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Oregon Wine Board launches a statewide digital atlas of every vineyard

The free interactive 3D map, due in summer 2027, aims to track plantings, terrain and climate across the state

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The Oregon Wine Board said Thursday that it has launched a statewide project to create a public digital atlas of every vineyard planted in Oregon, an effort the agency says is intended to give growers, wineries and researchers a more complete view of

how the state’s wine landscape is changing.

The project, called the Oregon Vineyard Atlas, is being developed with Terranthro LLC, a Portland-based geospatial firm. According to the board, the atlas will combine high-resolution aerial imagery with field verification to map vineyard plantings across all 23 of Oregon’s American Viticultural Areas, as well as winegrape plantings outside those boundaries.

The board said the finished product will be a free, interactive 3D map scheduled for public release in summer 2027. It is also planning a Grower Portal that would let vineyard operators divide mapped parcels into individual blocks and add details such as grape variety and vine age.

The agency said the atlas is meant to serve as a verified statewide inventory of vineyard land. Each mapped parcel is expected to include acreage, AVA, elevation, slope, aspect, soil composition and growing season climate data. The board also said the map will include historical planting and removal information on a biennial basis from 2020 to the present.

That could matter well beyond academic research. If the system is completed as planned, it could give Oregon’s wine producers a shared geospatial base for planting decisions, vineyard management, regional analysis and long-term business planning. It could also help the broader beverage sector track how grape supply is shifting by place, terrain and climate, which may influence sourcing, investment and production strategies over time.

The announcement came from the Oregon Wine Board, a semi-independent state agency that oversees marketing, research and education efforts for Oregon’s wine and winegrape industry. In a statement, interim executive director and chief financial officer Sally Crawford said growers need reliable information as vineyard plantings change over time and said the atlas is intended to provide a common foundation for research and planning.

Terranthro founder Hayden Smith said in a statement that the project will combine mapping technology with growers' on-the-ground knowledge to produce a data-based picture of Oregon's vineyards and how they are evolving.

According to the board, the map will allow users to compare terrain, soil and climate across Oregon wine regions and to examine individual vintages against longer-term climate averages. The agency said the atlas will be updated every two years as new statewide aerial imagery becomes available.

The mapping process is expected to move region by region, beginning in fall 2026. The board said Terranthro will use a vineyard-detection model, manual boundary tracing, street-level imagery and field checks where needed. Growers, regional winegrower associations and the board are expected to work together to identify vineyard names and confirm business ownership during the process.

The project is also designed to complement the board's existing work to measure grape growing in Oregon. By combining parcel-level mapping with soil, topography and climate information, the atlas is intended to provide a more detailed picture of where vineyards are located and how those sites differ across the state.

Oregon has expanded its wine profile in recent decades, and the state's vineyard footprint now stretches well beyond its best-known regions. A tool that standardizes location and site information could help producers and analysts compare regions more precisely, especially as planting patterns change and climate conditions become a larger factor in farming decisions.

The board said field verification is planned through the first half of 2027, with the public atlas and the Grower Portal expected to launch that summer. Until then, the agency said the work will continue region by region as imagery is reviewed and parcel data is checked on the ground.