

VIRGINIA 2011  
COMMERCIAL GRAPE  
REPORT



## 2011 Growing Season



Virginia's 2011 growing season got off to a good start with budbreak slightly earlier than average and spring following a generally benign winter. As a sidebar, Virginia's winters, like much of the eastern US, have trended warmer in the last 10 years or so. Winter extreme low temperatures, and consequent winter injury, generally defined the site constraints

with vinifera grapevines in the seventies and eighties. While winter cold injury is less common in Virginia today, we did see a few cases where apparent drought stress during the 2010 season predisposed vines to some winter injury during the 2010/2011 winter.

Early spring rains were frequent in 2011, particularly in April and May; many areas reported cumulative rainfall amounts 5 to 6 inches above average by June. Reduced fruit set was observed in some areas where extended periods of rain persisted into the bloom period for grapevines. While fruit set can be adversely affected by cloudy, wet weather during bloom, Merlot and Malbec were especially vulnerable during 2011. The latter part of June through the third week of August was fairly typical for Virginia summers. Rainfall was spotty, and 2011 heat summations (a cumulative measure of growing season temperature) were similar to those of 2010, with both being warmer than 20-year averages.

For many, the 2011 season was most memorable for what happened after late August. First Hurricane Irene and then Tropical Storm Lee brought heavy rains to parts of the state. This was followed by very unsettled weather, including a cut-off low-pressure system that pulled moisture out of the Gulf and off the Atlantic for up to 5 days in late September. Not all portions of the state were affected and, generally speaking, many of the white varieties were optimally harvested before the cool, wet weather of September and October. Wine growers faced tough choices during the 2011 harvest: pick early and avoid crop loss to weather and disease, or ride out the weather, hope for better weather and riper fruit, but spend more time sorting fruit in the field and on the press pad. Examples of both strategies were observed. .

*2011 Growing Season overview written by Tony Wolf.*

## About the Survey

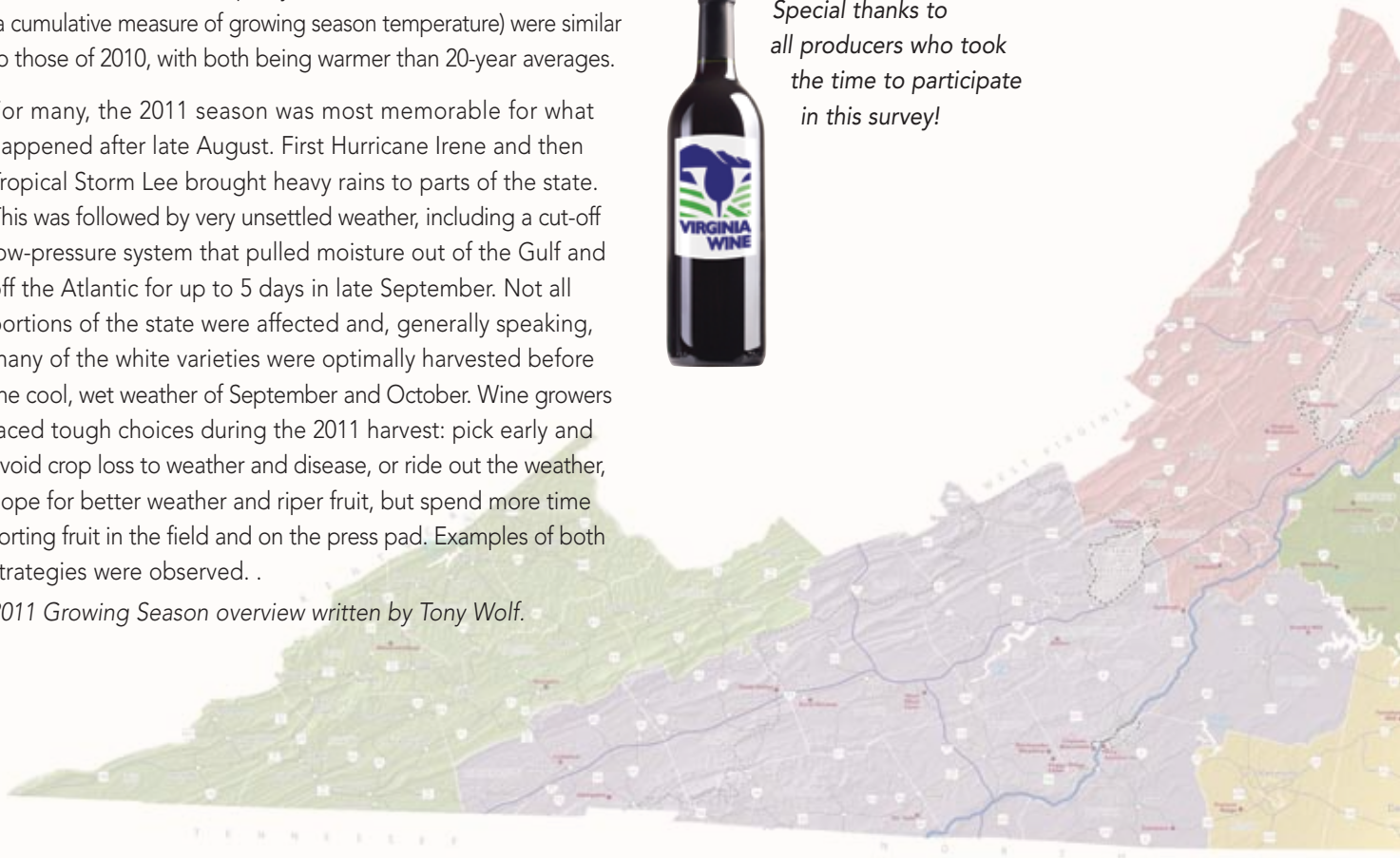
This year marks the second time the Virginia Wine Board Marketing Office has managed the annual Commercial Grape Report (CGR) data collection and reporting. Prior to 2010, the CGR was produced by NASS (National Agricultural Statistics Service). The survey questions were identical to those used by NASS; however, the capture of information was slightly different. The 2010 and 2011 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 2011 through March 2012 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 and 2011\*

