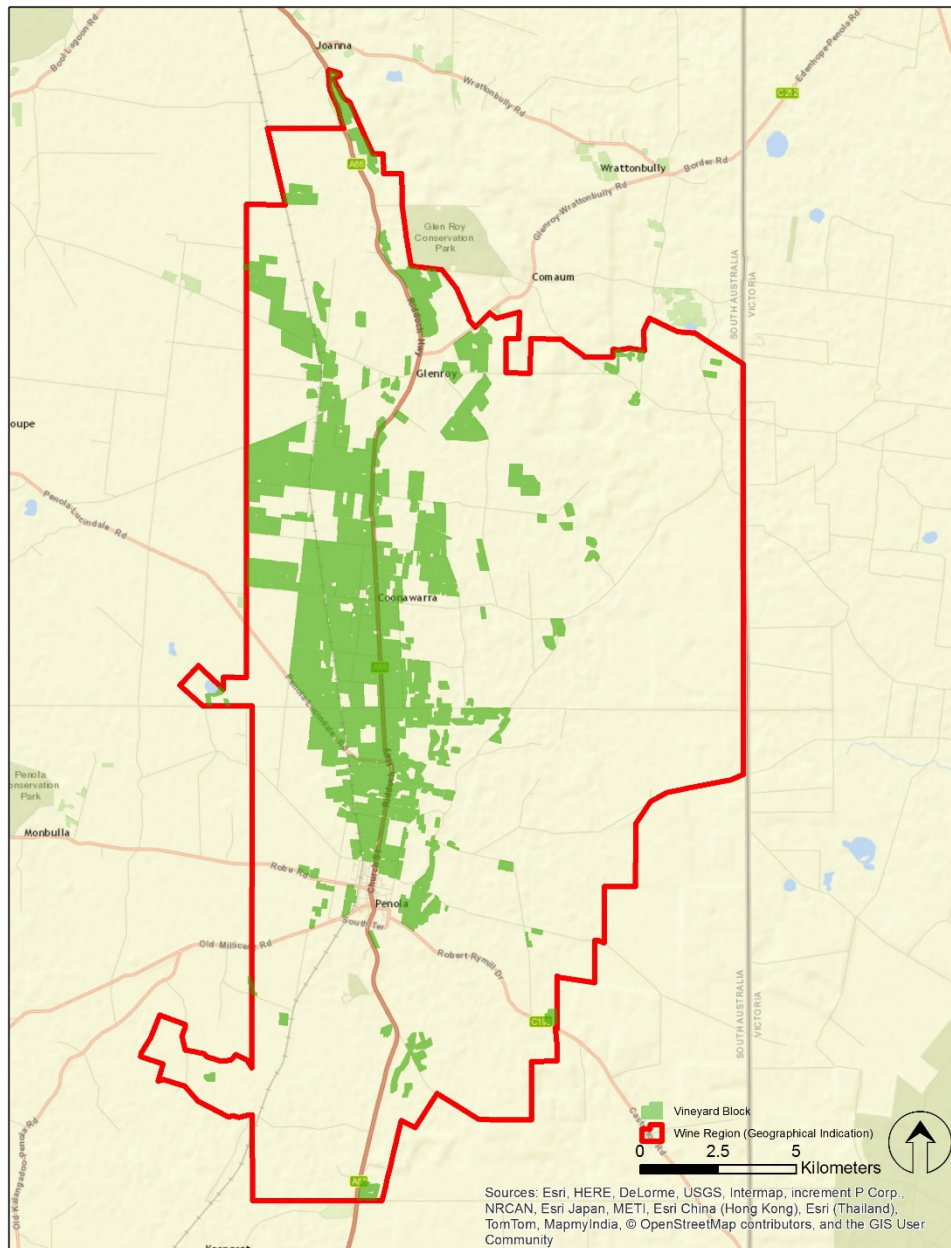


# SA Winegrape Crush Survey 2020

## Regional Summary Report

## Coonawarra Wine Region

*Wine Australia July 2020*



DATUM: GDA94  
PROJECTION: MGA Zone 54  
DATE: 8<sup>th</sup> March 2017  
SOFTWARE: ESRI ArcGIS v10.4  
DATA SOURCE:  
Vineyard Block - Vinehealth Australia  
Wine Region - Wine Australia

**Coonawarra  
Wine Region**



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# Coonawarra

## Vintage overview

### VINTAGE REPORT

The 2020 vintage in Coonawarra can be characterised by small quantities of high quality fruit.

