

# Prepared by the BC Wine Grape Council



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## Annual Crop Assessment

2019 Vintage

*An analysis of varietal tonnage and prices of grapes grown on the British Columbia mainland and used in the production of wine in the 2019 vintage.*

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## Note to Reader

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**“This data is unaudited and is produced for industry information only”**

The BC Wine Grape Council is committed to the task of reporting the BC wine grape harvest by June 1st each year. Investment in and maintenance of a robust data base has made this possible. BC mainland wineries are required by regulation to report and pay levies on tonnage purchased to the BCWGC, creating a comprehensive set of information to draw from. Wineries have voluntarily submitted the pricing data which has been added to this report. The Pricing Analysis tables exclude crops from winery owned and leased vineyards.

The BCWGC Crop Report Sub-Committee meets annually to review the report and make recommendations for the following year. Revisions to the format this year include:

- a decision to not collect pricing information on wineries owned or leased vineyard crops

The data collected for this report is held in strict confidence and individual grower/winery information is not divulged to anyone. While this specific report is not audited, the BCWGC is required to have an annual financial audit and this is being carried out by the Grant Thornton LLP accounting firm for 2019-2020 fiscal year.

The 2019 vintage was an average growing year with an unseasonably warm January followed by cold events in February that resulted in bud damage, crop loss and even vine loss in some instances, lowering the overall yield. The season was thankfully wildfire and smoke-free. Growing Degree Days (GDD) for all areas were close to 20-year averages; however, an early frost in October saw a dramatic loss of leaves creating an earlier than anticipated harvest for some vineyards.



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Kathy Malone, Chair  
BC Wine Grape Council



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Kate Durisek, Executive Director  
BC Wine Grape Council

## Respondent Comparisons

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### Overview of winery respondents

Total Grape Wineries in BC	Total Mainland Grape Wineries	Total Respondent Wineries	Percentage of Total
288	251	199	79.28%

### Annual comparison of winery respondents

Year	Total Mainland Grape Wineries	Total Respondent Wineries	Percentage of Total
2019	251	199	79.28%
2018	249	208	83.53%
2017	232	140	60.34%
2016	-	-	-
2015	256	133	51.95%
2014	-	-	-
2013	229	140	61.14%
2012	206	110	53.40%
2011	193	116	61.66%
2010	193	126	65.28%

### Response rate by winery size

Large >1500 S.T.	Medium 150 - 1500 S.T.	Small < 150 S.T.
3	47	153

### Annual comparison of winery respondent size

Year	Large >1500 S.T.	Medium 150 - 1500 S.T.	Small < 150 S.T.	Total
2019	3	47	149	199
2018	4	51	153	208
2017	3	39	98	140
2016	-	-	-	-
2015	3	37	93	133
2014	-	-	-	-
2013	3	33	104	140
2012	3	24	83	110
2011	3	21	95	119
2010	3	17	106	126

# Pricing Analysis

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## Notes on Pricing Collection Method

The BC Wine Grape Council collected data on 3,386 crops in the 2019 vintage.

In 2019 the council made the decision to not collect pricing information on crops that came from winery owned or leased vineyards. There were 1,405 entries of this type reported which equated to 15,155.20 short tons or 42.61% of the total tonnage volume.

Some winery members followed methods from previous years and used a “no value” indicator of \$1.00 in the price field. These records were removed from the Average Price calculation presented in the tables below. There were 242 entries of this type which equated to 3,898.80 tons or 10.96% of the total tonnage volume.

Prices were filtered to exclude values outside of the standard deviation range of \$1,399 - \$5,000. There were 4 entries valued below \$1,400 which had a total tonnage amount of 14.40 short tons and 5 entries valued at \$5,000 and over which had a total tonnage amount of 7.4 tons.

The values in the tables below reflect the Average Price Per Ton of the remaining tonnage once these outliers were removed. Removing the outliers resulted in no pricing information collected on 10 varieties of white grapes and 14 varieties of red grapes.

