

Region Characteristics

Acreage

Median = 5.7 acres

Maximum = 205 acres

Minimum < 0.5 acres

Elevation

Median = 1269 ft.

Maximum = 2488 ft.

Minimum = 247 ft.

Climate

Cool to Warm

Geology

Mixed Coastal, Western Cascade, and Klamath

Soils

Alluvial, Marine, Volcanic Clay, Silt, & Sandy Loams

The History of Wine in Southern Oregon

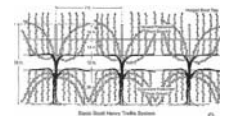
1850s – 1920s

- Peter Britt planted grapes in the Rogue Valley about 1855 (Mission grape)
- Britt establishes Valley View Winery in 1873, the first official winery in Oregon
- Jesse Applegate came to the Umpqua Valley in 1849, planted table grapes and commercial vineyard in 1876
- Von Pessl brothers planted the first *Vitis vinifera* vineyard in the Umpqua Valley in the early 1880s
- Adam Doerner planted winegrapes in the Umpqua in 1888, made home wine and licensed a distillery
- Britt plants over 200 varieties of *Vitis vinifera* and *Vitis labrusca* in the Rogue Valley
- Britt dies in 1905, Valley View Winery closes in 1907
- As much as 300 acres of grapes grown in Southern Oregon
- Oregon Prohibition 1916-1933
- Federal Prohibition 1920-1933



1930s - Present

- In 1934 Doerner's Melrose Winery becomes Bonded Winery #7 (in Oregon, Washington, and California)
- In 1957-63 Richard Sommer visits Doerner's, sees potential, establishes Hillcrest Vineyard, bonded winery #44. Initiates the modern era of Oregon viticulture and wine production
- In 1953 wine production stops at Doerner's, inventory sold until 1964, vineyard remains in production to the present
- Porter Lombard establishes the OSU experimental vineyard in 1968 in the Rogue Valley
- Oregon Wine Growers Association founded by Paul Bjelland in the Umpqua Valley in 1969
- In the 1970s Scott Henry develops, a now world famous, trellis system
- During the 1970s, new wineries opened including Valley View Winery by Frank Wisnovsky (not related to Britt's Valley View Winery)
- American Viticultural Areas established: Umpqua Valley 1984, Rogue Valley 1991, Applegate Valley 2001, Southern Oregon 2004
- Over 30 wineries, 150+ growers with nearly 3000 acres planted and 4000 tons of grapes harvested