The season began well with ideal soil moisture due to good rainfall between May and September. Coonawarra has been very fortunate not to have been affected by the bush fires that occurred throughout the Australian 2019/2020 summer.

Across the region, yields are reportedly down due to a cool Spring; however, the fruit is looking fantastic – small berries, great fruit concentration and lovely tannins.

Across the region, whites were picked in March, with the first of the reds coming off the vines late March to the beginning of April.

Warm days and cool nights provided the perfect ripening conditions for Coonawarra's signature variety, Cabernet Sauvignon, which was harvested in mid-April. The average picking date across the Coonawarra wine region is 15 April and – at time of writing - many are out in the vineyards harvesting with vintage expected to be complete by the end of April.

The 2020 Coonawarra vintage has been free of disease, drought, and smoke taint.

The wines at this early stage are looking excellent and 2020 will be a vintage to watch out for!

*Coonawarra Vignerons Board (Coonawarra Grape and Wine Incorporated), April 2020*

### OVERVIEW OF VINTAGE STATISTICS

The reported crush of Coonawarra winegrapes was 26,240 tonnes in 2020, down by 30 per cent from the 2019 reported crush of 37,242 tonnes. It was the lowest recorded crush for the region since 2014. Over the past five years (up to 2019), the average crush for Coonawarra has been 33,279 tonnes, making this year's crush 21 per cent below the five-year average.

There were 36 respondents to the survey who reported crushing grapes from Coonawarra in 2020, compared with 41 in 2019.

The total estimated value of Coonawarra winegrapes in 2020 was just under \$44 million compared with \$54 million in 2019. The lower production was partly offset by a 16 per cent increase in the average purchase value of grapes, from \$1484 in 2019 to \$1723 per tonne.

There were increases in average prices for the three largest varieties: Cabernet Sauvignon up by 8 per cent to \$1863 per tonne, Shiraz up 17 per cent to \$1701 per tonne and Merlot up by 26 per cent to \$1296 per tonne.

The price dispersion data for red varieties shows a big upward shift in prices paid, with 83 per cent of reds being purchased at \$1500 per tonne and above, compared with 57 per cent in 2019. For white varieties, 98 per cent of white grapes purchased at between \$600 and \$1500 per tonne.

According to Vinehealth Australia data, the total vineyard area in Coonawarra as at 30 April 2020 is 5846 hectares, a net increase of 120 hectares compared with 2019, and around 700 hectares more than it was 5 years ago.

There were 215 hectares of new vines planted in the region in the 2019-20 season (including top-working and replacements), with almost all of them being Cabernet Sauvignon.

