

# **THE BRITISH COLUMBIA WINE GRAPE CROP SURVEY 2007**



Prepared By:

British Columbia Ministry of Agriculture & Lands  
and the  
British Columbia Wine Institute

with thanks to the BC Grapegrowers' Association for their input

## Number of wineries that responded, according to size

| Year | Large Winery | Medium-sized Winery | Small Winery | Total |
|------|--------------|---------------------|--------------|-------|
| 2007 | 3            | 16                  | 59           | 78    |
| 2006 | 3            | 12                  | 36           | 51    |

## Response Rate for the 2007 Wine Grape Crop Survey

|           | No. of Wineries | % of Total |
|-----------|-----------------|------------|
| Responded | 78              | 58.21%     |
| Total     | 134             | 100.00%    |

## Percentage of vinifera, hybrid and labrusca production

| Colour       | Vinifera/Hybrid/Labrusca          | % of total production |
|--------------|-----------------------------------|-----------------------|
| White        | vinifera                          | 97.82%                |
|              | vinifera-hybrid                   | 2.14%                 |
|              | unspecified                       | 0.04%                 |
|              | labrusca                          | 0.01%                 |
| Red          | vinifera                          | 94.27%                |
|              | vinifera-hybrid                   | 3.41%                 |
|              | unspecified                       | 2.32%                 |
|              | labrusca                          | 0.00%                 |
| Total        | vinifera                          | 96.04%                |
|              | vinifera-hybrid                   | 2.77%                 |
|              | unspecified                       | 1.18%                 |
|              | labrusca                          | 0.00%                 |
| <b>Total</b> | <b>vinifera + vinifera-hybrid</b> | <b>98.82%</b>         |

## 2007 BC Wine Grape Tonnage by Variety - Top 25

| Rank  | Variety                       | Total Tons       | Total combined value   |
|-------|-------------------------------|------------------|------------------------|
| 1     | Merlot                        | 3,258.31         | \$7,089,622.55         |
| 2     | Chardonnay                    | 2,479.19         | \$4,279,347.48         |
| 3     | Pinot Gris                    | 1,686.55         | \$2,670,741.63         |
| 4     | Pinot Noir                    | 1,531.52         | \$2,973,583.70         |
| 5     | Cabernet Sauvignon            | 1,390.42         | \$3,316,850.87         |
| 6     | Gewürztraminer                | 1,339.04         | \$2,339,628.31         |
| 7     | Pinot Blanc                   | 1,307.47         | \$2,105,846.59         |
| 8     | Riesling                      | 978.80           | \$1,578,372.20         |
| 9     | Sauvignon Blanc               | 977.01           | \$1,621,987.55         |
| 10    | Cabernet Franc                | 777.17           | \$1,655,761.96         |
| 11    | Syrah/Shiraz                  | 612.95           | \$1,428,431.02         |
| 12    | Gamay Noir                    | 485.51           | \$843,365.36           |
| 13    | Ehrenfelser                   | 228.17           | \$395,451.72           |
| 14    | Other Red Variety*            | 208.65           | \$285,958.62           |
| 15    | Sémillon                      | 202.03           | \$307,272.68           |
| 16    | Auxerrois                     | 189.47           | \$297,756.00           |
| 17    | Maréchal Foch                 | 170.03           | \$292,532.22           |
| 18    | Bacchus                       | 123.63           | \$201,369.58           |
| 19    | Chasselas                     | 104.06           | \$148,585.50           |
| 20    | Chancellor                    | 103.13           | \$131,221.99           |
| 21    | Müller Thurgau                | 101.72           | \$148,915.70           |
| 22    | Icewine Riesling              | 99.34            | \$224,344.04           |
| 23    | Ortega                        | 91.08            | \$129,805.04           |
| 24    | Chenin Blanc                  | 84.49            | \$134,954.42           |
| 25    | Viognier                      | 84.07            | \$182,712.14           |
| 26-62 | Remaining Varieties Reported* | 1,162.95         | \$2,096,111.19         |
|       | <b>TOTAL</b>                  | <b>19,776.75</b> | <b>\$36,880,530.05</b> |