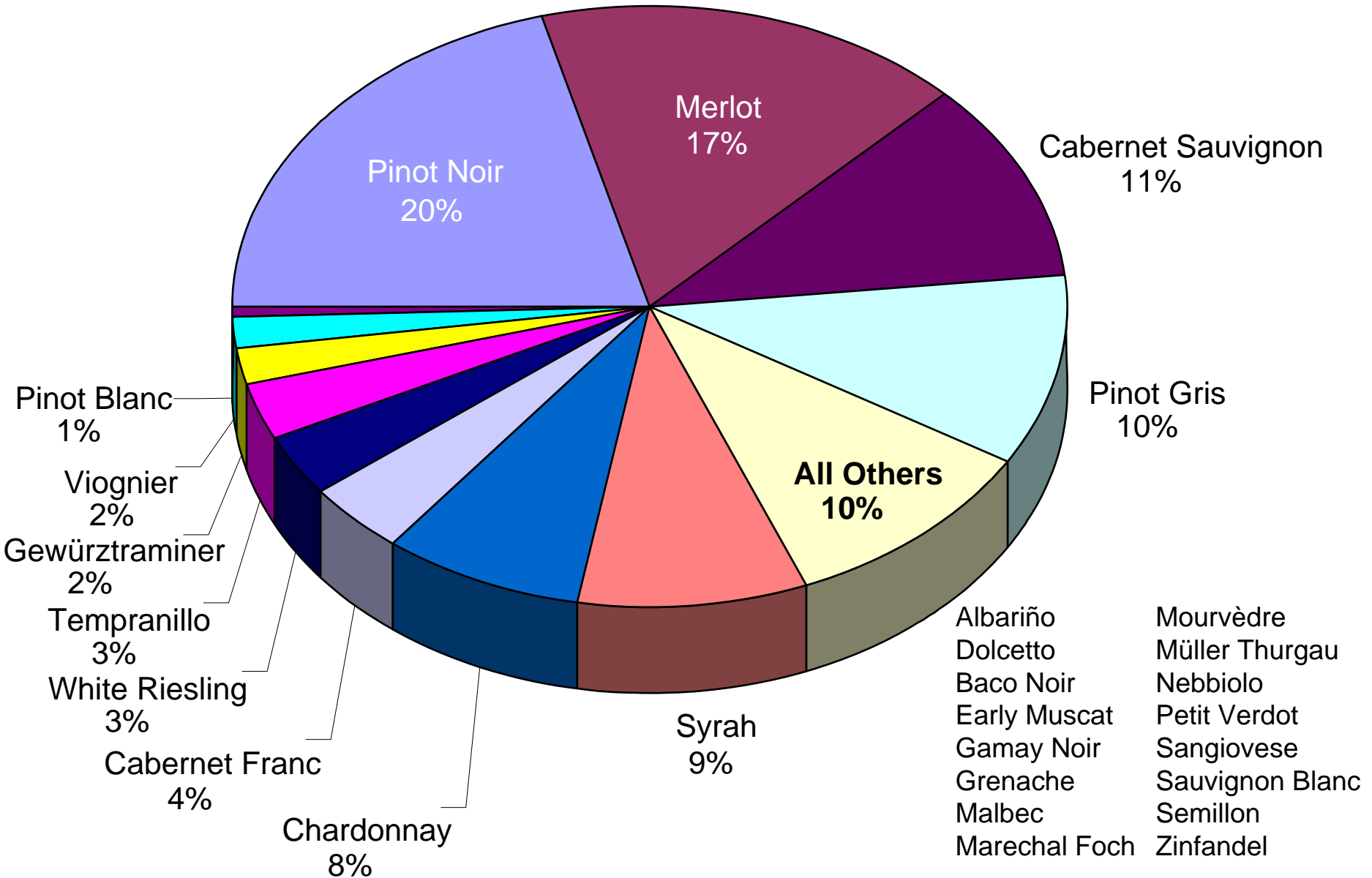


Growth of the Southern Oregon Wine Industry

	<u>1984</u>	<u>2004</u>
Growers	21	151
Wineries	3	33
Planted Acres	308	2448
Harvested Acres	229	1824
Production (Tons)	530	3846
Average Price/Ton Paid	\$575	\$1,600
Total Crop Value	\$131,000	\$4,500,000



Southern Oregon Planted Acreage



Rogue Valley and Applegate Valley AVAs

1,147,044 acres

Varieties Planted

(in rank order)

Merlot

Cabernet Sauvignon

Pinot Noir

Syrah

Chardonnay

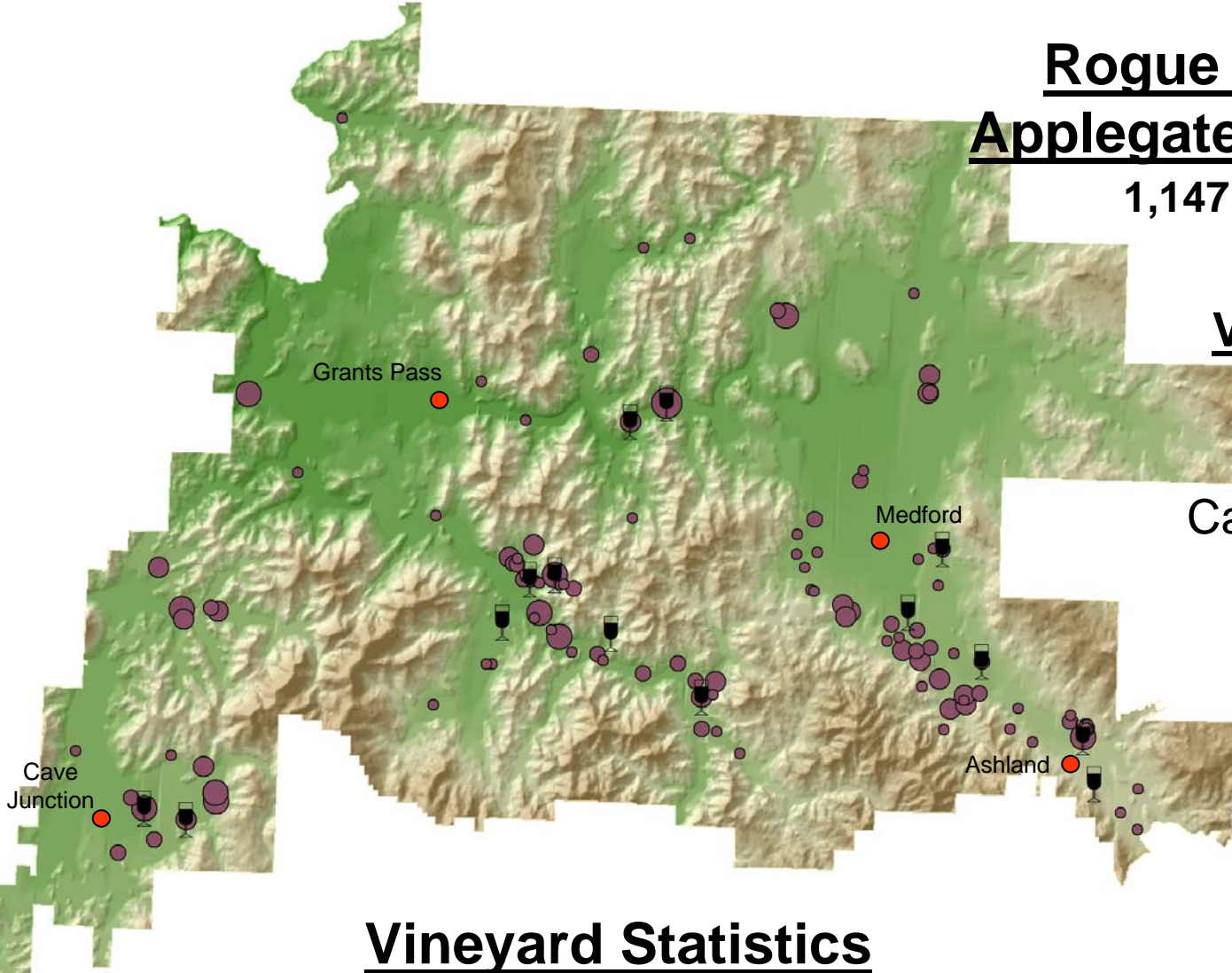
Pinot Gris

Riesling

Cabernet Franc

Viognier

18 Other varieties



Vineyard Statistics

Number of Vineyards – 130+

Median Size – 5.9 acres

Total Acreage – 1600+ acres

Umpqua Valley AVA

689,154 acres

Vineyard Statistics

Number of Vineyards – 60+

Median Size – 10.3 acres

Total Acreage – 1200+ acres

Varieties Planted (in rank order)

Pinot Noir

Chardonnay

Pinot Gris

Cabernet Sauvignon

Riesling

Syrah

Merlot

Gewurztraminer

Tempranillo

22 Other varieties

