



DEPARTMENT OF AGRICULTURE WEIGHTS AND MEASURES

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MEMORANDUM

DATE: April 13, 2011
TO: El Dorado County Wineries and Wine Grape Growers
FROM: Juli Jensen, El Dorado County Department of Agriculture
Subject: 2010 El Dorado County Wine Grape Survey

On the reverse of this page are the 2010 Wine Grape Survey results. All figures are actual values and acreage reported by growers. California's 2010 wine grape crop was the second largest crush on record. This survey, which goes out to over 230 growers, is a valuable resource for current and prospective vineyard owners and managers in El Dorado County.

Of special interest from the 2010 survey:

- The total value of grapes in El Dorado County was \$4,898,612 for 2010. This value is down 17% from the 2009 value of \$5,885,447.
- Average price per ton increased 1% from the 2009 price of \$1,267 per ton to \$1,279 per ton in 2010. The state wide average price for all wine grape varieties was down 5%.
- Total production in 2010 was down 10% as compared to 2009 (5165 tons in 2009 vs. 4668 tons in 2010).
- Production in 2010 was averaged at 2.18 tons per acre, down 15% from the 2009 value of 2.58 tons per acre.
- Total wine grape tonnage sold outside of El Dorado County decreased 11% from 2003 tons in 2009 to 1792 tons in 2010.
- This year's survey reflects an increase in bearing and non-bearing wine grape acreage, up from 2007 acres to 2208 acres due to more accurate reporting from our growers.

The survey details each variety by acreage, yield and price.

2010 El Dorado County
Wine Grape Survey

Variety	Non-Bearing Acreage	Bearing Acreage	Total Acreage	Total Tons Produced ^{1*}	District 10 Price ^{2*}	Open Market Price ^{3*}	Weighted Avg Price ^{4*}
Barbera	7.00	100.73	107.73	247.44	1121.20	1322.36	1244.77
Cabernet Franc	1.93	75.94	77.87	155.50	942.63	1163.30	1100.45
Cabernet Sauvignon	16.10	328.81	344.91	1016.03	1134.14	1030.69	1041.80
Chardonnay	7.00	94.13	101.13	223.81	983.33	1107.75	1070.59
Grenache Blanc	6.05	59.12	65.17	139.91	1416.67	1537.59	1517.14
Grenache Blanc	0.00	8.52	8.52	10.05	1348.44	1564.29	1528.85
Malbec	4.00	32.66	36.66	96.78	1292.29	1435.67	1427.83
Marsanne	0.28	6.25	6.53	17.09	1352.61	1536.00	1517.70
Merlot	9.90	148.12	158.02	553.60	1015.12	993.67	996.02
Mourvedre/Mataro	9.97	59.61	69.58	120.41	1362.84	1535.31	1492.81
Muscat Canelli/Blanc	0.00	16.21	16.21	38.20	880.10	985.00	935.16
Petit Verdot	1.23	20.35	21.58	105.25	1166.71	1423.86	1417.58
Petite Sirah	21.66	146.23	167.89	338.07	1180.98	1183.13	1182.10
Pinot Gris	0.00	19.40	19.40	36.09	850.57	1123.25	1123.25
Pinot Noir	5.00	19.36	24.36	30.43	1254.14	1300.00	1285.60
Primitivo	1.15	52.12	53.27	117.51	1196.68	1183.00	1188.00
Roussanne	2.67	22.25	24.92	40.36	1352.28	1426.67	1413.69
Sangiovese	1.50	35.75	37.25	59.65	1108.17	1261.83	1209.80
Sauv. Blanc	0.50	23.72	24.22	79.54	668.38	944.83	831.70
Semillon	0.00	4.05	4.05	8.15	799.01	900.00	805.83
Syrah	19.65	204.14	223.79	352.83	1222.80	1313.66	1279.13
Tempranillo	8.90	39.56	48.46	102.00	989.35	1220.00	1176.99
Tinta Cao	4.00	9.29	13.29	7.37	1157.29	1422.00	1414.15
Touriga Nationale	3.00	7.07	10.07	12.50	1279.49	1687.50	1400.59
Vignier	8.46	49.25	57.71	68.66	1262.95	1256.00	1258.65
Zinfandel	97.14	284.44	381.58	555.76	1050.28	1049.75	1049.93
Misc: Red Varietals	14.10	58.91	73.01	91.08	823.00	1465.76	1349.79
Misc: White Varietals	10.17	20.00	30.17	44.02	500.37**	1440.00	735.63
VARIETAL TOTALS	261	1946	2207	4668	Average Price Per Ton (District 10): \$ 1,099		
Total Crop Value: \$ 4,898,612 (Down 17% from 2009's \$5,885,447)		Average Price Per Ton: \$ 1279 (Up 1% from 2009's \$1,267)			Average Yield Per Acre: 2.18 (Down 15% from 2009's 2.58)		
Wine Grape Acreage: 2208 (2007 bearing and non-bearing acres in 2009)		Total Tons: 4668 (Down 10% from 2009's 5165 tons)			Tons Sold Outside of El Dorado County: 1792 (Down 11% from 2009's 2003 tons)		
Red open market varietal average: \$ 1323		White open market varietal average: \$ 1228					

1 Total tonnage is only from growers who responded to survey

2 Figures are taken directly from the California Department of Food and Agriculture's 2009 Grape Crush Report

3 Figures reflect the average of the actual numbers reported by El Dorado County growers.

4 The total Weighted Avg Price per ton is the sum of the value of the tons utilized by grower at district 10 prices plus the value of the open market sales, divided by the total tons utilized for the variety.

* Comparisons are relative to price per ton

** There was no value listed for District 10 price for Misc. White Varietals so the State average was used here