## Red Crop Values

**\* EXCEPT TONNAGE FROM WINERY OWNED AND LEASED VINEYARDS AND CROPS REPORTED WITH NO VALUE OR OUTSIDE STANDARD RANGE**

Variety	Short Tons *	Short Ton Average Price	Metric Tonnes *	Metric Tonne Average Price
Merlot	3276.50	\$ 2,921.48	2,978.64	\$ 3,213.63
Cabernet Franc	1175.50	\$ 2,864.79	1,068.64	\$ 3,151.27
Pinot Noir	1024.10	\$ 2,818.05	931.00	\$ 3,099.85
Cabernet Sauvignon	778.10	\$ 3,041.30	707.36	\$ 3,345.43
Syrah	680.50	\$ 3,231.65	618.64	\$ 3,554.82
Malbec	235.90	\$ 3,183.38	214.45	\$ 3,501.71
Gamay Noir	198.10	\$ 2,540.07	180.09	\$ 2,794.08
Petit Verdot	93.40	\$ 2,692.52	84.91	\$ 2,961.77
Maréchal Foch	88.10	\$ 2,685.49	80.09	\$ 2,954.04
Zweigelt	52.80	\$ 2,722.24	48.00	\$ 2,994.46
Baco Noir	38.50	\$ 2,611.00	35.00	\$ 2,872.10
Sangiovese	30.80	\$ 2,977.51	28.00	\$ 3,275.26
Carmenere	24.00	\$ 3,214.46	21.82	\$ 3,535.91
Pinotage	19.80	\$ 2,611.27	18.00	\$ 2,872.40
Chancellor	19.10	\$ 1,430.00	17.36	\$ 1,573.00
Pinot Meunier	18.10	\$ 2,159.27	16.45	\$ 2,375.20
Rotberger	15.90	\$ 2,049.05	14.45	\$ 2,253.96
Tempranillo	12.10	\$ 2,955.02	11.00	\$ 3,250.52



Lemberger	10.20	\$ 2,112.97	9.27	\$ 2,324.27
Barbera	8.40	\$ 2,552.21	7.64	\$ 2,807.44
Dunkelfelder	8.40	\$ 2,436.53	7.64	\$ 2,680.19
Grenache	5.80	\$ 3,019.33	5.27	\$ 3,321.27
Mourvedre	2.60	\$ 2,748.30	2.36	\$ 3,023.13
Touriga Nacional	1.70	\$ 2,800.00	1.55	\$ 3,080.00
Tannat	1.40	\$ 2,300.00	1.27	\$ 2,530.00
Nebbiolo	0.60	\$ 2,104.55	0.55	\$ 2,315.01
Refosco	0.60	\$ 2,104.55	0.55	\$ 2,315.01
Blattner Cabernet Foch	0.50	\$ 3,000.00	0.45	\$ 3,300.00
Teroldego	0.30	\$ 2,104.55	0.27	\$ 2,315.01
<b>Grand Total</b>	<b>7,821.80</b>		<b>7,110.73</b>	

### White Crop Values

**\* EXCEPT TONNAGE FROM WINERY OWNED AND LEASED VINEYARDS AND CROPS REPORTED WITH NO VALUE OR OUTSIDE STANDARD RANGE**

Variety	Short Tons *	Short Ton Average Price	Metric Tonnes *	Metric Tonne Average Price
Pinot Gris	2,727.20	\$ 2,267.72	2,479.27	\$ 2,494.49
Gewurztraminer	1321.80	\$ 2,158.09	1,201.64	\$ 2,373.90
Chardonnay	1266.20	\$ 2,443.83	1,151.09	\$ 2,688.21
Riesling	942.80	\$ 2,199.91	857.09	\$ 2,419.90
Sauvignon Blanc	622.80	\$ 2,250.81	566.18	\$ 2,475.89
Viognier	447.30	\$ 2,612.51	406.64	\$ 2,873.76
Pinot Blanc	358.90	\$ 2,102.37	326.27	\$ 2,312.60
Auxerrois	164.20	\$ 1,906.01	149.27	\$ 2,096.61
Muscat	147.80	\$ 2,526.00	134.36	\$ 2,778.60
Sovereign Opal	109.20	\$ 1,723.65	99.27	\$ 1,896.01
Ehrenfelser	108.30	\$ 2,115.15	98.45	\$ 2,326.66
Bacchus	70.80	\$ 2,180.70	64.36	\$ 2,398.77
Sémillon	70.60	\$ 2,469.57	64.18	\$ 2,716.53
Kerner	59.70	\$ 2,392.88	54.27	\$ 2,632.17
Müller Thurgau	52.30	\$ 1,829.50	47.55	\$ 2,012.45
Roussanne	43.60	\$ 2,622.92	39.64	\$ 2,885.21
Schönburger	33.40	\$ 2,020.66	30.36	\$ 2,222.72
Siegerrebe	32.60	\$ 1,809.55	29.64	\$ 1,990.50
Orange Muskat	28.40	\$ 2,560.02	25.82	\$ 2,816.02
Ortega	21.60	\$ 1,960.58	19.64	\$ 2,156.64
Petit Milo	8.20	\$ 2,600.00	7.45	\$ 2,860.00
Grüner Veltliner	7.20	\$ 2,970.83	6.55	\$ 3,267.92
Madeleine Angevine	6.40	\$ 1,500.00	5.82	\$ 1,650.00
Chenin Blanc	6.10	\$ 2,600.00	5.55	\$ 2,860.00