# Coonawarra

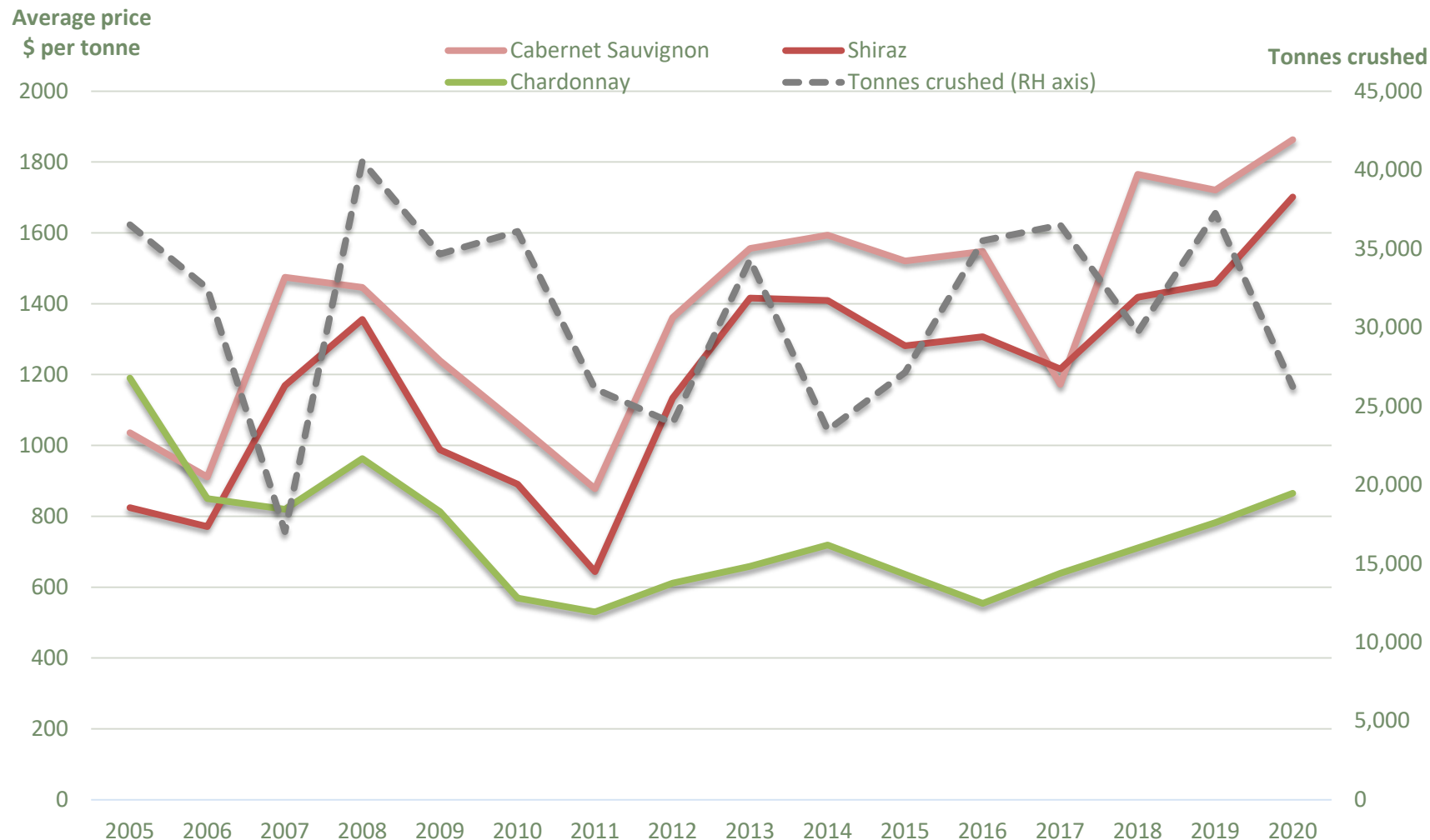
## Winegrape intake summary table

	Total tonnes purchased	Price dispersion - number of tonnes in each price range					total value purchased grapes	Average purch. value per tonne	Change in price YoY	Winery grown fruit	Share of winery grown	Total crushed	Est total value ALL grapes
		< \$300	\$300 to <\$600	\$600 to <\$1500	\$1500 to <\$2000	\$2000+							
<b>Red</b>													
Barbera										6	100%	6	\$9,816
Cabernet Franc	19			4	14					51	73%	69	\$99,932
Cabernet Sauvignon	5,797			465	3,912	1,419	\$10,799,663	\$1,863	8%	8,644	60%	14,441	\$26,904,961
Malbec	7					7				34	84%	41	\$105,976
Merlot	540			416	120	4	\$699,369	\$1,296	26%	1,561	74%	2,101	\$2,722,052
Nebbiolo	5					5					0%	5	\$13,468
Petit Verdot	58			6	52					291	83%	349	\$489,420
Pinot Meunier										2	100%	2	\$3,965
Pinot Noir	86			42	44		\$109,896	\$1,277	35%	127	60%	213	\$271,503
Shiraz	1,017			349	533	135	\$1,730,271	\$1,701	17%	5,193	84%	6,210	\$10,564,727
Tempranillo										2	100%	2	\$2,983
Other red	4			4						0	4%	4	\$3,488
<b>Red total</b>	<b>7,533</b>			<b>1,288</b>	<b>4,675</b>	<b>1,570</b>	<b>\$13,482,057</b>	<b>\$1,790</b>	<b>14%</b>	<b>15,910</b>	<b>68%</b>	<b>23,443</b>	<b>\$41,192,291</b>
<b>White</b>													
Chardonnay	397			390	7		\$343,788	\$865	11%	1,024	72%	1,421	\$1,229,452
Gewurztraminer	1			1						12	92%	13	\$11,250
Pinot Gris/Grigio	13			13							0%	13	\$13,100
Riesling										268	100%	268	\$367,739
Sauvignon Blanc	199			191	8		\$209,294	\$1,052	46%	684	77%	883	\$928,697
Semillon	22			22						167	89%	189	\$132,398
Other white										11	100%	11	\$18,864
<b>White total</b>	<b>632</b>			<b>617</b>	<b>15</b>		<b>\$582,299</b>	<b>\$921</b>	<b>21%</b>	<b>2,165</b>	<b>77%</b>	<b>2,797</b>	<b>\$2,701,501</b>
<b>Grand total</b>	<b>8,165</b>			<b>1,905</b>	<b>4,690</b>	<b>1,570</b>	<b>\$14,064,356</b>	<b>\$1,723</b>	<b>16%</b>	<b>18,076</b>	<b>69%</b>	<b>26,240</b>	<b>\$43,893,792</b>