	2010 Tons Produced	2011 Tons Produced	2010 Bearing Acres	2011 Bearing Acres	2010 Non-Bearing Acres	2011 Non-Bearing Acres	2010 Weighted Average Price	2011 Weighted Average Price	2011 Absolute Range	
									Low	High
<b>Total</b>	<b>6,557</b>	<b>7,728</b>	<b>2,632</b>	<b>2,774</b>	<b>384</b>	<b>376</b>	<b>\$1,603</b>	<b>\$1,625</b>	<b>\$650</b>	<b>\$3,500</b>
<b>VINIFERA</b>	<b>4,788</b>	<b>5,521</b>	<b>2,012</b>	<b>2,068</b>	<b>296</b>	<b>319</b>	<b>\$1,718</b>	<b>\$1,790</b>	<b>\$800</b>	<b>\$3,500</b>
Albariño	33	42	26	23	16	9	\$1,631	\$2,150	\$1,800	\$2,300
Cabernet Franc	832	907	282	322	32	40	\$1,576	\$1,639	\$800	\$3,215
Cabernet Sauvignon	451	516	232	260	31	39	\$1,771	\$1,894	\$800	\$2,795
Chardonnay	952	1,035	443	362	31	60	\$1,578	\$1,639	\$1,000	\$2,565
Gewurztraminer	16	20	9	10	0	1	\$1,500	\$1,500	\$1,500	\$1,500
Merlot	710	856	316	301	24	31	\$1,712	\$1,756	\$800	\$2,677
Petit Manseng	132	201	49	59	15	9	\$1,787	\$1,934	\$1,600	\$2,200
Petit Verdot	317	358	121	146	46	27	\$1,969	\$1,983	\$1,155	\$3,500
Pinot Gris/ Grigio	149	206	64	79	6	4	\$1,597	\$1,556	\$1,200	\$1,728
Pinot Noir	45	39	32	23	5	8	\$1,425	\$1,667	\$1,400	\$1,900
Riesling	84	107	45	46	4	2	\$1,442	\$1,400	\$1,100	\$1,700
Sauvignon Blanc	64	96	28	35	18	17	\$1,880	\$1,973	\$1,300	\$2,400
Syrah	69	44	27	26	3	5	\$2,134	\$1,620	\$1,096	\$2,045
Tannat	98	114	20	30	3	2	\$1,686	\$1,937	\$1,400	\$2,400
Viognier	440	554	185	201	44	50	\$1,854	\$1,942	\$1,000	\$2,430
Other White Vinifera	140	125	41	37	5	7	\$1,634	\$1,567	\$1,400	\$1,650
Other Red Vinifera	256	301	92	108	13	8	\$1,766	\$1,846	\$1,750	\$2,218
<b>HYBRID</b>	<b>1,429</b>	<b>1,603</b>	<b>434</b>	<b>503</b>	<b>76</b>	<b>48</b>	<b>\$1,083</b>	<b>\$1,062</b>	<b>\$750</b>	<b>\$2,000</b>
Chambourcin	469	535	128	134	17	13	\$1,039	\$1,088	\$750	\$1,800
Seyval	109	91	44	44	8	5	\$1,088	\$1,083	\$900	\$1,200
Traminette	247	296	86	93	10	9	\$1,087	\$1,060	\$875	\$1,300
Vidal Blanc	510	546	118	160	32	13	\$1,063	\$1,042	\$800	\$2000**
Other White Hybrid	79	115	34	45	4	4	\$1,200	\$1,060	\$1,000	\$1,100
Other Red Hybrid	15	20	24	27	5	4	\$1,600	\$900	\$900	\$900
<b>AMERICAN</b>	<b>340</b>	<b>604</b>	<b>186</b>	<b>203</b>	<b>12</b>	<b>9</b>	<b>\$1,145</b>	<b>\$1,354</b>	<b>\$650</b>	<b>\$3,000</b>
Concord	83	91	37	37	0	0	\$1,200	\$1,618	\$800	\$3000**
Niagara	110	170	30	37	4	2	X	\$967	\$700	\$1,400
Norton	134	328	115	124	6	7	\$1,300	\$1,444	\$1,000	\$2,000
Other White American	4	0	1	0	1	0	X	X	X	X
Other Red/Black American	9	15	3	5	1	0	\$625	\$650	\$650	\$650

