



The Santa Barbara Vintners (Santa Barbara County Vintners Association) is a non-profit 501(c)6 organization founded in 1983 to support, promote, and protect Santa Barbara County as a world-class, authentic wine producing and winegrape growing region. The association produces festivals and events, educational seminars and tastings, and provides information to consumers, trade, and media.

The Santa Barbara County wine industry is the most valuable locally sourced, value-added food processing product. Santa Barbara County wine grapes are the second most valuable farm crop behind strawberries.

Number of wineries/tasting rooms in Santa Barbara County: 250+

Number of approved American Viticultural Areas (AVA) in Santa Barbara County: 6

Number of different wine grape varieties grown in Santa Barbara County: 70+

Bearing acres of wine grapes grown (2018 Santa Barbara County Crop Report): 16,166

Average yield per acre (2018 Santa Barbara County Crop Report): 3.66

Average price per ton (2018 Santa Barbara County Crop Report): \$2,052

Economic value of wine grapes harvested (2018 Santa Barbara County Crop Report): \$121,307,213

Economic impact of annual wine industry (2013 Stonebridge Research): \$1,700,000,000

Full-time equivalent jobs (2013 Stonebridge Research): 9,158

Top wine grape varieties planted (2018 Santa Barbara County Crop Report):

Chardonnay: 5,652 acres

Pinot Noir: 5,315 acres

Syrah: 1,385 acres

Sauvignon Blanc: 742 acres

Cabernet Sauvignon: 557 acres

Pinot Gris: 452 acres

Grenache: 352 acres

Merlot: 292 acres

Riesling: 221 acres

Viognier: 203 acres

Cabernet Franc: 152

Grenache Blanc: 62

Wine is Santa Barbara County's number one finished agricultural product, and the county's wine grape crop is the second most valuable agricultural crop.

Geological Landscape:

East-west mountain ranges (transverse) versus the usual north-south orientation of mountain ranges creates a dramatic effect on the climate. With the mouth of the valley open to the ocean, the cooling fog rolls almost forty miles inland at night. This creates many micro-climates with Santa Barbara County, conducive to the exceptional growing of a range of different wine grape varieties.

Resources

[2018 Santa Barbara County Crop Report](#)

[2019 California Grape Acreage Report, California Department of Food & Agriculture](#)