



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: 7

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

Bearing acres of wine grapes grown (2019 Santa Barbara County Crop Report): 14,927

Average yield per acre (2019 Santa Barbara County Crop Report): 3.36

Average price per ton (2019 Santa Barbara County Crop Report): \$2,114

**Economic value of wine grapes harvested (2019 Santa Barbara County Crop Report):
\$106,078,716**

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 (2019 Santa Barbara County Crop Report):

Pinot Noir: 5,573 acres

Chardonnay: 4,479 acres

Syrah: 1,207 acres

Cabernet Sauvignon: 702 acres

Misc. Red: 554

Sauvignon Blanc: 501 acres

Pinot Gris: 434 acres

Grenache: 367 acres

Misc. White: 364

Merlot: 235 acres

Cabernet Franc: 188

Viognier: 203 acres

Riesling: 137 acres

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

[2019 Santa Barbara County Crop Report](#)

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