



# 2025 COMMERCIAL WINE GRAPE REPORT



## METHODOLOGY

The 2025 Commercial Wine Grape Report was conducted on behalf of the Virginia Wine Board with management from the Virginia Vineyards Association (VVA) and data collection by the Virginia Wine Board Marketing Office (VWBMO).

The VWBMO previously managed the survey from 2010-2015 and resumed management in 2021. The 2016-2020 reports were produced by outside agencies and should be used cautiously, as lower response rates resulted in decreased aggregate data points.

All data in this report was collected directly from Virginia grape growers and wineries. This year, rather than using a two-part survey, all data was gathered through a single survey launched in November 2025. The survey remained open through mid-March 2026 and was distributed to all known Virginia vineyards and winery operations.

The dataset includes responses from 271 active vineyard sites. Vineyard data collected includes bearing acres (vines planted three or more years) and non-bearing acres (vines planted for one to two years). The crush report section was distributed to all known wine producers in Virginia and received responses from 188 producers. These respondents provided details on the tonnage of grapes processed at their facilities in 2025, including all varieties processed and the prices paid for fruit that was either contracted or purchased on the open market.

The survey concluded with questions designed to estimate unreported tonnage from both wineries and growers, identify desired fruit that was unavailable, and capture information on fruit bought or sold outside of Virginia.

It is conservatively estimated that approximately 10% of Virginia's acreage and tonnage are unreported due to non-responding vineyards and wineries. These estimates are based on industry data and are not reflected in this report. Contact information was compiled from membership databases maintained by the VVA, VWBMO, and the Virginia Wineries Association.



# 2025 VIRGINIA VINEYARD ASSOCIATION HARVEST RECAP

The 2025 growing season began with significantly increased rainfall across most of the state, following two consecutive years of drought. Increased precipitation throughout the spring and early summer contributed to vigorous canopy growth and also increased disease pressure in many vineyards, though conditions varied significantly across regions.

As the season progressed, drier conditions returned closer to harvest, allowing for improved fruit quality and cleaner picking conditions across much of Virginia. Growers noted that, despite early-season challenges, the harvested fruit showed good ripeness and balance. Vine stress from prior drought years and additional pressures led growers in several regions to report lower cluster weights and reduced yield. This was especially noted in Northern Virginia vineyards.

Pest pressure remained a consistent concern throughout the season, particularly from Spotted Lanternfly. This ongoing pressure, combined with environmental stressors, further contributed to variability in vine performance and yields.

Overall, the 2025 harvest reflects a solid growing year. While yields were below average in several regions, particularly those most affected by drought and pest pressure, fruit quality was generally strong, highlighting the resilience and adaptability of Virginia growers.

- Virginia Vineyards Association Board



# 2025 PRODUCTION SUMMARY

In 2025, 4,057 acres of grapes and 6,963 tons of processed fruit were reported in Virginia. Reported acreage declined slightly from 2024, while total tonnage saw a much sharper decrease, reflecting the lower yields reported across various regions in the state during the 2025 growing season.

As seen in previous reports, Cabernet Franc, Chardonnay, Merlot and Petit Verdot remain the most widely planted grape varieties in Virginia. These four varieties account for nearly half of the plantings across the state. Cabernet Sauvignon is now reported as the fifth most planted variety when looking at total acres, though Viognier currently has more bearing acres.

Red grape varieties make up 60% of the plantings in Virginia, with whites accounting for 40%. This year's report shows continued growth in Vinifera plantings, which now represent 85% of total acreage, up from 84% in 2024 and 81% in 2023. Hybrid grapes accounted for 11% of plantings, while American varieties represented 4%.

These categories are represented in the charts below, with detailed breakdowns by variety. All varieties with a minimum of 10 total acres planted are listed individually; anything less is merged into an "other" category. Charts displaying production by variety are sorted from largest to smallest by total planted acreage.

Any pricing for fruit that was self-grown or internally transferred was not included in aggregate data calculations. All varieties with pricing details listed had a minimum of three reported price points for fruit that was either contracted or purchased at market.

Central Virginia continues to account for the largest share of vineyard acreage in the state, representing 44% of total plantings. Of this, 83% of Central Virginia's acreage is located within the Monticello AVA. Northern Virginia is the second-largest region, accounting for 31% of the state's plantings. Notably, compared to 2024, Northern Virginia saw a 5% increase in bearing acreage while total tonnage declined by over 40%, highlighting significantly reduced yields in parts of the state. Additional details on production by geographic area, county, and AVA can be found later in the report.

