



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.

Number of wineries/tasting rooms in Santa Barbara County: 275+

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 (2020 Santa Barbara County Crop Report): 14,399

Average yield per acre (2020 Santa Barbara County Crop Report): 3.22

Average price per ton (2020 Santa Barbara County Crop Report): \$2,009

Economic value of wine grapes harvested (2020 Santa Barbara County Crop Report): \$93,836,000

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 (2020 Santa Barbara County Crop Report):

Pinot Noir: 5,504 acres

Chardonnay: 4,176 acres

Syrah: 1,233 acres

Sauvignon Blanc: 785 acres

Cabernet Sauvignon: 473 acres

Misc. Reds: 470 acres

Grenache: 377 acres

Misc. Whites: 321 acres

Pinot Gris: 303 acres

Merlot: 255 acres

Viognier: 160

Mourvedre: 119

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

[2020 Santa Barbara County Crop Report](#)

[2021 California Grape Acreage Report, California Department of Food & Agriculture](#)