Verdelet	5.80	\$ 2,037.93	5.27	\$ 2,241.72
Marsanne	2.50	\$ 3,651.20	2.27	\$ 4,016.32
Perle of C'saba	1.20	\$ 1,800.00	1.09	\$ 1,980.00
Verdejo Verdelho	1.00	\$ 2,199.38	0.91	\$ 2,419.32
Trebbiano	0.40	\$ 2,104.55	0.36	\$ 2,315.01
Madeleine Sylvaner	0.30	\$ 1,482.00	0.27	\$ 1,630.20
<b>Grand Total</b>	<b>8,712.20</b>		<b>7,920.18</b>	

## Tonnage Analysis

### Notes on Tonnage Collection Method

Crop information was collected through a proprietary online member portal where winery members entered tonnage report details including grower, vineyard location, varietals per vineyard location, and price per varietal. In instances where members submitted a paper or excel based report to the council, the BCWGC entered the crop information on behalf of the winery member. Reports were collected until April 30, 2020; reports received after that date were not included.

The data presented in the tables below includes a summary of all data that was collected regardless of the prices reported for each crop.

### Percentage of Vinifera, Hybrid, Labrusca Production

Color	Type	Total Tonnage	Percentage of Total
White	Vinifera	17,850.00	98.14%
	Hybrid	338.10	1.86%
	Labrusca	0	0.00%
Red	Vinifera	16,960.60	97.59%
	Hybrid	418.90	2.41%
	Labrusca	0	0.00%

### Total tonnage by variety – Top 25

**\* INCLUDES TONNAGE FROM WINERY OWNED AND LEASED VINEYARDS AND CROPS REPORTED WITH NO VALUE OR OUTSIDE STANDARD RANGE**

Rank	Grape	Short Tons	Metric Tonnes	Percentage of Total
1	Merlot	6,376.40	5,796.73	17.93%
2	Pinot Gris	4,259.30	3,872.09	11.98%
3	Chardonnay	3,354.70	3,049.73	9.43%
4	Pinot Noir	2,897.40	2,634.00	8.15%
5	Gewürztraminer	2,508.10	2,280.09	7.05%
6	Cabernet Sauvignon	2,149.00	1,953.64	6.04%
7	Cabernet Franc	2,027.90	1,843.55	5.70%
8	Riesling	2,002.90	1,820.82	5.63%

9	Sauvignon Blanc	1,903.40	1,730.36	5.35%
10	Syrah	1,594.20	1,449.27	4.48%
11	Pinot Blanc	1,030.30	936.64	2.90%
12	Viognier	817.40	743.09	2.30%
13	Gamay Noir	569.70	517.91	1.60%
14	Malbec	510.60	464.18	1.44%
15	Muscat	295.50	268.64	0.83%
16	Maréchal Foch	241.20	219.27	0.68%
17	Petit Verdot	214.00	194.55	0.60%
18	Auxerrois	203.90	185.36	0.57%
19	Sémillon	187.60	170.55	0.53%
20	Bacchus	166.60	151.45	0.47%
21	Ehrenfelser	157.90	143.55	0.44%
22	Vidal	139.10	126.45	0.39%
23	Zweigelt	137.60	125.09	0.39%
24	Chasselas	134.60	122.36	0.38%
25	Chenin Blanc	110.60	100.55	0.31%
	Remaining Varieties Reported	1,577.70	1434.273	4.44%
	<b>Total Tonnage of All Varieties</b>	<b>35,567.60</b>	<b>32,334.18</b>	<b>100.00%</b>

