



Our industry's focus on high quality wine and wine grapes translates into a high quality of life for our neighbors and communities. It goes beyond what we grow, make and sell. It's the added value we bring to our state.

- ♦ Wine grapes are one of the leading value-added agricultural products and retain a significant amount of profit within the state.

- ♦ Our industry attracts high value tourists who spend more than the average visitor, boosting restaurant and hotel revenues.

- ♦ We promote values of honesty, friendliness and accessibility.

- ♦ Our businesses are primarily family-owned. We take pride in our craft and produce artisanal products that we can all be proud of.

- ♦ We're environmental stewards of the land. Preserving the land means that we can continue to produce high quality wine and provide for future generations. We aim to reduce the environmental footprint and protect valuable land.

- ♦ We're also leaders in sustainable agriculture. 35 percent of vineyards are certified for sustainability. 14 percent are farmed organically (certified and non-certified). 7 percent are farmed biodynamically.

- ♦ New and diverse winegrowing regions bring dynamic growth and commerce opportunities to the entire state, from the Willamette Valley to Eastern and Southern Oregon.

A CLOSER LOOK: The Economic Impact of Wine and Wine Grape Industries in Oregon

\$1.42 billion	Total impact of economic activity
Employment	
8,479	Wine-related jobs
\$203 million	Wine-related wages
Sales & Revenue	
1.28 million	Total Oregon wine case sales in 2004
\$157 million	Oregon winery revenues in 2004
\$64.1 million	Wine and grape sales outside Oregon and abroad in 2004
\$92 million	Total wine-related tourism revenue in 2004
1.48 million	Oregon winery visits annually
\$42 million	Total state tax revenues from wine-related activities
Agricultural Value	
4	Wine grapes' rank in dollar value compared to other agricultural products in Oregon in 2004
\$32.2 million	Total value of 2004 harvest
\$1,660	Average price per ton Oregon grape growers received in 2004
319	Number of wineries
709	Number of vineyards
34.5	percent of Oregon vineyards sustainable certified
14	percent of Oregon vineyards farmed organically
7	percent of Oregon vineyards farmed biodynamically
\$3 million	Industry contributions to charities



For more information, contact the Oregon Wine Center at 503.228.8336 or visit us online at www.oregonwine.org.

Wine Industry Related Employment in 2004

Industry	# of Employees	Total Wages (\$)
Vineyard	433	15,689,000
Winery	1,222	27,168,000
Distribution	384	15,210,000
Grocery/Chain Retail	895	19,838,500
Wine Stores	812	14,078,000
Eating/Drinking Places	1,837	26,084,700
Wine Industry Direct Employment	5,583	118,068,200
Tourism related to wine	443	9,050,000
Trucking Employees	53	2,200,000
Suppliers – equipment/materials*	130	3,862,000
Services & Industry Associations**	187	7,772,200
Other Indirect	576	16,692,100
Total Indirect (supplier) Employment	1,389	39,576,300
Induced Employment (IMPLAN)***	1,507	46,023,000
Total	8,479	203,667,500

* Includes misc. suppliers category, grapevine/nurseries and tanks

** Includes banking, consulting, printing, marketing, insurance, etc.

*** Induced employment is employment in the general economy resulting from the spending of wages and earnings generated by the direct and indirect employment of the wine industry