

VIRGINIA 2012 COMMERCIAL GRAPE REPORT



2012 GROWING SEASON



Virginia vineyards produced high-quality fruit in 2012. 2012 was not an excessively challenging year for growing grapes. We had a long growing season with budbreak occurring three to four weeks earlier than normal across the state. Minimal spring frost damage across the state allowed most vineyards to pull in a full crop. Hot weather was prominent through the summer months, but in September and October the weather was considerably cooler, with more pleasant ripening temperatures. Two large storms caused some trellis and fence damage - the derecho in June and Hurricane Sandy in late October - though neither storm impacted fruit quality.

Early-season whites and late-season reds generally seemed to ripen optimally in 2012. Growers reported some flattening of ripening rates of mid-season reds. A new fruit fly species in the area caused some growers to harvest earlier than preferred. Warm, wet weather events in late August caught some growers off-guard, but overall, diseases were generally manageable in 2012. Our official survey results are reported in this document, but all indications during the season and harvest pointed to high demand and rising grape prices.

2012 Growing Season overview written by Tremain Hatch.

ABOUT THE SURVEY

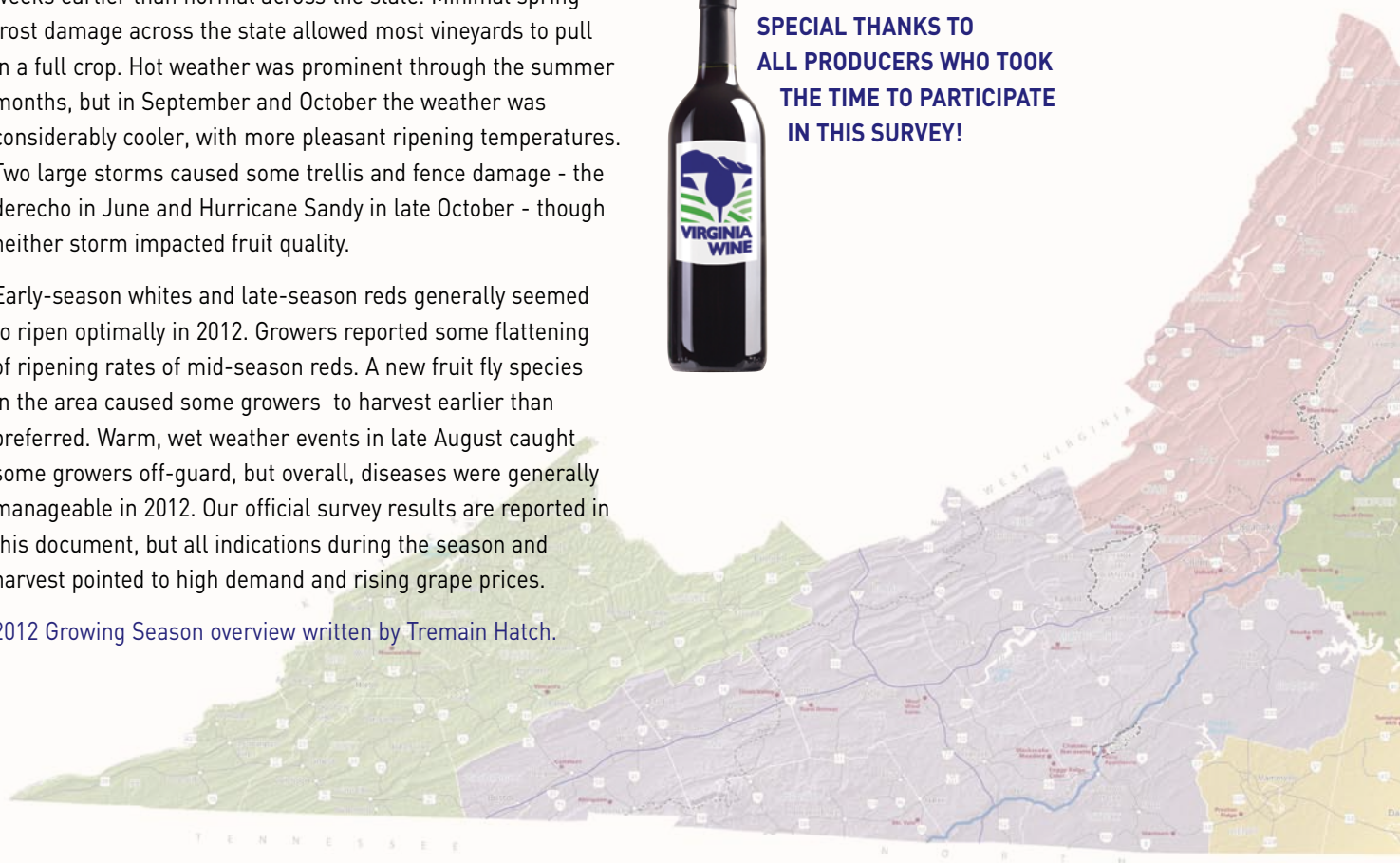
This year marks the third time the Virginia Wine Board Marketing Office has managed the annual Commercial Grape Report (CGR) data collection and reporting. Prior to 2010, the CGR was produced by NASS (National Agricultural Statistics Service). The survey questions were identical to those used by NASS; however, the capture of information was slightly different. The 2010-2012 surveys drew upon exact data provided by Virginia grape producers.

