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Oregon report finds 94% of respondents rated the 2026 wine harvest positively

The promising vintage emerges in a weak market that pushed some growers to cut yields or struggle to sell grapes

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Oregon’s 2026 wine harvest is drawing strong early quality reviews even as many growers face a difficult market, according to a vintage report released by the Oregon Wine Board on Wednesday, November 18.

The report said 94% of respondents who evaluated fruit quality gave positive assessments of the 2026 crop. Growers and winemakers cited bright acidity, solid ripeness and encouraging early results in the cellar, pointing to a harvest that could produce high-quality wines across several parts of the state.

Those favorable vineyard results are arriving during a period of weaker demand and heavy inventories in Oregon and the broader U.S. wine market. The report said some growers deliberately reduced yields to better match expected sales, while others had trouble finding buyers for their grapes. That combination points to an industry that is not only managing farming decisions in the vineyard but also trying to correct a supply-demand imbalance that has built up across the market.

For the beverage sector, the Oregon data offers a clearer view of how wine producers are adjusting output as consumer demand softens and stock levels remain high. If those conditions continue, they could influence grape contracts, production volumes and pricing decisions well beyond one harvest, especially for businesses tied to wine distribution and retail.

The Oregon Wine Board based its findings on 92 survey responses and 16 interviews with growers and winemakers around the state. The report documented growing conditions, harvest outcomes and early views of wine quality from the 2026 season.

According to the report, the growing season started early and developed differently across Oregon’s wine regions. Smaller crops were common, but respondents said conditions later in the season improved and gave them more flexibility in deciding when to pick. That timing, in turn, supported fruit quality that some growers described in especially strong terms.

Sally Crawford, the Oregon Wine Board’s interim executive director and chief financial officer, said in a statement that the industry is going through a period of adjustment but that the 2026 vintage gives producers reasons for optimism. She also said the season has been challenging for many growers despite the promising quality coming out of the harvest.

The report included comments from Jason Cole, chief executive and founder of Pacific Crest Vineyard Services in Southern Oregon, who told the board in an interview that the season was among the best he has seen for quality. He said the fruit quality could hardly have been better.

The report stops short of saying how the 2026 vintage will perform commercially, and early cellar assessments do not guarantee final market results. But it shows that high fruit quality and economic strain can exist at the same time, particularly in a wine market where growers may be producing less by choice while still struggling to move grapes.

The Oregon Wine Board is a semi-independent state agency that oversees marketing, research and education efforts for Oregon’s wine and wine grape industry. Its full 2026 vintage report is posted on the board’s industry website.