

VIRGINIA 2010
COMMERCIAL GRAPE
REPORT



2010 Growing Season

An early April warming pattern advanced bud break by two or more weeks in 2010. This was followed by scattered frosts in late-April and again on May 10, which took a toll on some of the state's vineyards, particularly those in the more northerly areas of the state.

Precipitation was at or above normal through bloom. Established vines had ample soil moisture reserves carried over from heavy snows of winter to meet early season needs. As temperatures climbed and clouds disappeared in mid- to late-June, moisture deficits began to be noticed in some areas, particularly in the northern Shenandoah Valley, Virginia's historically driest region. The 2010 season will be remembered as one of the hottest and driest on record for the modern Virginia wine industry.



Grape harvest was significantly advanced, owing to the very early bud break and the combination of heat and some drought stress. Some vineyards were seeing harvest advanced by as much as three weeks.

Fruit quality was very good. Sugar levels were typically higher and titratable acidity was often lower than normal, both of which can occur due to heat-induced dehydration and increased respiration. Disease and many of our chronic insect problems were lower than normal.

2010 Growing Season overview written by Tony Wolf.

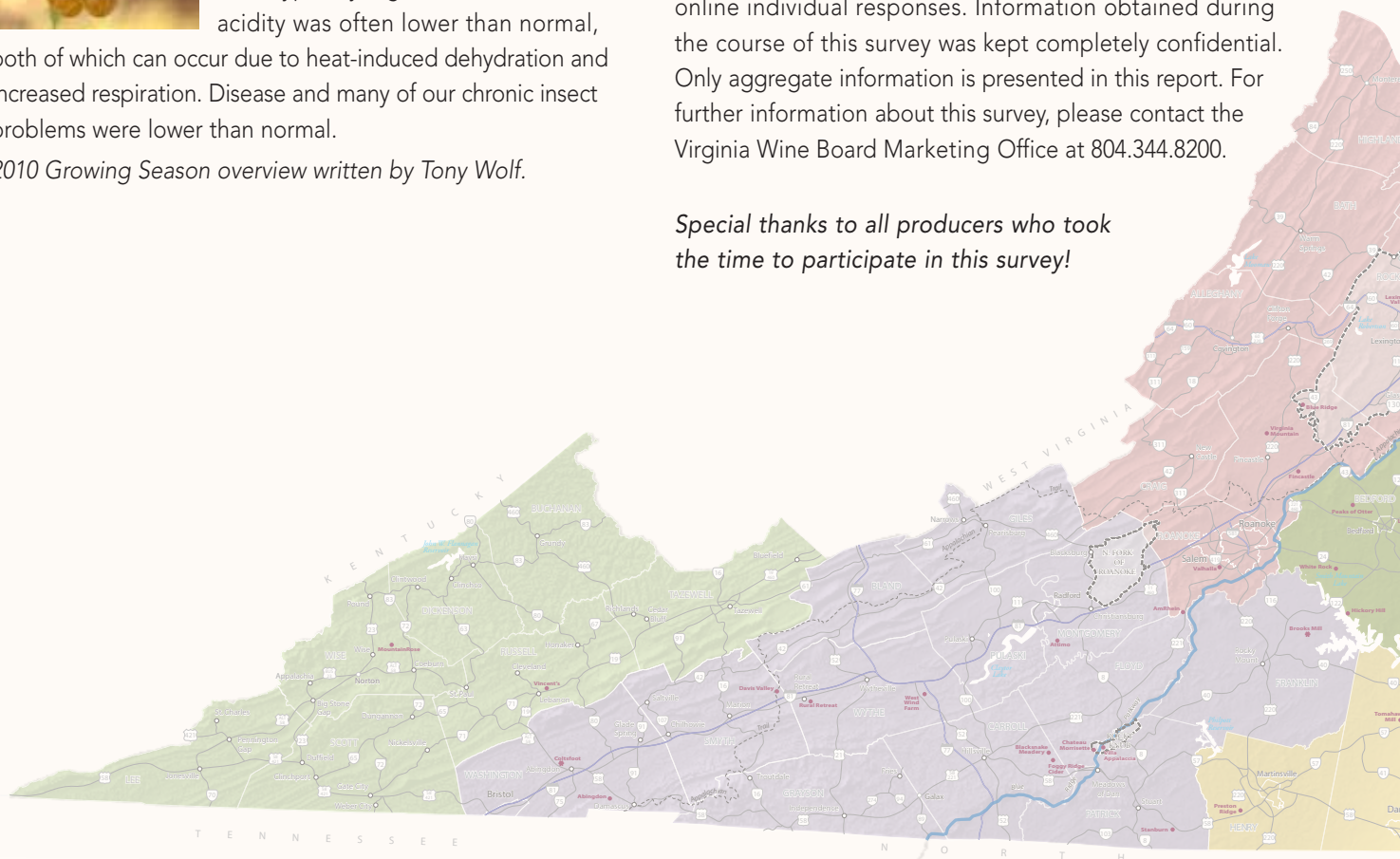
About the Survey

This year marks the first time the Virginia Wine Board Marketing Office has managed the annual Commercial Grape Report data collection and reporting. The report was formerly produced by NASS (National Agricultural Statistics Service). The survey questions were identical to those used by NASS; however, the capture of information was slightly different. This year's survey drew upon exact data provided by Virginia grape producers. There was no statistical modeling, or historical data of individual sites to compare responses from 2010 with the 2008 NASS (the last year NASS provided this service for Virginia). Therefore this year's survey data will be different in nature from previous surveys.

