



# Going Rogue Valley

170 Years of Oregon Winemaking  
in the Rogue Valley  
Ben Coffelt, CSS, CSW

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- Where is the Rogue Valley located?
- What is the geography/geology of the area?
- What is the history of the valley?
- What makes the region unique for growing grapes?
- What are the major styles and varieties?

## Road Map to the Rogue Valley

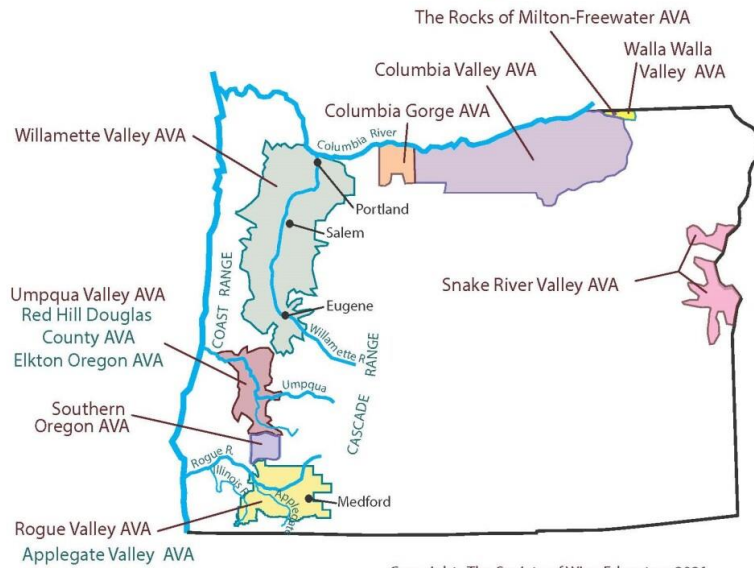
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Where is the Rogue and what does it look like?