## 2025 PRODUCTION SUMMARY

VARIETY	TOTAL ACRES	BEARING ACRES	NON-BEARING ACRES	TONS
Vinifera	3,458	3,203	255	5,836
Hybrid	443	406	37	948
American	157	150	7	180
Total	4,057	3,758	299	6,963

## PRODUCTION BY VARIETY- VINIFERA

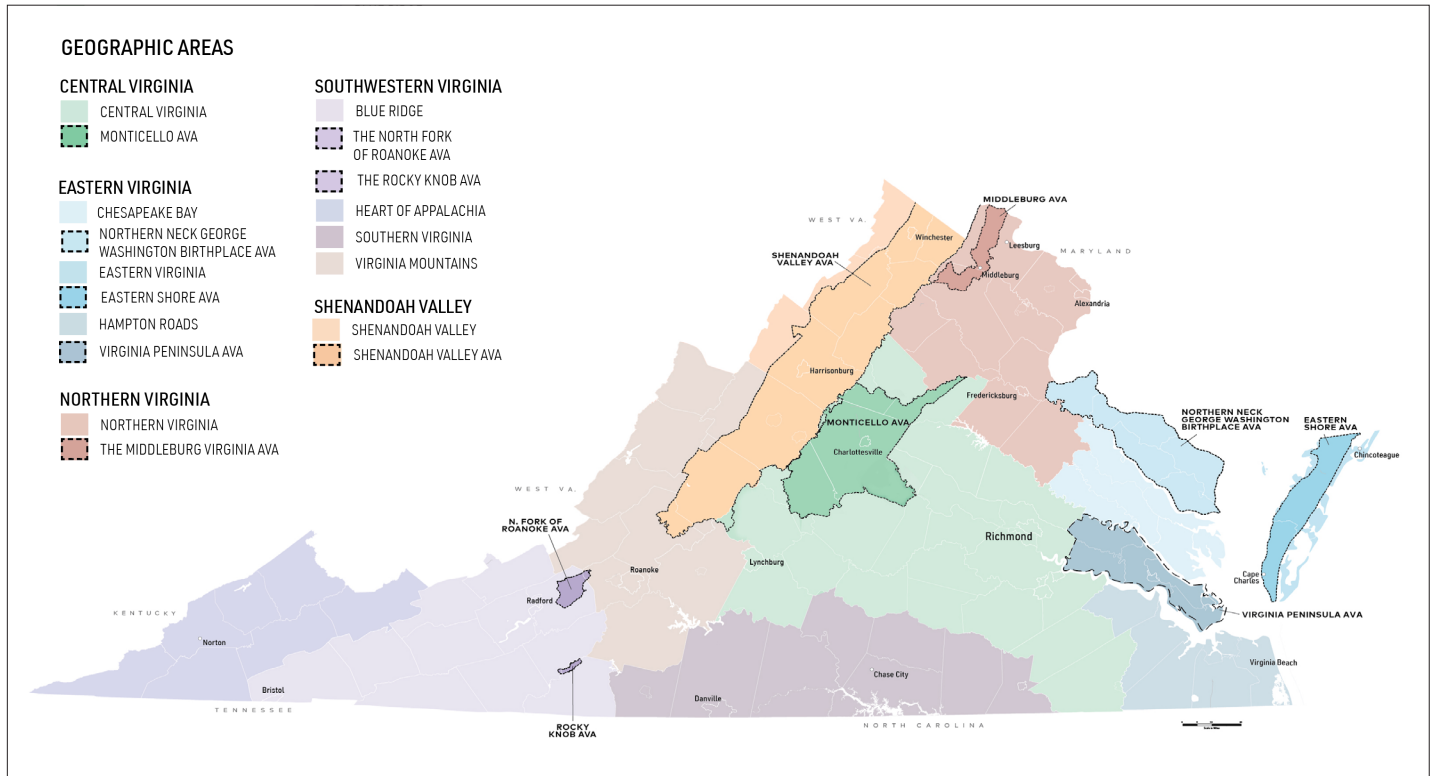
VARIETY	TOTAL ACRES	BEARING ACRES	NON-BEARING ACRES	TONS	PRICING			
					WEIGHTED MEAN	MEDIAN	25TH PERCENTILE	75TH PERCENTILE
Vinifera	3,458	3,203	255	5,836	\$2,732	\$2,700	\$2,500	\$2,900
Cabernet Franc	610	555	55	1,024	\$2,705	\$2,600	\$2,425	\$2,953
Chardonnay	505	482	23	828	\$2,540	\$2,600	\$2,500	\$2,700
Merlot	458	439	20	828	\$2,712	\$2,700	\$2,400	\$2,800
Petit Verdot	399	376	23	597	\$2,886	\$2,700	\$2,575	\$2,885
Cabernet Sauvignon	296	265	31	411	\$2,669	\$2,650	\$2,525	\$2,875
Viognier	282	270	12	513	\$2,642	\$2,700	\$2,525	\$2,700
Petit Manseng	172	164	8	314	\$2,746	\$2,750	\$2,700	\$2,875
Sauvignon Blanc	136	119	17	276	\$2,757	\$2,750	\$2,700	\$2,800
Albariño	86	65	21	81	\$2,827	\$2,900	\$2,900	\$2,950
Tannat	82	81	1	152	\$2,833	\$2,900	\$2,900	\$3,075
Pinot Grigio/ Pinot Gris	65	62	3	136	\$3,148	\$3,300	\$2,900	\$3,300
Pinot Noir	48	42	6	69	-	-	-	-
Malbec	44	33	12	61	-	-	-	-
Nebbiolo	39	30	10	40	-	-	-	-
Riesling	33	33	-	74	\$2,901	\$3,000	\$2,600	\$3,250
Blaufränkisch	17	14	3	30	-	-	-	-
Muscat	15	15	-	29	-	-	-	-
Grüner Veltliner	14	11	3	38	-	-	-	-
Vermentino	13	11	2	26	-	-	-	-
Touriga	12	12	-	30	-	-	-	-
Syrah/Shiraz	11	11	-	17	-	-	-	-
Other Vinifera	121	115	6	259	-	-	-	-