Note: Where there are fewer than three purchasers of a variety, the average price and total value are not reported to protect confidentiality.

# Coonawarra

## Historical weighted average price vs tonnes crushed



# Coonawarra

## Current plantings by variety and year planted

<i>Variety</i>	<i>Pre-2017</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>Total area</i>	<i>% planted in 2019</i>
<b>Red winegrapes</b>						
Cabernet Franc	21	1	0	4	26	15%
Cabernet Sauvignon	3,534	14	16	207	3,771	5%
Malbec	18	0	0	0	18	0%
Merlot	356	0	0	4	360	1%
Petit Verdot	17	0	0	0	17	0%
Pinot Noir	36	0	0	0	36	0%
Shiraz	1,161	0	6	0	1,167	0%
Other Red	7	3	2	0	12	0%
<b>Total red varieties</b>	<b>5,150</b>	<b>18</b>	<b>24</b>	<b>215</b>	<b>5,407</b>	<b>4%</b>
<b>White winegrapes</b>						
Chardonnay	256	0	3	0	259	0%
Riesling	45	0	0	0	45	0%
Sauvignon Blanc	91	0	0	0	91	0%
Semillon	12	0	0	0	12	0%
Other White	11	0	0	0	11	0%
<b>Total white varieties</b>	<b>415</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>418</b>	<b>0%</b>
Unknown variety	21	0	0	0	21	0%
<b>Total all varieties</b>	<b>5,586</b>	<b>18</b>	<b>27</b>	<b>215</b>	<b>5,846</b>	<b>4%</b>

Source:  
Vinehealth  
Australia

# Explanations and definitions

## INTAKE (CURRENT VINTAGE) DATA

### *Definition of regions*

Regions have been defined in accordance with Geographical Indication (GI) boundaries. If a GI region has not been declared, or produces less than 5,000 tonnes, then the data is aggregated into the relevant GI zone. Disaggregation of data into smaller regions such as Southern Fleurieu and Mount Benson is available on request from Wine Australia.

### *Total crush*

The total crushed is the total tonnes of grapes crushed from a particular source region, whether processed in that region, another region in SA or interstate. All wineries in Australia are included in the survey collection process. However, not all wineries respond to the survey - therefore the total tonnage reported may underestimate the true crush. It is estimated that the overall response rate for the survey is 88 per cent; however, individual regions may vary. Generally, regions will have a higher response rate when there is a high proportion of purchased winegrapes within the region.

Reported fruit is separated into fruit produced from the winery's own or associated vineyards ("own grown") and from independent vineyards ("purchased").

### *Calculated average purchase value*

The survey requests wineries to provide the total amount paid for each parcel of fruit purchased (or the price per tonne). This is the price paid for fruit of a particular variety at the point of receipt – not including specific amounts paid for freight. It includes any penalties or bonuses (eg Baumé) applied at the weighbridge, but DOES NOT INCLUDE other bonuses or adjustments such as end use quality bonuses, which are not available at the time the survey is conducted (May-June 2020).