The Virginia Wine Board Marketing Office captured the individual responses and reported the collective data generated by those individual responses; however, this survey is only as accurate as the information provided.

The information presented in this report was gathered through a census of all known grape producers in Virginia. Data was collected during the months of November 2010 through February 2011 by mail, telephone interview and online individual responses. Information obtained during the course of this survey was kept completely confidential. Only aggregate information is presented in this report. For further information about this survey, please contact the Virginia Wine Board Marketing Office at 804.344.8200.

Special thanks to all producers who took the time to participate in this survey!



Grape Production, Acreage and Average Price by Variety, 2010

	2010 Tons Produced	2010 Bearing Acres	2010 Non- Bearing Acres	2010 Weighted Average Price	2010 Absolute Range	
					Low	High
Total	6,557	2,633	380	\$1,603	\$625	\$4,200
VINIFERA	4,788	2,013	293	\$1,718	\$646	\$4,200*
Albariño	33.43	26.15	16.35	\$1,631	\$1,000	\$2,023
Cabernet Franc	831.96	282.21	31.65	\$1,576	\$646	\$4,200
Cabernet Sauvignon	451.48	232.3	31.1	\$1,771	\$748	\$2,500
Chardonnay	951.73	443.26	31.1	\$1,578	\$1,100	\$4,200*
Gewurztraminer	16.44	9.36	.025	\$1,500	X	\$1,500
Merlot	710.37	315.68	23.55	\$1,712	\$1,200	\$2,580
Petit Manseng	132.15	49.03	14.67	\$1,787	\$950	\$2,024
Petit Verdot	317.11	121.37	45.9	\$1,969	\$880	\$4,200*
Pinot Gris/ Grigio	148.5	64.36	5.59	\$1,597	\$1,370	\$1,800
Pinot Noir	44.55	32.41	4.55	\$1,425	\$1,400	\$1,500
Riesling	84.49	45.38	4	\$1,442	\$1,300	\$1,550
Sauvignon Blanc	63.91	27.58	17.5	\$1,880	\$1,300	\$2,400
Syrah	69.47	26.73	2.6	\$2,134	\$1,600	\$4,200*
Tannat	97.53	19.97	2.8	\$1,686	\$1,500	\$2,000
Viognier	439.54	184.96	43.92	\$1,854	\$1,300	\$2,400
Other White Vinifera	139.79	40.9	4.7	\$1,634	\$1,000	\$2,500
Other Red Vinifera	256.03	91.81	12.6	\$1,766	\$1,000	\$4,200*
HYBRID	1,428	434	75	\$1,083	\$700	\$2,300
Chambourcin	468.56	127.57	16.75	\$1,039	\$738	\$1,400
Seyval	109.22	44.2	7.75	\$1,088	\$1,000	\$1,150
Traminette	246.6	86.48	9.6	\$1,087	\$800	\$1,900
Vidal Blanc	509.84	118.36	32.2	\$1,063	\$700	\$2,300
Other White Hybrid	79.01	34.05	3.5	\$1,200	\$1,000	\$1,600
Other Red Hybrid	14.98	23.5	5.48	\$1,600	X	\$1,600
AMERICAN	340	185	12	\$1,145	\$625	\$1,400
Concord	82.97	36.5	.03	\$1,200	X	\$1,200
Niagara	109.6	29.7	3.5	X	X	X
Norton	134.18	114.8	6	\$1,300	\$1,100	\$1,400
Other White American	3.7	1.2	1	X	X	X
Other Red/ Black American	9.4	2.85	1	\$625	X	\$625

*Grapes contracted by the acre with reduced yields and not by the ton.

Grape Production and Acreage by District and County, 2010

County	2010 Tons Produced	2010 Bearing Acres	2010 Non-Bearing Acres
STATE TOTAL	6,556.54	2,762.28	360.98
NORTHERN			
Clarke	39.3	15.5	7
Culpeper	55	25	2
Fauquier	382.65	168.45	36.5
Loudoun	1,036.07	464.65	78.3
Madison	155.22	75.46	.05
Rappahannock	122.65	53.8	6.8
Rockingham	25.1	24.5	7
Shenandoah	335.55	105.2	11.3
Warren	33.31	17.5	9
Other Counties	21	18	7
District Total	2,205.85	968.06	165.4
WESTERN			
Augusta	179.64	65.4	9.2
Botetourt	92.89	36.02	2.26
Roanoke	101.3	82.4	0
Other Counties	81.23	36	0.5
District Total	455.06	219.82	11.96
CENTRAL			
Albemarle	1,099.08	523.24	38.65
Amherst	70.8	48	2.1
Bedford	44	23.25	1
Greene	57.29	25.6	3.6
Hanover	45.4	16	1
Louisa	48.69	31	8
Nelson	482.87	146.43	26.25
Orange	714.97	181.26	7.17
Spotsylvania	47.5	24.5	1.7
Other Counties	68.7	51.45	14.55
District Total	2,679.3	1,070.73	104.02
EASTERN			
Accomack	46.3	17	0
Essex	6.5	4.25	2
King George	20.8	11.6	0
Northampton	94	31.5	0
Westmoreland	243.58	78.32	0
Other Counties	148.89	79	29
District Total	560.07	221.67	31
SOUTHERN			
Franklin	4.7	3.5	0.5
Halifax	35.1	22	8.5
Patrick	144.96	43	2.1
Pittsylvania	86.15	25.5	0
Other Counties	131.15	43.7	16.7
District Total	402.06	137.7	27.8
OTHER			
Other District Totals:	254.2	144.3	20.8



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