

PNW Wine Industry – From Decades of Sustained Growth to now ???

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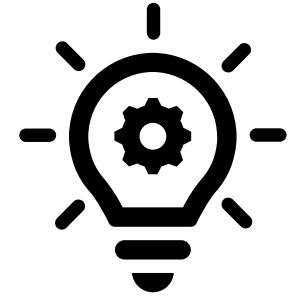
Thursday, May 21, 2026
PNREC Annual Meeting, Portland, OR



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The Biggest Issue (currently)

Market Imbalance!



- Too much Supply

(both in terms of wine & wine grapes)

- Too little Demand



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Market Imbalance - nuanced

Supply

- Production capacity remains high
- Acreage is being reduced, yet...
 - Slippage – mostly marginal vineyards
 - Resistance – misaligned incentives



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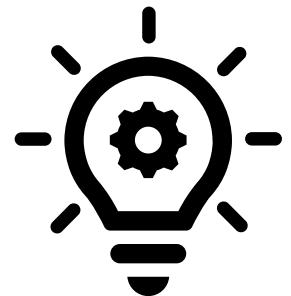
Market Imbalance - nuanced

Demand

- Falling overall demand – worldwide!
 - OR high-end wines outperforming
 - Some hints of selective growth
 - Whites, sparkling, new product designs...



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Unfavorable Market Dynamics (the list is long)

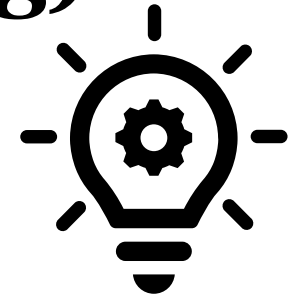


- Fallout from tariffs – demand
- Fallout from tariffs - inputs
- Fallout from immigration policy
- Fallout from International Geo-politics
- Fallout from a more crowded market
- Fallout from demographic shifts



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The Biggest Issue (emerging)



- Prediction of a Super Niño
- Heightened Wildfire Risks
- Wildfire Smoke in Vineyards



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Thank you for your time & attention!



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Funding Acknowledgement

This work is supported, in part, by the Oregon Agricultural Experiment Station with funding from the Hatch Act capacity funding program, award numbers NI25HFPXXXXG022 and/or NI25HMFPXXXXG029, from the USDA National Institute of Food and Agriculture