



THE BRITISH COLUMBIA WINE GRAPE CROP SURVEY 2009

Prepared By:

BDO Canada LLP
and the
British Columbia Wine Institute

With thanks to the BC Grapegrowers' Association,
the BC Wine Authority and the BC Wine Grape Council
for their assistance

April 2010



Number of wineries that responded, according to size

Year	Large Winery	Medium-sized Winery	Small Winery	Total
2009	3	18	101	122
2008	3	18	107	128
2007	3	14	59	76

Response Rate for the 2009 Wine Grape Crop Survey

Year	# of Wineries Responded	Total # of Grape Wineries in BC	% of Total
2009	122	166	73.49%*
2008	128	152	84.21%
2007	76	134	56.71%

* In 2009 large and medium wineries had a 100% participation rate, however only 69% of small wineries reported.

Percentage of Vinifera, Hybrid and Labrusca Production

	Vinifera/Hybrid/Labrusca	% of Total Production	
		2009	2008
White	Vinifera	98.71%	98.40%
	Vinifera/hybrid	1.08%	1.50%
	unspecified	0.21%	0.10%
	labrusca	0.00%	0.00%
Red	Vinifera	95.36%	96.76%
	Vinifera/hybrid	4.37%	2.55%
	unspecified	0.27%	0.68%
	labrusca	0.00%	0.00%
Total	Vinifera	97.07%	97.63%
	Vinifera/hybrid	2.69%	1.99%
	unspecified	0.24%	0.38%
	labrusca	0.00%	0.00%



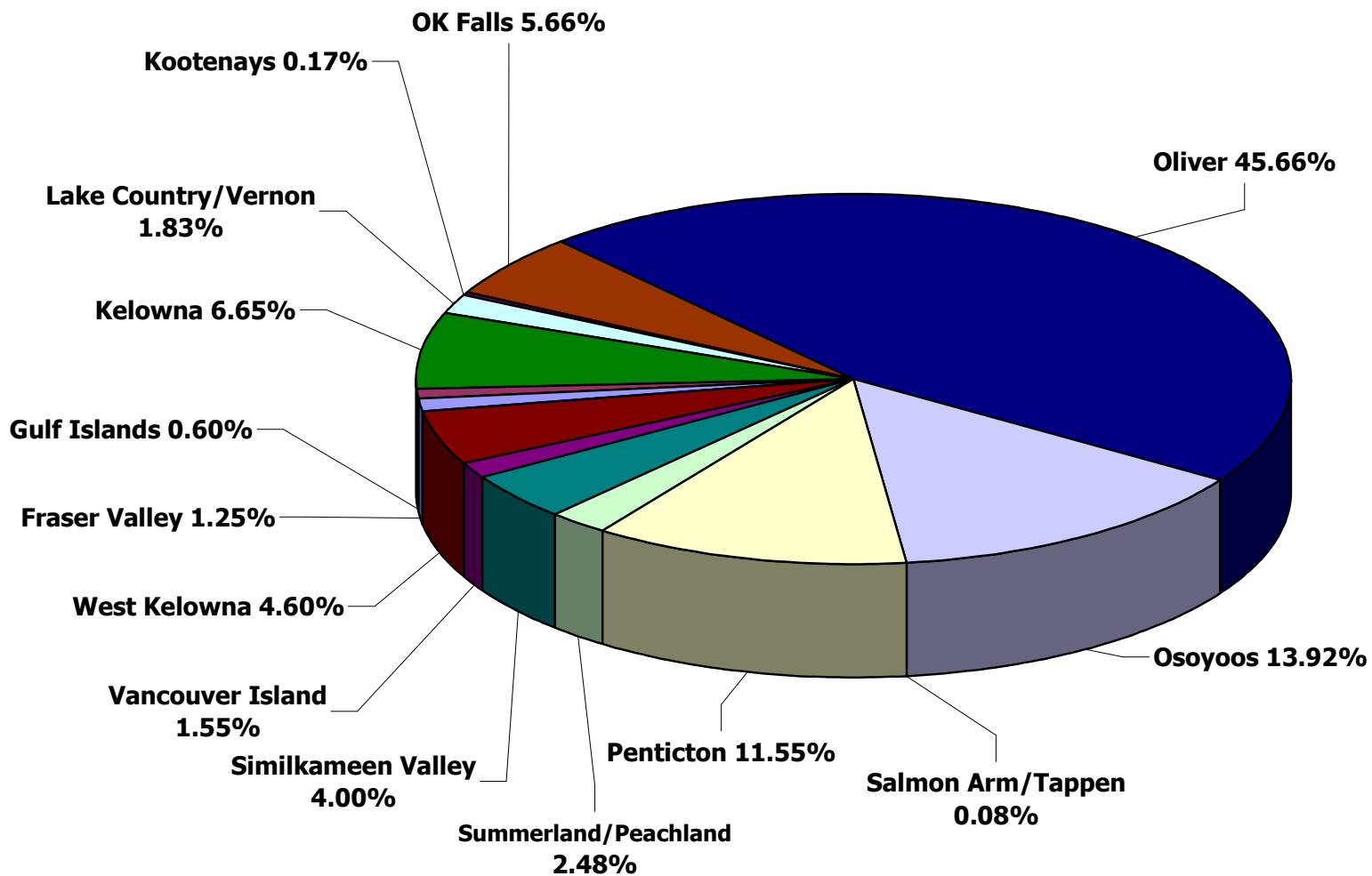
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Reported Tonnage by Production Area