Total tonnage by color – Red variety top 25

**\* INCLUDES TONNAGE FROM WINERY OWNED AND LEASED VINEYARDS AND CROPS REPORTED WITH NO VALUE OR OUTSIDE STANDARD RANGE**

Rank	Grape	Short Tons	Metric Tonnes	Percentage of Total
1	Merlot	6,376.40	5,796.73	36.69%
2	Pinot Noir	2,897.40	2,634.00	16.67%
3	Cabernet Sauvignon	2,149.00	1,953.64	12.37%
4	Cabernet Franc	2,027.90	1,843.55	11.67%
5	Syrah	1,594.20	1,449.27	9.17%
6	Gamay Noir	569.70	517.91	3.28%
7	Malbec	510.60	464.18	2.94%
8	Maréchal Foch	241.20	219.27	1.39%
9	Petit Verdot	214.00	194.55	1.23%
10	Zweigelt	137.60	125.09	0.79%
11	Pinotage	104.60	95.09	0.60%
12	Baco Noir	93.60	85.09	0.54%
13	Tempranillo	74.70	67.91	0.43%
14	Pinot Meunier	64.00	58.18	0.37%
15	Sangiovese	49.00	44.55	0.28%



16	Zinfandel	41.60	37.82	0.24%
17	Carmenere	33.10	30.09	0.19%
18	Marquette	29.70	27.00	0.17%
19	Lemberger	21.10	19.18	0.12%
20	Frontenac Noir	21.00	19.09	0.12%
21	Chancellor	19.10	17.36	0.11%
22	Rotberger	15.90	14.45	0.09%
23	Dolcetto	14.80	13.45	0.09%
24	Mourvedre	11.90	10.82	0.07%
25	Dunkelfelder	10.20	9.27	0.06%
	Remaining Varieties Reported	57.20	52	0.33%
	<b>Total Tonnage of Red Varieties</b>	<b>17,379.50</b>	<b>15,799.55</b>	<b>100%</b>

### Total tonnage by color – White variety top 25

**\* INCLUDES TONNAGE FROM WINERY OWNED AND LEASED VINEYARDS AND CROPS REPORTED WITH NO VALUE OR OUTSIDE STANDARD RANGE**