\* All remaining varieties (including Misc White and Red Varieties)

## 2007 BC White Wine Grape Varieties by Order of Importance

| Variety                | Tonnage          | Value                  | Percent of white |
|------------------------|------------------|------------------------|------------------|
| Chardonnay             | 2,479.19         | \$4,279,347.48         | 22.96%           |
| Pinot Gris             | 1,686.55         | \$2,670,741.63         | 15.62%           |
| Gewürztraminer         | 1,339.04         | \$2,339,628.31         | 12.40%           |
| Pinot Blanc            | 1,307.47         | \$2,105,846.59         | 12.11%           |
| Riesling               | 978.80           | \$1,578,372.20         | 9.07%            |
| Sauvignon Blanc        | 977.01           | \$1,621,987.55         | 9.05%            |
| Ehrenfelser            | 228.17           | \$395,451.72           | 2.11%            |
| Sémillon               | 202.03           | \$307,272.68           | 1.87%            |
| Auxerrois              | 189.47           | \$297,756.00           | 1.75%            |
| Bacchus                | 123.63           | \$201,369.58           | 1.14%            |
| Chasselas              | 104.06           | \$148,585.50           | 0.96%            |
| Müller Thurgau         | 101.72           | \$148,915.70           | 0.94%            |
| Icewine Riesling       | 99.34            | \$224,344.04           | 0.92%            |
| Ortega                 | 91.08            | \$129,805.04           | 0.84%            |
| Chenin Blanc           | 84.49            | \$134,954.42           | 0.78%            |
| Viognier               | 84.07            | \$182,712.14           | 0.78%            |
| Madeleine Angevine     | 60.80            | \$96,425.32            | 0.56%            |
| Madeleine Sylvaner     | 56.00            | \$82,498.65            | 0.52%            |
| Misc. White Hybrid*    | 55.38            | \$69,218.00            | 0.51%            |
| Scheurebe              | 50.51            | \$77,006.69            | 0.47%            |
| Schönburger            | 43.22            | \$65,148.74            | 0.40%            |
| Kerner                 | 41.84            | \$73,644.63            | 0.39%            |
| Siegerrebe             | 40.48            | \$59,787.97            | 0.37%            |
| Optima                 | 37.87            | \$66,941.86            | 0.35%            |
| Vidal Blanc            | 34.21            | \$35,662.46            | 0.32%            |
| Icewine Chardonnay     | 32.80            | \$71,052.00            | 0.30%            |
| Reichensteiner         | 25.32            | \$62,344.30            | 0.23%            |
| Chardonnay Musqué      | 23.71            | \$38,208.89            | 0.22%            |
| Muscat                 | 22.31            | \$35,205.82            | 0.21%            |
| Verdelet               | 14.14            | \$25,400.00            | 0.13%            |
| Pearl of C'saba        | 6.27             | \$8,235.30             | 0.06%            |
| Other White Varieties* | 4.43             | \$9,099.35             | 0.04%            |
| Icewine Pinot Gris     | 1.34             | \$3,277.40             | 0.01%            |
| Icewine Gewürztraminer | x**              | x                      | x                |
| Icewine Kerner         | x                | x                      | x                |
| Icewine Pinot Blanc    | x                | x                      | x                |
| Icewine Vidal Blanc    | x                | x                      | x                |
| Pearl of Zala          | x                | x                      | x                |
| Riesling Okanagan      | x                | x                      | x                |
| Rousanne               | x                | x                      | x                |
| Seyval Blanc           | x                | x                      | x                |
| Sovereign Opal         | x                | x                      | x                |
| Trebbiano              | x                | x                      | x                |
| <b>Total</b>           | <b>10,797.32</b> | <b>\$17,931,334.96</b> | <b>100.00%</b>   |

\* Indicates unspecified white varieties

\*\* 'x' indicates data that have been suppressed for reasons of confidentiality.

