

## WILLAMETTE VALLEY WINE

### *Economic Impact of Oregon Wine*

The sum of all economic activity in Oregon related directly or indirectly to wine is over \$3.35 billion. The net economic contribution, a measure of value added, is \$1.4 billion. Other notable statistics:

- In 2013, estimated wine-related jobs in Oregon totaled 17,099; related wages topped \$527 million.
- Over 950 Oregon wine grape growers produced a crop whose total value in 2013 was \$128 million.
- 605 Oregon wineries or wine companies bottled 2,780,237 nine-liter cases of wine and had revenues of over \$363 million in 2013 from the sale of packaged wine. Oregon wines shipped to other states/countries brought in over \$127 million in revenue, while direct-to-consumer shipments added another \$52 million.
- Retail sales of wine in Oregon from all sources were \$816.6 million in 2013.
- In 2013 wine-related tourism contributed \$207.5 million in revenues to the Oregon economy.
- Wine-related activities contributed over \$63 million in tax and licensing revenues to the state government in 2013, as well as supporting \$64.9 million in local property taxes.
- The Oregon wine and wine grape industries contribute an estimated \$11.3 million annually to charities.
- The post-recession years of 2011-2014 have seen renewed optimism and investment in the Oregon wine industry, with planted acres increasing 18%, the number of wineries increasing by 45% and wine sales volume up 39%, resulting in vineyard and winery spending of between \$63 and 110 million to increase production capacity.

Data from [The Economic Impact of the Wine and Wine Grape Industries on the Oregon Economy](#)  
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