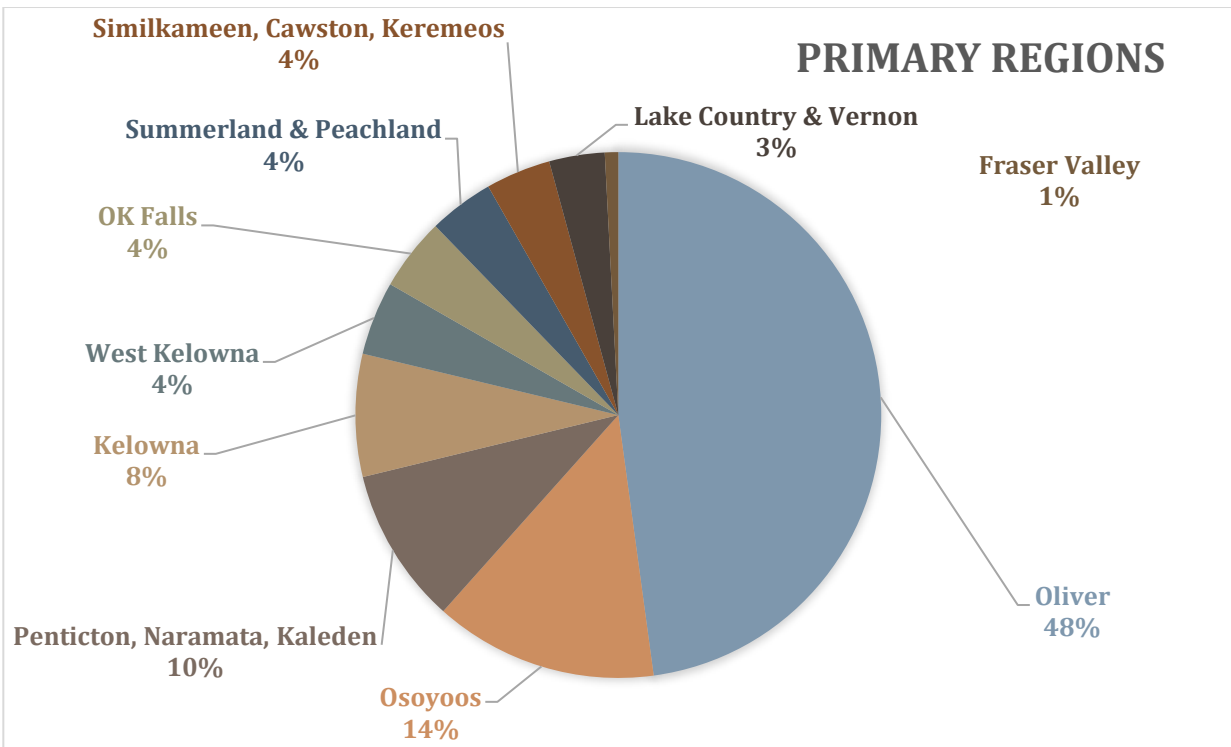
Rank	Grape	Short Tons	Metric Tonnes	Percentage of Total
1	Pinot Gris	4,259.30	3,872.09	23.42%
2	Chardonnay	3,354.70	3,049.73	18.44%
3	Gewürztraminer	2,508.10	2,280.09	13.79%
4	Riesling	2,002.90	1,820.82	11.01%
5	Sauvignon Blanc	1,903.40	1,730.36	10.47%
6	Pinot Blanc	1,030.30	936.64	5.66%
7	Viognier	817.40	743.09	4.49%
8	Muscat	295.50	268.64	1.62%
9	Auxerrois	203.90	185.36	1.12%
10	Sémillon	187.60	170.55	1.03%
11	Bacchus	166.60	151.45	0.92%
12	Ehrenfelser	157.90	143.55	0.87%
13	Vidal	139.10	126.45	0.76%
14	Chasselas	134.60	122.36	0.74%
15	Chenin Blanc	110.60	100.55	0.61%
16	Sovereign Opal	109.20	99.27	0.60%
17	Siegerrebe	101.30	92.09	0.56%
18	Kerner	96.20	87.45	0.53%
19	Roussanne	74.40	67.64	0.41%
20	Müller Thurgau	58.00	52.73	0.32%
21	Schönburger	54.70	49.73	0.30%
22	Ortega	48.80	44.36	0.27%

23	Madeleine Angevine	43.40	39.45	0.24%
24	Melon	43.40	39.45	0.24%
25	Frontenac Blanc/Gris	38.40	34.91	0.21%
	Remaining Varieties Reported	248.40	225.82	1.37%
	<b>Total Tonnage of White Varieties</b>	<b>18,188.10</b>	<b>16,534.64</b>	<b>100.00%</b>