2009 BC Wine Grape Tonnage by Variety – Top 25

Rank	Variety	Total Tons	Total combined value
1	Merlot	3,391.15	\$8,194,755.60
2	Chardonnay	2,398.22	\$4,435,933.47
3	Pinot Gris	1,793.60	\$3,434,599.56
4	Cabernet Sauvignon	1,695.05	\$4,183,571.05
5	Pinot Noir	1,445.65	\$3,218,840.21
6	Gewürztraminer	1,310.45	\$2,371,010.66
7	Sauvignon Blanc	1,168.42	\$2,048,880.31
8	Cabernet Franc	1,017.99	\$2,433,314.77
9	Riesling	880.26	\$1,470,326.88
10	Pinot Blanc	868.65	\$1,401,062.29
11	Syrah/Shiraz	739.73	\$1,950,729.40
12	Gamay Noir	418.33	\$760,055.62
13	Maréchal Foch	267.3	\$658,063.29
14	Viognier	208.34	\$493,478.63
15	Bacchus	189.52	\$358,910.02
16	Semillon	181.94	\$292,779.25
17	Ehrenfelser	180.22	\$329,166.98
18	Petit Verdot	147.07	\$343,483.79
19	Chenin Blanc	108.27	\$217,081.18
20	Auxerrois	106.24	\$184,401.98
21	Zweigelt	82.38	\$194,933.13
22	Pinot Auxerrois	73.7	\$128,983.58
23	Chasselas	70.59	\$127,067.76
24	Malbec	62.41	\$185,914.62
25	Baco Noir	50.33	\$113,299.90
26-88	Remaining Varieties Reported	1,023.16	\$1,774,527.55
Total White & Red		19,878.98	\$41,305,171.46