## PRODUCTION BY VARIETY- HYBRID & AMERICAN

VARIETY	TOTAL ACRES	BEARING ACRES	NON-BEARING ACRES	TONS	PRICING			
					WEIGHTED MEAN	MEDIAN	25TH PERCENTILE	75TH PERCENTILE
Hybrid	443	406	37	948	\$1,723	\$1,789	\$1,640	\$1,800
Vidal Blanc	147	140	7	385	\$1,698	\$1,745	\$1,605	\$1,800
Chambourcin	126	119	7	307	\$1,759	\$1,800	\$1,700	\$1,900
Traminette	45	44	1	70	\$1,644	\$1,700	\$1,700	\$1,800
Seyval Blanc	40	38	2	58	-	-	-	-
Chardonnay	37	33	5	95	\$1,756	\$1,800	\$1,700	\$2,000
Other Hybrid	48	32	15	34	-	-	-	-
American	157	150	7	180	\$2,156	\$2,200	\$2,000	\$2,200
Norton	106	105	1	110	\$2,156	\$2,200	\$2,000	\$2,200
Niagara	19	19	-	36	-	-	-	-
Other American	32	26	6	34	-	-	-	-
<b>Total</b>	<b>4,057</b>	<b>3,758</b>	<b>299</b>	<b>6,963</b>				

# 2025 PRODUCTION BY GEOGRAPHY

The geographic areas in the report follow the map below. The Central Virginia, Northern Virginia and Shenandoah Valley regions are broken into individual sections. The Eastern Virginia area includes the Eastern Shore, Chesapeake Bay and Hampton Roads regions. The Southwestern Virginia area includes the Blue Ridge, Heart of Appalachia, Southern Virginia and Virginia Mountains regions. Any county with less than three reporting operations were merged together and labeled "other" within their respective regions.



## GEOGRAPHIC PRODUCTION SUMMARY

AREA	TOTAL ACRES	BEARING ACRES	NON-BEARING ACRES	TONS	% OF TOTAL ACRES
Central Virginia	1,785	1,650	135	3,727	44%
Northern Virginia	1,274	1,236	39	1,698	31%
Shenandoah Valley	580	504	76	1,006	14%
Eastern Virginia	250	215	35	315	6%
Southwestern Virginia	168	153	15	217	4%
<b>Total</b>	<b>4,057</b>	<b>3,758</b>	<b>299</b>	<b>6,963</b>	<b>-</b>

## PRODUCTION BY COUNTY

AREA	TOTAL ACRES	BEARING ACRES	NON-BEARING ACRES	TONS	% OF TOTAL ACRES
Albemarle County	980	874	106	1,925	24%
Loudoun County	786	765	20	1,039	19%
Orange County	281	276	4	936	6.9%
Fauquier County	263	250	14	313	6.5%
Nelson County	261	260	1	460	6.4%
Shenandoah County	189	185	4	373	4.7%
Augusta County	185	126	59	275	4.6%
Rappahannock County	151	147	4	226	3.7%
Hampton Roads Region - Other	135	119	16	85	3.3%
Central Virginia Region - Other	117	108	9	155	2.9%
Madison County	95	83	13	171	2.3%
Southern Virginia Region - Other	90	80	10	114	2.2%
Rockingham County	79	72	7	206	1.9%
Chesapeake Bay Region - Other	75	58	17	136	1.9%
Northern Virginia Region - Other	74	73	1	120	1.8%
Blue Ridge Region - Other	47	44	3	61	1.2%
Warren County	43	39	3	69	1.0%
Shenandoah Valley Region - Other Counties	37	35	2	9	0.9%
Rockbridge County	32	32	1	66	0.8%
Greene County	32	30	2	29	0.8%
Eastern Shore Region - Other	21	20	2	43	0.5%