# Regional Analysis

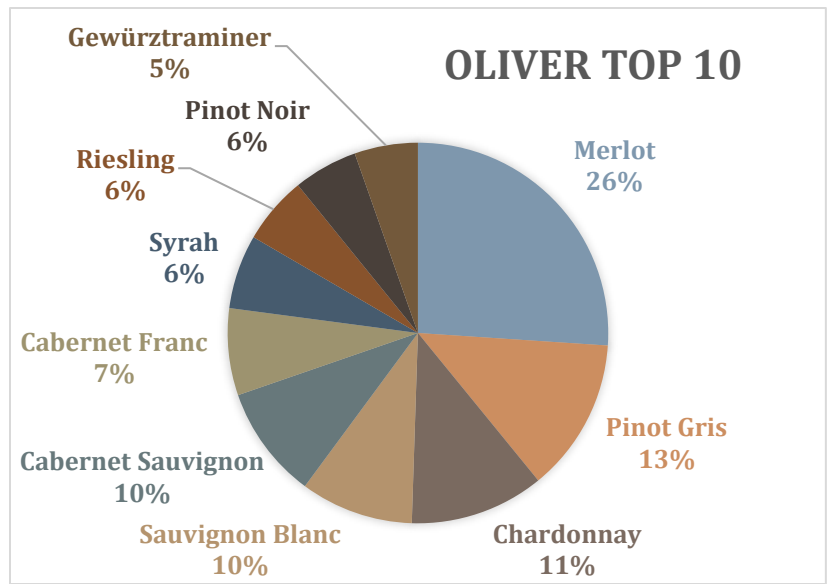
## Total tonnage from all regions

Geographic Regions	Short Tons	Metric Tonnes	% of Total
Oliver	16,763.60	15,239.64	47.13%
Osoyoos	4,815.60	4,377.82	13.54%
Penticton, Naramata, Kaleden	3,367.80	3,061.64	9.47%
Kelowna	2,641.90	2,401.73	7.43%
West Kelowna	1,588.40	1,444.00	4.47%
OK Falls	1,567.60	1,425.09	4.41%
Summerland & Peachland	1,402.40	1,274.91	3.94%
Similkameen, Cawston, Keremeos	1,401.50	1,274.09	3.94%
Lake Country & Vernon	1,195.50	1,086.82	3.36%
Fraser Valley	288.60	262.36	0.81%
Other - Salmon Arm & Tappen	200.40	182.18	0.56%
Other - Kamloops	171.80	156.18	0.48%
Other - Lillooet	84.40	76.73	0.24%
Other - Kootenays	78.10	71.00	0.22%
<b>Total</b>	<b>35,567.60</b>	<b>32,334.18</b>	<b>100.00%</b>



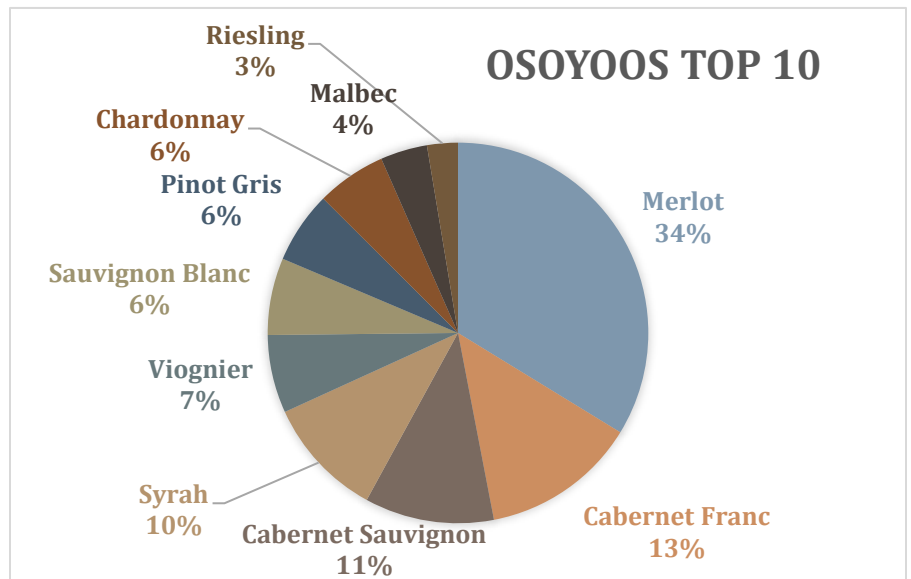
### Oliver Top 10 Varieties

Variety	Short Tons
Merlot	3,785.00
Pinot Gris	1,897.40
Chardonnay	1,657.00
Sauvignon Blanc	1,396.00
Cabernet Sauvignon	1,392.60
Cabernet Franc	1,073.90
Syrah	915.00
Riesling	835.90
Pinot Noir	794.00
Gewürztraminer	782.80
Remaining Varieties	2,234.00
<b>Total Tonnage</b>	<b>16,763.60</b>