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## AVAs of Oregon



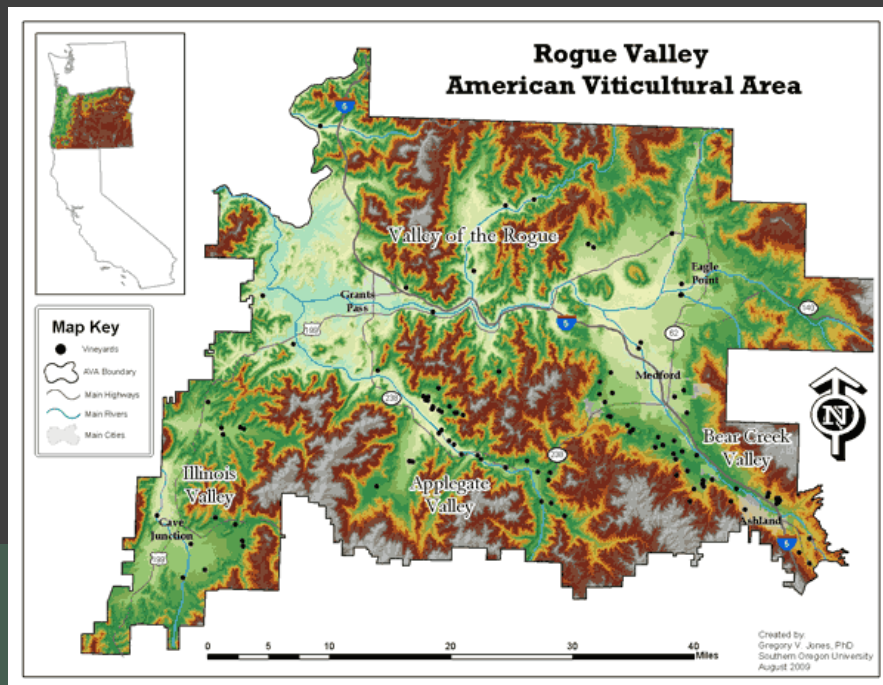
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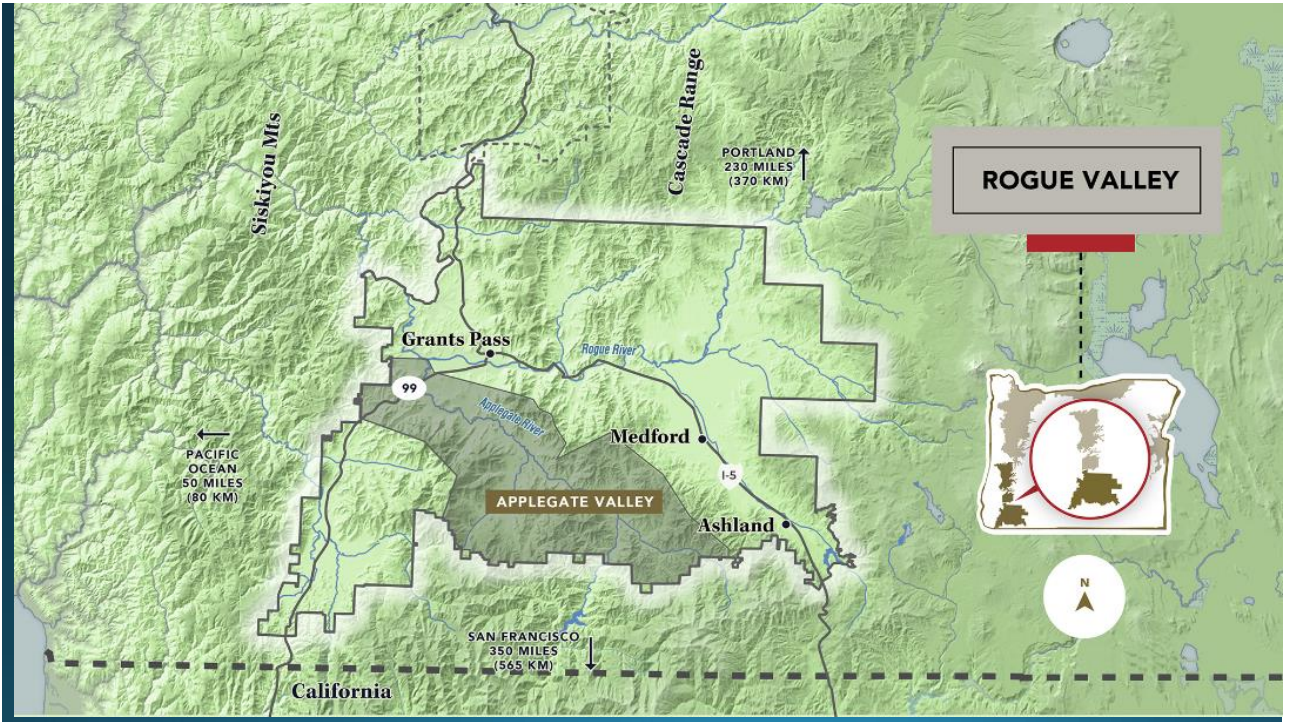
- The area is the intersection of the Cascade, Coast, and Klamath Mountain ranges
- The Rogue Valley is composed of several rivers and tributaries which carved out the three main valleys where grapes are grown
  - The Applegate Valley (which is the only sub AVA in the Rogue Valley)
  - The Illinois Valley
  - The Bear Creek Valley

## Mountains, Rivers, and Valleys

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- The Rogue Valley has vineyards at elevations between 1,300-1,800'
- Vineyards are typically planted on hillsides, not on the valley floor
- The western half of the AVA (Illinois Valley/Applegate Valley) receive some coastal influence and have a cooler climate
- The eastern half (Bear Creek Valley) is much warmer and drier

## Elevation and Climate

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- Soil types are diverse
  - Mix of metamorphic, sedimentary, and volcanic
- 5,635 acres of vineyards, only .05% of the total acreage of the AVA
  - Source: [oregonwine.com/regions/rogue-valley](http://oregonwine.com/regions/rogue-valley)

## Soils/Acreage

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## The Beginning – Mid 1800s

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- The Land Donation Act of 1850
  - Granted parcels of land to settlers who lived and developed the land in the Rogue Valley, similar to previous Homestead Acts
- 1850s gold discovered along the Rogue River
- The Rogue River Wars 1855-1856
  - Led to the violent removal of the Native American tribes, the Takelma and the Tolowa
- Winegrapes introduced by miners
  - Grapes grown starting in the 1850s

## Rogue River History

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MINERS OF 1852.

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## BY THE GOVERNOR OF THE TERRITORY OF OREGON. A PROCLAMATION!