The calculated average purchase value per tonne is the average amount paid per tonne of fruit across all wineries.

Winery grown grapes are not included in the calculation of average purchase value; nor are grapes grown by companies connected with the winery or under lease arrangements.

Average and total purchase values are not reported where there are fewer than three purchasers of a variety in a particular region. However the values are included in the calculation of totals for each region.

### **Important note on average purchase value**

There is considerable variation in the pricing arrangements made by different wineries. For example, some wineries make adjustment payments based on the average value per tonne reported in this survey and some pay quality bonuses based on the end use of the product. These additional payments are not included in the reported figures. The average price also does not give any indication of the distribution of prices, or variables that go into individual contracts.

### *Price dispersion data (shaded columns in Intake Summary tables)*

All purchases for each variety are grouped into price segments according to the price paid for that batch of fruit. The sum of tonnes in all the price segments may not match the total tonnes purchased where there are tonnes reported without an associated price.

### *Estimated total value of all grapes*

The estimated total value of all grapes is calculated by multiplying the average purchase value per tonne by all tonnes crushed. If there is a variety where there are no purchases, then the average purchase value for the same variety across similar regions, or across all other varieties of the same colour in the same region is used to determine an estimated value for the own grown grapes.

# Explanations and definitions - continued

## PLANTING DATA

### *Source of planting data tables*

Planting data is not collected by the Australian National Vintage Survey. The information is obtained from the vineyard register maintained by Vinehealth Australia.

Vinehealth Australia is required under the *Phylloxera and Grape Industry Act 1995* to maintain a complete and accurate register of vineyard owners in the state. Vineyard owners with plantings of 0.5 hectares or more are required to register with Vinehealth Australia, and provide details of any changes made to these vineyard plantings within three months of any such change. This information is kept strictly confidential and provided for this survey in a deidentified and aggregated manner.

For more information on the planting data in this report or about registration of vineyards, please contact the Vinehealth Australia office on (08) 8273 0550.

### **Explanatory notes for planting data tables**

To protect confidentiality, the following rules are applied to reporting varieties:

- where there are fewer than 10 registered owners with plantings of a particular variety across the state, that variety is not separately identified in either the state or the regional reports but is grouped with “other red/white”, AND
- where there are fewer than three registered owners with a particular grape variety in a given region, that variety is not separately identified in the regional report but is grouped with “other red/white” unless it is a white variety listed in the top seven, or red variety in the top five by planted area for the state for the current year.

- Planting data tables are current as at 30 April 2020 and include all plantings from the 2019–20 planting season.
- Reference to “other varieties” includes rootstock, multi-purpose and table-grape plantings.
- Vines planted in a particular year may include top-worked or replaced vines, as well as new plantings in virgin ground. Where vines have been replaced or topworked, the old variety record is removed. This explains why the area planted for earlier years may be different in the current report compared with previous reports.
- Where a zero (0) appears in a table, this may indicate the presence of a planting of less than 0.5 hectares, or it may indicate zero plantings. Rounding may produce slight discrepancies in totals.



# Acknowledgements

## AUSTRALIAN NATIONAL VINTAGE SURVEY

The information for this report has been collected and analysed by Wine Australia as part of the Australian National Vintage Survey. The SA Winegrape Crush Survey Report has been prepared by Wine Australia on behalf of the South Australian Wine Industry Association, Wine Grape Growers South Australia and Primary Industries and Regions SA.

The survey publication is available on Wine Australia's website [wineaustralia.com](http://wineaustralia.com), the Vinehealth Australia website [vinehealth.com.au](http://vinehealth.com.au) and via links from the Wine Grape Council SA website [wgcsa.com.au](http://wgcsa.com.au) and the South Australian Wine Industry Association website [www.winesa.asn.au](http://www.winesa.asn.au).

### Credits

Images – Wine Australia  
GI maps – Vinehealth Australia

### About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and adoption (RDA), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package (ERWSP).

Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RDA investments and funds the ERWSP.

### Disclaimer

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Note: data published in this report supercedes that in earlier reports. Minor variations in reported figures can occur due to data revisions.

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