420	_____ % or _____ cases
h. <b>Outside the U.S.</b> .....	421	_____ % or _____ cases

4. Did you report sales **outside the U.S.** in item 3h above?

**YES**, complete the following table and continue       **NO**, skip to Section E

Please report the number of 9L equivalent cases exported, by variety, and export destination.

Variety exported	Export destination						
	Canada	Japan	Korea	All other Asia	United Kingdom	South Seas <sup>1/</sup>	All other destinations
	cases	cases	cases	cases	cases	cases	cases
Chardonnay	422	432	442	452	462	472	482
Merlot	423	433	443	453	463	473	483
Pinot Blanc	424	434	444	454	464	474	484
Pinot Gris	425	435	445	455	465	475	485
Pinot Noir	426	436	446	456	466	476	486
Syrah	427	437	447	457	467	477	487
White Riesling	428	438	448	458	468	478	488
Red Blends	429	439	449	459	469	479	489
White Blends	430	440	450	460	470	480	490
Other:	431	441	451	461	471	481	491

## SECTION E - Comments

Please comment about your biggest challenges this year in relation to operating a winery:

Respondent Name: \_\_\_\_\_ Position: \_\_\_\_\_ Phone: \_\_\_\_\_

## SECTION F - Change in Operator

[Complete this section only if questions 2-5, beginning on the face page, are answered "No".]

1. Has the winery named on the label been sold, rented, or turned over to someone else?

YES - [Continue]

NO – [Go to a.] →

2. Please provide the following information for the new operators or operation that has taken over:

Winery name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

a. Will the winery be used by you or anyone else in the next year?

Yes       No       Don't know

Regardless of answer, write a note to explain the situation and return this form in the enclosed envelope.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Office Use				
Mode		Enum.	Eval.	
				1008
1-Mail	9903	098	100	1004
2-Tel				1005
3-Face to face				1006
5-Web				1007
6-E-mail				
7-Fax				
19-Other				

S/E Name \_\_\_\_\_



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