## 2007 BC Red Wine Grape Varieties by Order of Importance

| Variety                    | Tonnage         | Value                  | Percent of red |
|----------------------------|-----------------|------------------------|----------------|
| Merlot                     | 3,258.31        | \$7,089,622.55         | 36.29%         |
| Pinot Noir                 | 1,531.52        | \$2,973,583.70         | 17.06%         |
| Cabernet Sauvignon         | 1,390.42        | \$3,316,850.87         | 15.48%         |
| Cabernet Franc             | 777.17          | \$1,655,761.96         | 8.66%          |
| Syrah/Shiraz               | 612.95          | \$1,428,431.02         | 6.83%          |
| Gamay Noir                 | 485.51          | \$843,365.36           | 5.41%          |
| Other Red Varieties*       | 208.65          | \$285,958.62           | 2.32%          |
| Maréchal Foch              | 170.03          | \$292,532.22           | 1.89%          |
| Chancellor                 | 103.13          | \$131,221.99           | 1.15%          |
| Zweigelt                   | 66.78           | \$134,775.14           | 0.74%          |
| Petit Verdot               | 47.89           | \$120,160.65           | 0.53%          |
| Lemberger                  | 42.43           | \$69,003.90            | 0.47%          |
| Pinot Meunier              | 41.32           | \$74,790.80            | 0.46%          |
| Zinfandel                  | 39.61           | \$83,074.85            | 0.44%          |
| Misc. Red Vinifera         | 34.05           | \$77,089.71            | 0.38%          |
| Sangiovese                 | 18.11           | \$26,085.60            | 0.20%          |
| Dunkelfelder               | 18.10           | \$36,765.32            | 0.20%          |
| Malbec                     | 16.06           | \$40,211.02            | 0.18%          |
| Icewine Pinot Noir         | 15.06           | \$58,378.00            | 0.17%          |
| Agria                      | 14.02           | \$11,919.00            | 0.16%          |
| Rotberger                  | 11.85           | \$20,735.40            | 0.13%          |
| Misc. Red Hybrid           | 9.39            | \$13,621.00            | 0.10%          |
| Michurinetz                | 7.23            | \$7,467.00             | 0.08%          |
| Dornfelder                 | 7.17            | \$14,340.00            | 0.08%          |
| Pinotage                   | 3.52            | \$5,688.87             | 0.04%          |
| Baco Noir                  | x**             | x                      | x              |
| Barbera                    | x               | x                      | x              |
| Gamay Bouze                | x               | x                      | x              |
| Icewine Cabernet Franc     | x               | x                      | x              |
| Icewine Cabernet Sauvignon | x               | x                      | x              |
| Icewine Gamay Noir         | x               | x                      | x              |
| Icewine Merlot             | x               | x                      | x              |
| Rougeon                    | x               | x                      | x              |
| Tempranillo                | x               | x                      | x              |
| <b>Total</b>               | <b>8,979.43</b> | <b>\$18,925,261.90</b> | <b>100.00%</b> |

\* Unspecified red varieties.

\*\* 'x' indicates data that have been suppressed for reasons of confidentiality.