## PRODUCTION BY COUNTY

AREA	TOTAL ACRES	BEARING ACRES	NON-BEARING ACRES	TONS	% OF TOTAL ACRES
Virginia Mountain Region- Other Counties	20	20	-	23	0.5%
Amherst County	19	19	-	50	0.5%
Westmoreland County	19	19	-	52	0.5%
Frederick County	15	15	-	9	0.4%
Bedford County	10	9	1	19	0.2%
<b>Total</b>	<b>4,057</b>	<b>3,758</b>	<b>299</b>	<b>6,963</b>	<b>-</b>

## BREAKDOWN OF GEOGRAPHIC AREAS

### Central Virginia

- Albemarle County
- Amherst County
- Madison County
- Nelson County
- Orange County
- Central Virginia Region- Other

### Eastern Virginia

- New Kent County
- Westmoreland County
- Chesapeake Bay Region- Other
- Eastern Shore Region- Other
- Hampton Roads Region- Other

### Northern Virginia

- Fauquier County
- Loudoun County
- Rappahannock County
- Northern Virginia Region- Other

### Shenandoah Valley

- Augusta County
- Clarke County
- Frederick County
- Rockbridge County
- Rockingham County
- Shenandoah County
- Warren County
- Shenandoah Valley Region- Other

### Southwestern Virginia

- Bedford County
- Botetourt County
- Mecklenburg County
- Blue Ridge Region- Other
- Heart of Appalachia Region- Other
- Southern Virginia Region- Other
- Virginia Mountain Region- Other

## PRODUCTION BY AMERICAN VITICULTURAL AREA

AVA	TOTAL ACRES	BEARING ACRES	NON-BEARING ACRES	% OF TOTAL ACRES
Monticello AVA	1,482	1,370	112	37%
Shenandoah Valley AVA	552	476	75	14%
Middleburg AVA	310	290	19	8%
Virginia Peninsula AVA	107	98	8	3%
Northern Neck George Washington Birthplace AVA	60	48	13	1%

The data above reflects active vineyard sites that reported acreage within an American Viticultural Area (AVA). AVAs were only broken out if a minimum of three vineyard operations responded. The total acreage reported by vineyards within an AVA accounts for 62% of total acreage in the state.

## 2025 FRUIT LOSS

In 2025, 98 respondents reported fruit loss, estimating that approximately 1,400 tons of fruit were not harvested due to a combination of environmental, production, and market-related factors. Most losses were attributed to weather and environmental stressors, followed by reduced yields and declining vine health. Reports of fruit going unsold due to market conditions declined notably in 2025.

## 2025 DESIRED FRUIT

Respondents reported 48 instances of desired fruit purchases that could not be fulfilled, totaling 227 tons. The most frequently requested varieties are shown in the chart to the right.

VARIETY	DESIRED TONNAGE
Merlot	37
Tannat	17
Cabernet Franc	22
Chardonnay	21
Petit Verdot	25

# YEARLY COMPARISONS

YEAR	TOTAL ACREAGE	BEARING	NON-BEARING	TONS
2011	3,157	2,784	373	7,749
2012	3,466	2,974	492	7,532
2013	3,446	3,088	358	6,862
2014	3,569	3,144	425	8,039
2015	3,844	3,172	672	8,682
2016*	3,007	2,562	445	6,530
2017*	3,005	2,484	521	7,761
2018*	2,710	2,366	344	4,709
2019*	3,744	2,969	775	7,412
2021	4,386	3,855	531	9,791
2022	4,683	4,141	542	10,376
2023	4,318	4,031	287	8,916
2024	4,164	3,831	333	8,530
2025	4,057	3,758	299	6,963

\* When comparing previous reports, 2016-2019 should be used with caution as lower response rates resulted in decreased aggregate data points. A full report was not published in 2020.

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In order to obtain the most accurate data, industry-wide participation is key. Thank you to all of this year's participants for contributing to this report. For additional information please email, [information@virginiawine.org](mailto:information@virginiawine.org).