Whereas, by petition numerously signed by citizens of Umpqua Valley, calling upon me for protection, it has come to my knowledge that the Nicola and Rogue River Indians, in Southern Oregon, in violation of their solemn engagements, are now in arms against the peace of this Territory; that they have, without respect to age or sex, murdered a large number of our people, burned their dwellings, and destroyed their property; and that they are now menacing the southern settlements with all the atrocities of savage warfare; I issue this my proclamation calling for Five Companies of mounted volunteers to constitute a Northern Battalion and Four Companies of mounted volunteers to constitute a Southern Battalion, to remain in force until fully discharged. The several companies to consist of one captain, one first lieutenant, one second lieutenant, four sergeants, four corporals, and sixty privates. Each volunteer to furnish his own horse, arms and equipments; each company to elect its own officers; and thereafter to proceed with the utmost possible dispatch to the rendezvous hereinafter appointed.

It is expected that Jackson county will furnish the number of men wanted for the Southern Battalion, which will rendezvous at Jacksonville, elect a Major to command and report a written list of names to the Head-Quarters. It will then proceed to take effective measures to recruit, as desired, for the post and company a-bore, prior to the spring of the future.

The following named Companies are expected to back up the number of men wanted for the Northern Battalion: Lane County, two Companies; Linn County, one Company; Douglas County, one Company; Umpqua County, one Company; which will rendezvous at Eastern City, elect a Major to command, and report a written list of names to the Head-Quarters. It will then proceed immediately to equip and maintain the communication with the settlements in the Rogue River Valley, and thereafter co-operate with the Southern Battalion in a vigorous prosecution of the campaign.

By the Governor,  
W. F. HARRISON,  
Secretary of the Territory of Oregon.

GEO. L. CURRY,\*

### GENERAL ORDERS, NO. 33.

HEAD-QUARTERS, ASSISTANT GOVERNOR'S OFFICE,  
PORTLAND, O. T., October 25, 1855.

My proclamation of the 4th instant this day made, five Battalions of mounted volunteers have been called for from Southern and Middle Oregon, for the purpose of opposing Indian hostilities in those sections of our country. And in view of the probable causes of action during the winter upon the Pacific coast, it is indispensably necessary that a few companies should be kept open between the settlements and the Rogue River Valley.

The officers who may be chosen to the command of these Battalions, as soon as they are mustered into the Roll, will therefore employ their respective commands in protecting the settlements in those sections from which they have been raised, and at the same time will keep open the lines of communication between the Umpqua and Rogue River Valleys. These movements, for their objects, must necessarily be kept very much in their own discretion, and they will not show unaccountable signs of dissimilarity, and that with due expediency.

The communication between the settlements and the Rogue River Valley will be maintained with the United States Troops that may be employed in that section of the Territory.

No change in the plan of operations for carrying on a vigorous war against the Indians of the North, will be made in consequence of the call for Battalions from the Pacific coast.

The commanding officers will keep this office fully advised from time to time of their operations and success.

By order of the Governor,  
K. M. HARTVE, Adjutant General.\*

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- Peter Britt officially founds the state's first commercial winery in 1873, Valley View Winery
  - The winery operated for several decades
  - Closed in 1906 upon Britt's death
- Several other wineries opened after Valley View

## Commercial Production Begins

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- Oregon passes the "The Oregon Enforcement Act" which banned the manufacture and sale of all alcohol in 1914
- The act, five years before the Volstead Act, shuts down Rogue Valley wine production
- Overturned in 1933

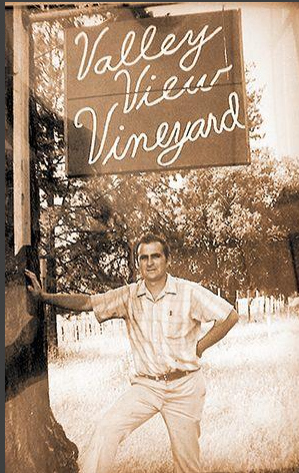
## Rogue Valley and Oregon Prohibition

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- Grape production does not return to the Rogue Valley until 1967
- Peter Lombard planted the first modern vines at the OSU Extension, testing varieties for the region
- After discussing and sharing results with farmers, a boom in vineyard plantings occurred in the 1970s
- The Rogue Valley AVA was officially granted in 2001