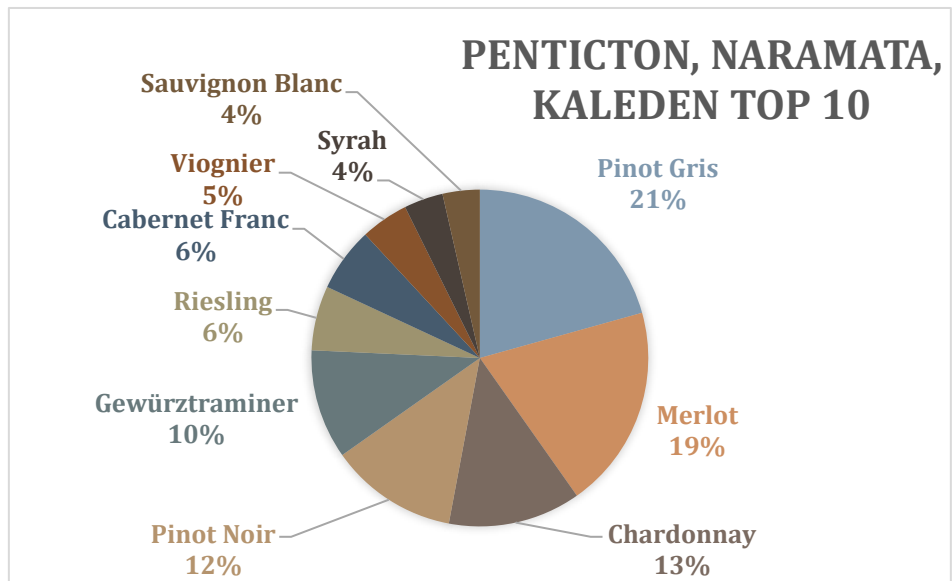
### Osoyoos Top 10 Varieties

Variety	Short Tons
Merlot	1,487.20
Cabernet Franc	583.10
Cabernet Sauvignon	484.30
Syrah	450.80
Viognier	292.60
Sauvignon Blanc	288.50
Pinot Gris	269.00
Chardonnay	261.00
Malbec	175.60
Riesling	115.30
Remaining Varieties	408.20
<b>Total Tonnage</b>	<b>4,815.60</b>



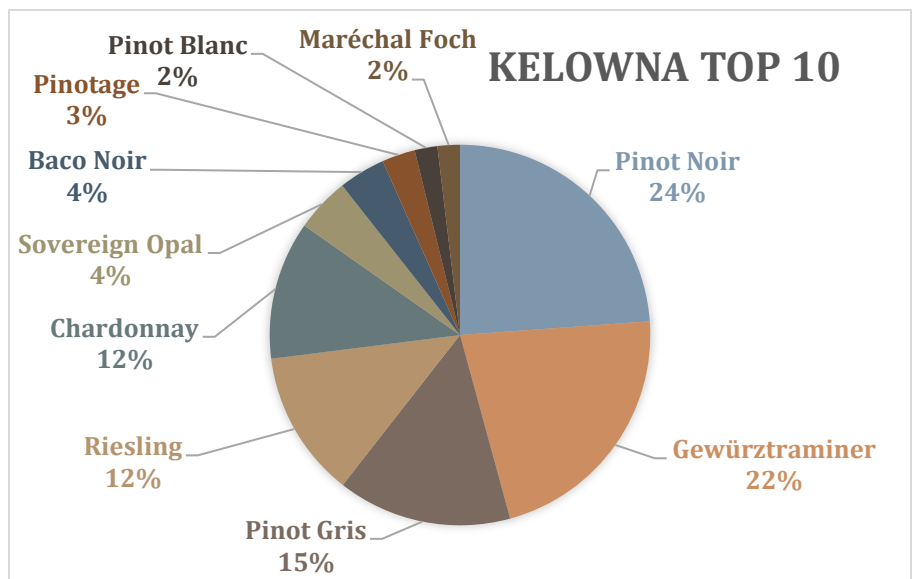
## Penticton, Naramata, Kaleden Top 10 Varieties

Variety	Short Tons
Pinot Gris	576.80
Merlot	545.60
Chardonnay	355.00
Pinot Noir	342.40
Gewürztraminer	293.10
Riesling	173.10
Cabernet Franc	171.80
Viognier	127.90
Syrah	104.70
Sauvignon Blanc	99.60
Remaining Varieties	577.80
<b>Total Tonnage</b>	<b>3,367.80</b>



