

# WINE GRAPE PRODUCTION

## IN THE MILDURA REGION

The Murray Valley Wine Grape growing area consists of around 21,000 hectares of bountiful vineyards and comprises the designated wine grape growing area of the Murray Darling and Swan Hill. The region produces approximately 400,000 tonnes per annum of wine grapes; a substantial 21% of the 2004 national crush. In 2004 the Murray Valley wine grape growing region increased its white grape crush by 34%, and recorded an increase of 18% for red wine grapes. The National value of wine grape production exceeded \$1.4 billion, an industry exploding with vigour and innovation showing no signs of slowing.

The Murray Valley region has the perfect climate and ideal conditions for growing wine grapes. It is no surprise this thriving wine grape industry is producing in excess of 40 different varieties with new and emerging varieties being planted each year.



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### MURRAY VALLEY REGION & AUSTRALIA COMPARISON

Total Murray Valley Region crush 04	Total National crush 04	Murray Valley Regions % of the total national crush	Murray Valley grape harvest total value 03 A\$m	Murray Valley grape harvest total value 04 A\$m	Change from 03-04 %	National Export value 03/04 A\$b
400,000t	1,900,000t	21%	\$183.9m	\$224.7m	12.2% +	# \$2.5b

# The total Australian Export value excludes fortified, sparkling, carbonated and other wine. Data sourced from the National & Regional Victorian/NSW Murray Valley Wine Grape Crush Survey 2004 and Australian Wine and Brandy Corp (AWBC).



**MURRAY VALLEY WINE GRAPE (RED) VARIETALS BY HECTARES, TOTAL CRUSH, WEIGHTED AVERAGE PRICE, ESTIMATED VALUE IN THE REGION AND TOTAL AUSTRALIAN EXPORT VALUE 02/03, 03/04.**

Crop category – Wine grapes	Wine grape by hectares 03 (Murray Darling region)	Wine grape by hectares 03 (Swan Hill part area)	Total red crushed (t) 04	04 WAP* \$(t)	Total value of red grapes Murray Valley Region 04 A\$	Total Aust. export red value 02/03 A\$ A\$b	Total Aust. export red value 03/04 A\$ A\$b
<b>RED</b>							
Shiraz	3,113Ha	150Ha	63,632t	\$620	\$39.4m		
Cabernet Sauvignon	2,951Ha	123Ha	50,380t	\$487	\$24.4m		
Merlot	1,522Ha	52Ha	32,986t	\$535	\$17.6m		
Ruby Cabernet	548Ha	22Ha	6,752t	\$476	\$3.2m		
Petit Verdot	162Ha	11Ha	3,309t	\$355	\$1.1m		
Pinot Noir	97Ha	0Ha	2,414t	\$504	\$1.2m		
Sangiovese	120Ha	2Ha	1,323t	\$406	\$537,170		
Grenache	56Ha	9Ha	1,498t	\$468	\$701,087		
Black Muscat	5Ha	0Ha	131t	\$745	\$97,514		
Cabernet Franc	5Ha	0Ha	16t	\$357	\$ -		
Chambourcin	10Ha	0Ha	129t	\$357	\$46,203		
Durif	10Ha	0Ha	3t	\$750	\$2,610		
Malbec	3Ha	3Ha	83t	\$457	\$37,703		
Mataro (Mouvedre)	11Ha	7Ha	373t	\$399	\$148,917		
Nebbiolo	8Ha	0Ha	83t	\$513	\$42,794		
Tarrango	0Ha	0Ha	1,899t	\$630	\$1.9m		
Tempranillo	7Ha	0Ha	141t	\$593	\$83,852		
Zinfandel	5Ha	0Ha	1t	\$350	\$350		
Other red	6Ha	3Ha	369t	\$900	\$332,523		
<b>Total hectares***</b>	<b>8,637Ha</b>	<b>382Ha</b>	<b>165,566t</b>		<b>\$90.5m</b>	<b>#A\$1.5b</b>	<b>#A\$1.7b</b>

\*\*\* A further 3,421 hectares of Red and White grapes are also produced in the Murray Valley (part Swan Hill) wine grape growing region according to the 2003 SunRISE 21 Crop Report, however an accurate breakup of the varieties is unknown.