## White Wine Grape Varieties, Estimated Price Range

| Variety                | Total Value    | Min. Price Per Ton | Max. Price Per Ton | Avg. Price Per Ton Paid |
|------------------------|----------------|--------------------|--------------------|-------------------------|
| Chardonnay             | \$4,279,347.48 | \$1,000.00         | \$3,468.00         | \$1,726.10              |
| Pinot Gris             | \$2,670,741.63 | \$1,000.00         | \$3,360.12         | \$1,583.55              |
| Pinot Blanc            | \$2,105,846.59 | \$1,353.00         | \$3,334.00         | \$1,610.63              |
| Sauvignon Blanc        | \$1,621,987.55 | \$1,400.00         | \$2,761.00         | \$1,660.16              |
| Gewürztraminer         | \$2,339,628.31 | \$1,000.00         | \$3,500.00         | \$1,747.24              |
| Riesling               | \$1,578,372.20 | \$1,000.00         | \$3,468.00         | \$1,612.56              |
| Sémillon               | \$307,272.68   | \$1,000.00         | \$2,200.00         | \$1,520.93              |
| Chasselas              | \$148,585.50   | \$1,500.00         | \$1,500.00         | \$1500.00               |
| Auxerrois              | \$297,756.00   | \$1,400.00         | \$3,000.00         | \$1,571.54              |
| Bacchus                | \$201,369.58   | \$1,400.00         | \$2,200.00         | \$1,628.84              |
| Ehrenfelser            | \$395,451.72   | \$1,000.00         | \$2,563.00         | \$1,733.15              |
| Viognier               | \$182,712.14   | \$1,597.33         | \$3,800.00         | \$2,173.41              |
| Ortega                 | \$129,805.04   | \$1,300.00         | \$2,600.00         | \$1,425.17              |
| Chenin Blanc           | \$134,954.42   | \$1,600.00         | \$2,000.00         | \$1,597.31              |
| Scheurebe              | \$77,006.69    | \$1,475.00         | \$1,600.00         | \$1,524.56              |
| Madeleine Angevine     | \$96,425.32    | \$1,200.00         | \$1,800.00         | \$1,585.84              |
| Icewine Chardonnay     | \$71,052.00    | \$1,899.00         | \$2,604.00         | \$2,166.22              |
| Madeleine Sylvaner     | \$82,498.65    | \$1,200.00         | \$1,650.00         | \$1,473.27              |
| Reichensteiner         | \$62,344.30    | \$1,650.00         | \$3,468.00         | \$2,462.67              |
| Siegerrebe             | \$59,787.97    | \$1,300.00         | \$2,600.00         | \$1,477.03              |
| Optima                 | \$66,941.86    | \$1,300.00         | \$1,800.00         | \$1,767.59              |
| Kerner                 | \$73,644.63    | \$1,400.00         | \$2,500.00         | \$1,759.98              |
| Chardonnay Musqué      | \$38,208.89    | \$1,550.00         | \$1,700.00         | \$1,611.69              |
| Verdelet               | \$25,400.00    | \$1,200.00         | \$2,000.00         | \$1,796.32              |
| Icewine Riesling       | \$224,344.04   | \$1,581.80         | \$2,755.75         | \$2,258.27              |
| Schönburger            | \$65,148.74    | \$1,071.00         | \$3,000.00         | \$1,507.40              |
| Vidal Blanc            | \$35,662.46    | \$1,400.00         | \$1,900.00         | \$1,725.00              |
| Müller Thurgau         | \$148,915.70   | \$1,350.00         | \$2,400.00         | \$1,463.94              |
| Muscat                 | \$35,205.82    | \$1,400.00         | \$2,248.03         | \$1,577.88              |
| Other White Varieties* | \$9,099.35     | \$1,964.00         | \$2,400.00         | \$2,053.41              |
| Pearl of C'saba        | \$8,235.30     | \$1,300.00         | \$1,900.00         | \$1,314.07              |
| Misc. White Hybrid     | \$69,218.00    | \$1,397.34         | \$1,708.57         | \$1,492.97              |
| Icewine Pinot Gris     | \$3,277.40     | \$2,200.00         | \$3,500.00         | \$2,442.18              |
| Icewine                |                |                    |                    |                         |
| Gewürztraminer         | x**            | x                  | x                  | x                       |
| Icewine Kerner         | x              | x                  | x                  | x                       |
| Icewine Pinot Blanc    | x              | x                  | x                  | x                       |
| Icewine Vidal Blanc    | x              | x                  | x                  | x                       |
| Pearl of Zala          | x              | x                  | x                  | x                       |
| Riesling Okanagan      | x              | x                  | x                  | x                       |
| Roussanne              | x              | x                  | x                  | x                       |
| Seyval Blanc           | x              | x                  | x                  | x                       |
| Sovereign Opal         | x              | x                  | x                  | x                       |
| Trebbiano              | x              | x                  | x                  | x                       |