2009 BC White Wine Grape Varieties by Order of Importance (Value)

Variety	Tonnage	Value	Percent of White
Chardonnay	2398.22	\$4,435,933.47	24.04%
Pinot Gris	1793.60	\$3,434,599.56	18.61%
Gewürztraminer	1310.45	\$2,371,010.66	12.85%
Sauvignon Blanc	1168.42	\$2,048,880.31	11.10%
Riesling	880.26	\$1,470,326.88	7.97%
Pinot Blanc	868.65	\$1,401,062.29	7.59%
Viognier	208.34	\$493,478.63	2.67%
Bacchus	189.52	\$358,910.02	1.94%
Ehrenfelser	180.22	\$329,166.98	1.78%
Semillon	181.94	\$292,779.25	1.59%
Chenin Blanc	108.27	\$217,081.18	1.18%
Auxerrois	106.24	\$184,401.98	1.00%
Pinot Auxerrois	73.70	\$128,983.58	0.70%
Chasselas	70.59	\$127,067.76	0.69%
Icewine - Riesling	39.68	\$94,991.63	0.51%
Muscat	43.07	\$89,284.57	0.48%
Ortega	44.98	\$88,788.96	0.48%
Schönberger	53.54	\$86,316.15	0.47%
Optima	44.89	\$85,291.38	0.46%
Madeleine Sylvaner	48.21	\$84,375.47	0.46%
Siegerrebe	43.43	\$78,338.29	0.42%
Madeleine Angevine	52.68	\$76,273.76	0.41%
Vidal	56.94	\$74,659.20	0.40%
Kerner	45.62	\$71,443.32	0.39%
Other White*	21.38	\$42,768.40	0.23%
Icewine - Chardonnay	7.75	\$18,017.50	0.10%
Pearl of C'saba	4.58	\$10,992.00	0.06%
Oraniensteiner	4.95	\$9,890.00	0.05%
Misc. White Vinifera*	6.90	\$8,987.20	0.05%
Icewine – Other Whites	X	X	X
Misc. White Hybrid	X	X	X
Reichensteiner	X	X	X
Roussanne	X	X	X
Scheurebe	X	X	X
Sovereign Opal	X	X	X
Trebbiano	X	X	X
Verdelet	X	X	X
Verdelet Late Harvest	X	X	X
Total	10,204.58	\$18,454,886.97	100.00%
* Indicates unspecified white varieties			
'X' indicates data that have been suppressed for reasons of confidentiality			

2009 BC Red Wine Grape Varieties by Order of Importance (Value)

Variety	Tonnage	Value	Percent of Red
Merlot	3391.15	\$8,194,755.60	35.86%
Cabernet Sauvignon	1695.05	\$4,183,571.05	18.31%
Pinot Noir	1445.65	\$3,218,840.21	14.09%
Cabernet Franc	1017.99	\$2,433,314.77	10.65%
Syrah/Shiraz	739.73	\$1,950,729.40	8.54%
Gamay Noir	418.33	\$760,055.62	3.33%
Maréchal Foch	267.30	\$658,063.29	2.88%
Petit Verdot	147.07	\$343,483.79	1.50%
Zweigelt	82.38	\$194,933.13	0.85%
Malbec	62.41	\$185,914.62	0.81%
Baco Noir	50.33	\$113,299.90	0.50%
Pinot Meunier	31.25	\$61,498.91	0.27%
Misc Red Vinifera*	25.72	\$56,186.45	0.25%
Zinfandel	29.27	\$55,221.25	0.24%
Other Red	25.85	\$51,036.04	0.22%
Pinotage	28.31	\$48,659.42	0.21%
Dunkelfelder	19.08	\$39,858.19	0.17%
Lemberger	15.01	\$28,032.89	0.12%
Leon Millot	7.17	\$16,058.61	0.07%
Michurinetz	8.97	\$15,798.00	0.07%
Agria	9.18	\$13,291.35	0.06%
Mourvedre	1.98	\$5,835.06	0.03%
Dornfelder	3.50	\$4,122.61	0.02%
Barbera	X	X	X
Blaufrankisch	X	X	X
Carmenere	X	X	X
Chancellor	X	X	X
Grenache	X	X	X
Icewine - Pinot Noir	X	X	X
Icewine - Syrah	X	X	X
Icewine - Zweigelt	X	X	X
Misc Red Hybrids*	X	X	X
Rotberger	X	X	X
Rougeon	X	X	X
Sangiovese	X	X	X
Tempranillo	X	X	X
Total	9,674.40	\$22,850,284.49	100.00%
* Indicates 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
Chardonnay	\$4,435,933	\$1,200	\$3,175	\$1,850
Pinot Gris	\$3,434,600	\$880	\$3,000	\$1,915
Gewürztraminer	\$2,371,011	\$1,200	\$3,000	\$1,809
Sauvignon Blanc	\$2,048,880	\$1,200	\$2,750	\$1,754
Riesling	\$1,470,327	\$950	\$2,700	\$1,670
Pinot Blanc	\$1,401,062	\$1,025	\$2,500	\$1,613
Viognier	\$493,479	\$1,500	\$3,400	\$2,369
Bacchus	\$358,910	\$1,150	\$2,400	\$1,894
Ehrenfelser	\$329,167	\$1,297	\$2,700	\$1,826
Semillon	\$292,779	\$1,200	\$2,700	\$1,609
Chenin Blanc	\$217,081	\$1,270	\$2,500	\$2,005
Auxerrois	\$184,402	\$1,400	\$2,500	\$1,736
Pinot Auxerrois	\$128,984	\$1,750	\$1,750	\$1,750
Chasselas	\$127,068	\$1,800	\$1,800	\$1,800
Icewine - Riesling	\$94,992	\$2,000	\$2,500	\$2,394
Muscat	\$89,285	\$1,200	\$3,500	\$2,073
Ortega	\$88,789	\$1,500	\$2,500	\$1,974
Schönberger	\$86,316	\$1,360	\$2,200	\$1,612
Optima	\$85,291	\$1,900	\$1,900	\$1,900
Madeleine Sylvaner	\$84,375	\$1,600	\$1,900	\$1,750
Siegerrebe	\$78,338	\$1,400	\$2,200	\$1,804
Madeleine Angevine	\$76,274	\$1,400	\$1,500	\$1,448
Vidal	\$74,659	\$1,000	\$1,488	\$1,311
Kerner	\$71,443	\$1,150	\$2,540	\$1,566
Other White	\$42,768	\$2,000	\$2,000	\$2,000
Icewine - Chardonnay	\$18,018	\$2,200	\$2,500	\$2,326
Pearl of C'saba	\$10,992	\$2,400	\$2,400	\$2,400
Oraniensteiner	\$9,890	\$2,000	\$2,000	\$2,000
Misc. White Vinifera	\$8,987	\$1,270	\$1,500	\$1,303