\*Numbers rounded to nearest whole integer

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



## Grape Production and Acreage by District and County, 2010 and 2011\*

County	2010 Tons Produced	2011 Tons Produced	2010 Bearing Acres	2011 Bearing Acres	2010 Non-Bearing Acres	2011 Non-Bearing Acres	
<b>STATE TOTAL</b>	<b>6,558</b>	<b>7,728</b>	<b>2,763</b>	<b>2,774</b>	<b>364</b>	<b>376</b>	
<b>NORTHERN</b>	Clarke	39	52	16	28	7	9
	Culpeper	55	18	25	27	2	1
	Fauquier	383	479	168	208	37	30
	Loudoun	1,036	1,296	465	479	78	86
	Madison	155	217	75	92	1	1
	Rappahannock	123	216	54	71	7	5
	Rockingham	25	120	25	32	7	6
	Shenandoah	336	354	105	108	11	10
	Warren	33	45	18	21	9	1
	Other Counties	21	115	18	44	7	4
	<b>District Total</b>	<b>2,206</b>	<b>2,912</b>	<b>969</b>	<b>1,110</b>	<b>166</b>	<b>153</b>
<b>WESTERN</b>	Augusta	180	285	65	77	9	7
	Botetourt	93	118	36	40	2	1
	Roanoke	101	51	82	55	0	3
	Other Counties	81	74	36	24	1	0
	<b>District Total</b>	<b>455</b>	<b>528</b>	<b>219</b>	<b>196</b>	<b>12</b>	<b>11</b>
<b>CENTRAL</b>	Albemarle	1,099	971	523	366	39	94
	Amherst	71	75	48	48	2	4
	Bedford	44	59	23	34	1	1
	Greene	57	64	26	27	4	2
	Hanover	45	51	16	17	1	0
	Louisa	49	65	31	28	8	6
	Nelson	483	656	146	174	26	12
	Orange	715	972	181	214	7	34
	Spotsylvania	48	48	25	21	2	2
	Other Counties	69	88	51	55	15	5
<b>District Total</b>	<b>2,680</b>	<b>3,049</b>	<b>1,070</b>	<b>984</b>	<b>105</b>	<b>160</b>	
<b>EASTERN</b>	Accomack	46	69	17	17	0	0
	Essex	7	0	4	8	2	4
	King George	21	25	12	12	0	0
	Northampton	94	81	32	20	0	0
	Westmoreland	244	271	78	77	0	2
	Other Counties	149	84	79	56	29	9
	<b>District Total</b>	<b>561</b>	<b>530</b>	<b>222</b>	<b>190</b>	<b>31</b>	<b>15</b>
<b>SOUTHERN</b>	Franklin	5	5	4	4	1	0
	Halifax	35	29	22	24	9	7
	Patrick	145	167	43	38	2	2
	Pittsylvania	86	74	26	30	0	0
	Other Counties	131	122	44	41	17	3
	<b>District Total</b>	<b>402</b>	<b>397</b>	<b>139</b>	<b>137</b>	<b>29</b>	<b>12</b>
<b>Other District Totals</b>	<b>254</b>	<b>312</b>	<b>144</b>	<b>158</b>	<b>21</b>	<b>25</b>	

\*Numbers rounded to nearest whole integer



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