



*The Oregon Wine Center  
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## **Oregon Wine industry Crop Update July 20, 2011**

### **Oregon wine crop continues to make up ground**

Oregon's statewide wine crop continued to make good progress as it moved through bloom and to set over the past several weeks. A sampling of winegrowers from the state's key winegrowing regions indicated that while the crop remains slightly behind the 2010 pace, hopes run high that the crop will finish strong and produce an excellent vintage.

In the **Willamette Valley**, bloom was late by about a week to 10 days compared to last year. In early blooming areas, bloom was fast and done in a few days. In later blooming areas, bloom has been prolonged and is still continuing. The earlier areas have gone through bloom and set is under way. While winegrowers don't expect the crop to catch up to last year, they are hopeful that a hot or even warm fall will produce an excellent finish by harvest, which is now expected around Oct. 15.

In **Southern Oregon**, bloom began in late June and set occurred about July 10. Temperatures have been near ideal, in the 80s and 90s. While the crop is a few days behind last year, overall it is looking much better at this time. A year ago, Southern Oregon experienced poor weather through bloom and significant frost damage. Warm temperatures in June and July have helped the crop catch up to last year and it may even be a bit ahead, but still behind "normal." The crop remains on track for a strong harvest.

In **Eastern Oregon**, the crop continues to catch up to its late start and is about a week behind last year. Bloom was completed in two days and set is well under way. Based on flowering dates, harvest is estimated about Oct. 20. Hot or warm weather into the fall could make all the difference on how the 2010 vintage ultimately performs. Winegrowers that this is a crop that may require patience so as not to pick too early in the fall.

### **About the Oregon Wine Board**

The Oregon Wine Board is a semi-independent Oregon state agency managing marketing, research and education initiatives that support and advance the Oregon wine and wine grape industry. The board works on behalf of all Oregon wineries and independent growers throughout the state's diverse winegrowing regions. The Oregon wine grape and wine industry contributes more than \$2.7 billion to the state's economy annually and is responsible for more than 13,800 jobs.

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