For varieties where confidentiality may be breached, minimum and maximum prices have been excluded.

Red Wine Grape Varieties, Estimated Price Range

Variety	Total Value	Min. Price Per Ton	Max. Price Per Ton	Avg. Price Per Ton
Merlot	\$8,194,756	\$1,616	\$3,800	\$2,417
Cabernet Sauvignon	\$4,183,571	\$1,200	\$3,636	\$2,468
Pinot Noir	\$3,218,840	\$1,200	\$3,000	\$2,227
Cabernet Franc	\$2,433,315	\$1,600	\$3,200	\$2,390
Syrah/Shiraz	\$1,950,729	\$1,500	\$3,800	\$2,637
Gamay Noir	\$760,056	\$1,452	\$3,000	\$1,817
Maréchal Foch	\$658,063	\$1,500	\$3,636	\$2,462
Petit Verdot	\$343,484	\$1,678	\$3,636	\$2,335
Zweigelt	\$194,933	\$1,200	\$3,600	\$2,366
Malbec	\$185,915	\$2,000	\$3,636	\$2,979
Baco Noir	\$113,300	\$2,000	\$2,600	\$2,251
Pinot Meunier	\$61,499	\$1,600	\$3,000	\$1,968
Misc. Red Vinifera	\$56,186	\$1,500	\$2,291	\$2,185
Zinfandel	\$55,221	\$1,678	\$3,000	\$1,887
Other Red	\$51,036	\$1,500	\$3,900	\$1,974
Pinotage	\$48,659	\$1,361	\$2,500	\$1,719
Dunkelfelder	\$39,858	\$1,600	\$2,400	\$2,089
Lemberger	\$28,033	\$1,500	\$2,900	\$1,867
Leon Millot	\$16,059	\$2,200	\$2,500	\$2,241
Michurinetz	\$15,798	\$1,600	\$3,000	\$1,761
Agria	\$13,291	\$1,400	\$1,500	\$1,448
Mourvedre	\$5,835	\$2,887	\$3,200	\$2,953
Dornfelder	\$4,123	\$1,000	\$1,800	\$1,179
For varieties where confidentiality may be breached, minimum and maximum prices have been excluded.				