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 2012 through February 2013 by mail, email, and telephone interview. 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!**

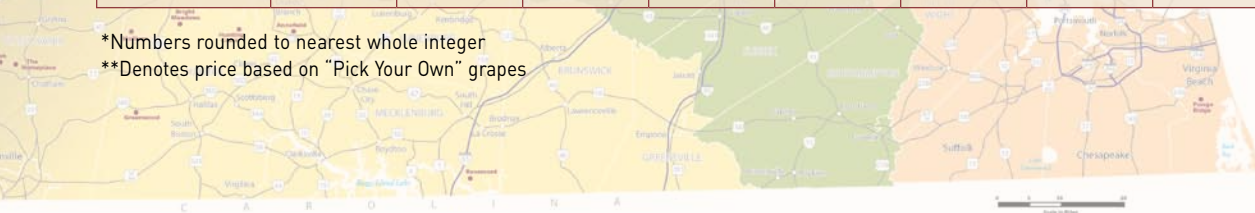


Grape Production, Acreage and Average Price by Variety, 2011 and 2012*

	2011 Tons Produced	2012 Tons Produced	2011 Bearing Acres	2012 Bearing Acres	2011 Non-Bearing Acres	2012 Non-Bearing Acres	2011 Weighted Average Price	2012 Weighted Average Price	2012 Absolute Range	
									Low	High
Total	7,749	7,532	2,784	2,974	373	402	\$1,625	\$1,669	\$700	\$4,000
VINIFERA	5,537	5,603	2,076	2,254	317	327	\$1,790	\$1,817	\$700	\$4,000
Albariño	42	24	23	23	9	16	\$2,150	\$2,417	\$1,800	\$2,750
Cabernet Franc	907	980	322	344	40	34	\$1,639	\$1,702	\$700	\$4,000
Cabernet Sauvignon	516	499	260	263	39	21	\$1,894	\$1,894	\$700	\$3,000
Chardonnay	1,041	1,108	366	434	60	39	\$1,639	\$1,648	\$700	\$3,000
Gewurztraminer	20	16	10	11	1	0	\$1,500	\$1,600	\$1,500	\$1,700
Merlot	862	884	305	309	31	28	\$1,756	\$1,777	\$700	\$3,000
Petit Manseng	204	170	60	65	9	13	\$1,934	\$1,919	\$1,400	\$2,200
Petit Verdot	360	372	147	168	27	33	\$1,983	\$2,133	\$700	\$4,000
Pinot Gris/ Grigio	206	165	79	72	4	15	\$1,556	\$1,539	\$1,295	\$1,700
Pinot Noir	39	52	23	30	8	6	\$1,667	\$1,640	\$1,500	\$1,900
Riesling	107	94	46	42	1	2	\$1,400	\$1,383	\$1,100	\$1,650
Sauvignon Blanc	96	96	35	45	17	13	\$1,973	\$2,188	\$1,750	\$2,500
Syrah	44	74	26	33	5	4	\$1,620	\$1,702	\$1,000	\$2,150
Tannat	114	106	30	27	2	3	\$1,937	\$2,137	\$1,500	\$4,000
Viognier	554	503	201	224	50	65	\$1,942	\$1,920	\$700	\$2,300
Other White Vinifera	125	155	37	45	7	17	\$1,567	\$1,550	\$1,000	\$1,800
Other Red Vinifera	301	305	108	119	8	17	\$1,846	\$1,920	\$1,200	\$4,000
HYBRID	1,606	1,528	505	523	47	44	\$1,062	\$1,142	\$900	\$2,162
Chambourcin	535	440	134	135	13	15	\$1,088	\$1,100	\$900	\$1,750
Seyval	91	100	44	46	5	5	\$1,083	\$1,089	\$900	\$1,450
Traminette	300	276	94	98	9	7	\$1,060	\$1,147	\$900	\$1,890
Vidal Blanc	546	608	160	176	13	9	\$1,042	\$1,166	\$900	\$2,162**
Other White Hybrid	115	85	45	36	4	5	\$1,060	\$1,183	\$1,000	\$1,500
Other Red Hybrid	20	20	27	31	4	4	\$900	\$1,117	\$950	\$1,200
AMERICAN	606	400	203	198	8	31	\$1,354	\$1,455	\$725	\$2,000
Concord	91	74	37	28	0	1	\$1,618	\$1,634	\$800	\$3,000**
Niagara	170	92	37	34	2	15	\$967	\$1,150	\$800	\$1,500
Norton	328	222	124	125	7	15	\$1,444	\$1,600	\$1,300	\$2,000
Other White American	0	2	0	4	0	0	X	X	X	X
Other Red/Black American	15	10	5	8	0	0	\$650	\$1,242	\$725	\$1,500**