\*\*\* Hectares provided by 2003 SunRISE 21 Crop Report should not be used in correlation with the production volume listed above as the hectares provided refer to different regions - please refer to the 2003 SunRISE 21 Crop Report for further details regarding the geographical areas. Multi-use varieties such as Sultanas and Gordo are not listed in the hectares above but are used for wine production.

\*WAP (Weighted average weighbridge) price in this report is calculated from data that is known to be incomplete. Therefore, it is possible that the calculated weighted average price is biased due to incomplete data. Data has been taken from the SunRISE21 Crop Report 2003 and the Australian Regional Victorian/NSW Murray Valley Wine Grape Crush Survey 2004.

# The total Australian Export value excludes fortified, sparkling, carbonated and other wine.

Export figures provided by the Australian Wine and Brandy Corporation.



**MURRAY VALLEY WINE GRAPE (WHITE) VARIETALS BY HECTARES, TOTAL CRUSH, WEIGHTED AVERAGE PRICE, ESTIMATED VALUE IN THE REGION AND TOTAL AUSTRALIAN EXPORT VALUE 02/03, 03/04.**

Crop category – White wine grapes	Wine grape by hectares 03 (Murray Darling Region)	Wine grape by hectares 03 (Swan Hill part area)	Total white crushed (t) 04	04 WAP* \$/(t)	Total value of white grapes Murray Valley Region 04 A\$	Total Aust. export white value 02/03 A\$m	Total Aust. export white value 03/04 A\$m
<b>WHITE</b>							
Chardonnay	4,860Ha	88Ha	97,016t	\$881	\$85.4m		
Chenin Blanc	31Ha	0Ha	1,711t	\$377	\$644,285		
Colombard	907Ha	10Ha	27,839t	\$354	\$9.8m		
Riesling	117Ha	8Ha	2,555t	\$506	\$1.3m		
Sauvignon Blanc	268Ha	0Ha	4,128t	\$516	\$2.1m		
Semillon	396Ha	8Ha	11,904t	\$508	\$6m		
Verdelho	40Ha	9Ha	1,923t	\$475	\$913,335		
Viognier	65Ha	0Ha	1,011t	\$944	\$955,008		
Crouchen	19Ha	1Ha	1,805t	\$498	\$899,796		
Doradillo	24Ha	0Ha	483t	\$253	\$122,304		
Sultana	n/a	n/a	52,959t	\$296	\$15.6m		
Muscat Blanc (Frontignac)	5Ha	0Ha	14t	\$350	\$5,030		
Muscat Gordo Blanco	n/a	n/a	23,824t	\$352	\$8.3m		
Pinot Gris	25Ha	0Ha	4,64t	\$694	\$321,963		
Traminer	5Ha	0Ha	1,69t	\$525	\$88,536		
Orange Muscat	8Ha	0Ha	6,48t	\$1,298	\$841,706		
Other white	5Ha	2Ha	1,814t	\$314	\$569,294		
Total hectares***	6,772Ha	126Ha	230,266t		A\$134.2m	#A\$774m	#A\$801.3m

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## THE AUSTRALIAN ALTERNATIVE VARIETIES WINE SHOW

In 1999 Stefano de Pieri and Bruce Chalmers initiated the Sangiovese Awards and continued with the Australian Italian Wine Show in 2000. Following the success of these shows the first Australian Alternative Varieties Wine Show was held in Mildura in November 2001. The initial concept has evolved to include all alternative wine varieties that tend to be marginalised at other shows and attracted over 400 entries from throughout Australia and New Zealand in 2004.

The show aims to provide an alternative to the mainstream wine shows, a dedicated forum for alternative or emerging wine varieties and to encourage alternative more cutting edge judging procedures. The Show achieves extensive national food and wine media coverage each year by inviting high profile winemakers and wine writers to judge at the event. Consequently it contributes in no small way to exposing the regional wine and food industry to a national audience and contributes to raising the profile of our award winning wines and food and wine tourism in general.

In the process the Australian Alternative Varieties Wine Show also draws attention to some of the Mildura region's best chefs, cooks, restaurants, wineries and wines in Ten Days of Dining where alternative varieties and great regional food are highlighted. Over 10% of the 420 entries were from the Mildura region and they received 14% of the medals awarded at the 2004 show.

The Wine Show awards 5 trophies and 23 classes. The Australian Alternative Wine Varieties show is held during the week of the Melbourne Cup in November.

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