



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 wine labels in Santa Barbara County: 350+**

**Number of approved American Viticultural Areas (AVA) in Santa Barbara County: 7**

**Number of different wine grape varieties grown in Santa Barbara County: 75+**

**Bearing acres of wine grapes grown (2022 Santa Barbara County Crop Report): 13,459**

**Average yield per acre (2022 Santa Barbara County Crop Report): 3.57**

**Average price per ton (2022 Santa Barbara County Crop Report): \$2,353**

**Economic value of wine grapes harvested (2022 Santa Barbara County Crop Report): \$96,334,000**

**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 (2022 Santa Barbara County Crop Report):**

Chardonnay: 4,771 acres

Pinot Noir: 3,744 acres

Syrah: 1,040 acres

Sauvignon Blanc: 920 acres

Cabernet Sauvignon: 868 acres

Grenache: 490 acres

Pinot Gris: 216 acres

Mourvèdre: 185 acres

Merlot: 164 acres

Cabernet Franc: 160 acres

Petite Sirah: 134 acres

Riesling: 99 acres

## **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**

[2022 Santa Barbara County Crop Report](#)

[2022 California Grape Acreage Report, California Department of Food & Agriculture](#)