\* Unspecified white varieties

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## Red Wine Grape Varieties, Estimated Price Range

| Variety                    | Total Value    | Min. Price Per Ton | Max. Price Per Ton | Ave. Price Per Ton Paid |
|----------------------------|----------------|--------------------|--------------------|-------------------------|
| Merlot                     | \$7,089,622.55 | \$1,000.00         | \$3,500.00         | \$2,175.86              |
| Cabernet Sauvignon         | \$3,316,850.87 | \$1,000.00         | \$4,025.00         | \$2,385.51              |
| Pinot Noir                 | \$2,973,583.70 | \$1,000.00         | \$4,397.00         | \$1,941.58              |
| Cabernet Franc             | \$1,655,761.96 | \$1,000.00         | \$3,800.00         | \$2,130.49              |
| Syrah/Shiraz               | \$1,428,431.02 | \$1,000.00         | \$4,400.00         | \$2,330.42              |
| Gamay Noir                 | \$843,365.36   | \$1,000.00         | \$3,500.00         | \$1,737.07              |
| Maréchal Foch              | \$292,532.22   | \$1,000.00         | \$3,500.00         | \$1,720.43              |
| Other Red Varieties*       | \$285,958.62   | \$1,000.00         | \$2,678.00         | \$1,370.52              |
| Zweigelt                   | \$134,775.14   | \$1,000.00         | \$2,679.00         | \$2,018.09              |
| Chancellor                 | \$131,221.99   | \$1,200.00         | \$1,300.00         | \$1,272.42              |
| Petit Verdot               | \$120,160.65   | \$1,425.00         | \$3,500.00         | \$2,509.23              |
| Zinfandel                  | \$83,074.85    | \$1,000.00         | \$3,700.00         | \$2,097.38              |
| Misc. Red Vinifera         | \$77,089.71    | \$1,902.00         | \$3,500.00         | \$2,264.27              |
| Pinot Meunier              | \$74,790.80    | \$1,500.00         | \$2,440.00         | \$1,810.09              |
| Lemberger                  | \$69,003.90    | \$1,000.00         | \$2,500.00         | \$1,626.49              |
| Icewine Pinot Noir         | \$58,378.00    | \$2,018.00         | \$4,800.00         | \$3,876.36              |
| Malbec                     | \$40,211.02    | \$1,975.00         | \$3,000.00         | \$2,503.57              |
| Dunklefelder               | \$36,765.32    | \$1,700.00         | \$2,050.00         | \$2,031.12              |
| Sangiovese                 | \$26,085.60    | \$1,350.00         | \$2,177.04         | \$1,440.17              |
| Rotberger                  | \$20,735.40    | \$1,750.00         | \$1,750.00         | \$1,750.00              |
| Dornfelder                 | \$14,340.00    | \$2,000.00         | \$2,000.00         | \$2,000.00              |
| Misc. Red Hybrid           | \$13,621.00    | \$1,000.00         | \$2,300.00         | \$1,449.97              |
| Agria                      | \$11,919.00    | \$1,800.00         | \$2,300.00         | \$2,033.34              |
| Michurinetz                | \$7,467.00     | \$1,000.00         | \$2,000.00         | \$1,032.28              |
| Pinotage                   | \$5,688.87     | \$1,598.34         | \$2,200.00         | \$1,614.55              |
| Barbera                    | x**            | x                  | x                  | x                       |
| Baco Noir                  | x              | x                  | x                  | x                       |
| Gamay Bouze                | x              | x                  | x                  | x                       |
| Icewine Cabernet Franc     | x              | x                  | x                  | x                       |
| Icewine Cabernet Sauvignon | x              | x                  | x                  | x                       |
| Icewine Gamay Noir         | x              | x                  | x                  | x                       |
| Icewine Merlot             | x              | x                  | x                  | x                       |
| Rougeon                    | x              | x                  | x                  | x                       |

\* Unspecified red varieties

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