## Rogue Valley Rebirth

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## Frank Wisnovky Reestablishes Valley View 1972

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- According to the Rogue Valley Wine Growers Association, production is 65-70% red varieties and 30-35% white varieties.
- Most commonly found red grapes are:
  - Merlot, Syrah, Cabernet Sauvignon, Pinot Noir, Cabernet Franc, Tempranillo and Malbec
- Most commonly found white grapes are:
  - Pinot Gris, Chardonnay, and Viognier

## Grapes

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- Climate
  - Valley floors often too hot for grape production as heat is trapped by the mountains
- Terrain
  - As mentioned, most vineyards are planted on hillsides or steeper inclines
- Production
  - The area competes with orchards and other agriculture for land, leading to smaller scale of production than other regions
  - Smaller production leads to only regional or direct-to-consumer sales
- Marketing
  - The Rogue Valley is truly a hidden gem, typically overshadowed by the Willamette

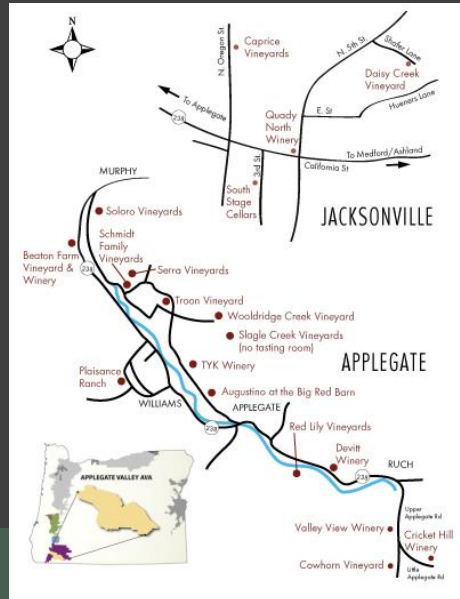
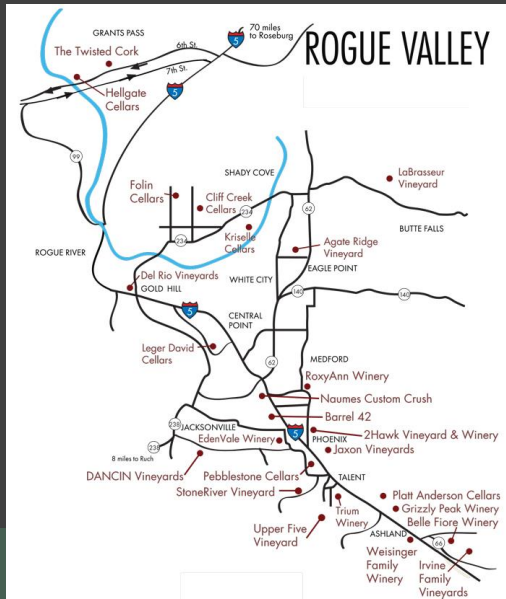
## Challenges

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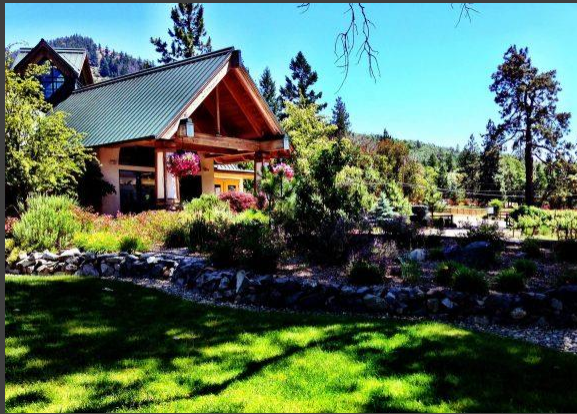
- Currently over 60 wineries operating throughout the Rogue Valley AVA
- The majority are based around Applegate Valley and the Bear Creek Valley (sometimes referred to simply as the Rogue Valley)
- Prominent wineries include Del Rio, 2Hawks, Belle Fiore, Troon, and Quady North

# Wineries

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## Valley View Winery Today

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- The Rogue Valley maintains a small, boutique feel
- Overall grape production is around 10,000 tons
- Rich agricultural area
- Not easily accessible or near a large urban area
  - 270 miles from Portland
  - 350 miles from San Francisco

## Additional Notes

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Thank You