*Numbers rounded to nearest whole integer

**Denotes price based on "Pick Your Own" grapes



Grape Production and Acreage by District and County, 2011 and 2012*

County		2011 Tons Produced	2012 Tons Produced	2011 Bearing Acres	2012 Bearing Acres	2011 Non-Bearing Acres	2012 Non-Bearing Acres
STATE TOTAL		7,749	7,532	2,784	2,974	374	402
NORTHERN	Clarke	52	52	29	27	9	10
	Culpeper	18	86	27	25	1	1
	Fauquier	479	443	208	208	30	34
	Loudoun	1,296	1,342	479	513	86	89
	Madison	217	143	92	66	1	3
	Rappahannock	216	193	71	71	5	9
	Rockingham	120	76	32	34	6	5
	Shenandoah	354	268	108	100	10	6
	Warren	45	43	21	21	1	4
	Other Counties	115	190	44	63	4	1
	District Total	2,912	2,836	1,109	1,126	152	161
WESTERN	Augusta	285	226	77	72	7	3
	Botetourt	118	130	40	38	1	2
	Roanoke	51	81	55	48	3	5
	Other Counties	74	111	24	31	0	1
	District Total	527	548	196	190	11	11
CENTRAL	Albemarle	971	1,223	366	479	95	78
	Amherst	75	33	48	48	4	2
	Bedford	59	36	34	39	1	2
	Greene	64	52	27	26	2	0
	Hanover	52	28	17	20	0	0
	Louisa	65	45	28	32	6	5
	Nelson	656	593	174	178	12	21
	Orange	972	868	214	224	35	33
	Spotsylvania	48	38	21	23	2	6
	Other Counties	88	89	55	55	5	10
	District Total	3,050	3,005	985	1,122	160	157
EASTERN	Accomack	69	80	17	17	0	0
	Essex	0	2	8	12	4	0
	King George	25	23	12	8	0	0
	Northampton	103	70	31	23	0	0
	Westmoreland	271	232	77	72	2	4
	Other Counties	84	98	56	64	9	18
	District Total	551	505	200	195	14	23
SOUTHERN	Franklin	5	8	4	4	0	0
	Halifax	29	26	24	28	7	4
	Patrick	168	95	38	40	2	1
	Pittsylvania	74	56	30	23	0	0
	Other Counties	122	142	41	49	3	5
	District Total	397	326	137	144	12	10
Other District Totals		312	313	158	198	25	40

*Numbers rounded to nearest whole integer



Virginia Wine Board Marketing Office, Old City Hall Building
1001 East Broad Street, Suite 140, Richmond, Virginia 23219