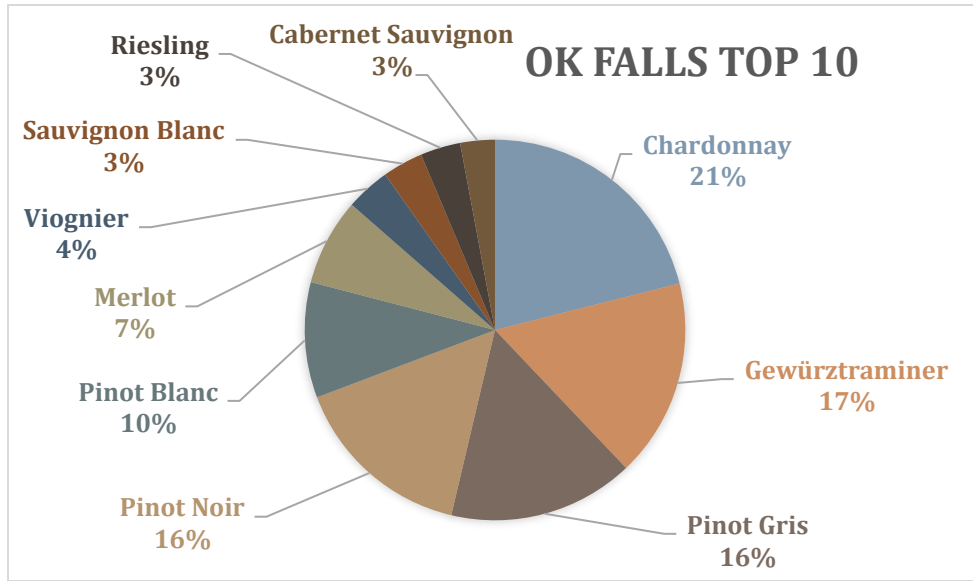
## Kelowna Top 10 Varieties

Variety	Short Tons
Pinot Noir	563.30
Gewürztraminer	517.60
Pinot Gris	349.60
Riesling	294.10
Chardonnay	277.50
Sovereign Opal	109.20
Baco Noir	93.60
Pinotage	66.80
Pinot Blanc	45.60
Maréchal Foch	44.90
Remaining Varieties	279.70
<b>Total Tonnage</b>	<b>2,641.90</b>



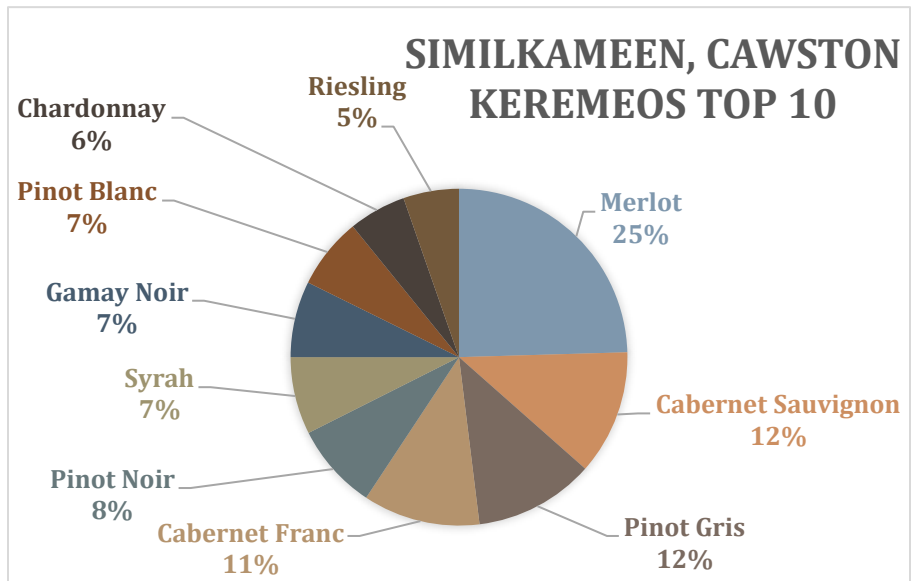
### Okanagan Falls Top 10 Varieties

Variety	Short Tons
Chardonnay	295.90
Gewürztraminer	236.70
Pinot Gris	221.70
Pinot Noir	218.60
Pinot Blanc	137.70
Merlot	103.80
Viognier	52.90
Sauvignon Blanc	48.50
Riesling	47.80
Cabernet Sauvignon	41.30
Remaining Varieties	162.70
<b>Total Tonnage</b>	<b>1,567.60</b>



### Similkameen Valley, Cawston, Keremeos Top 10 Varieties

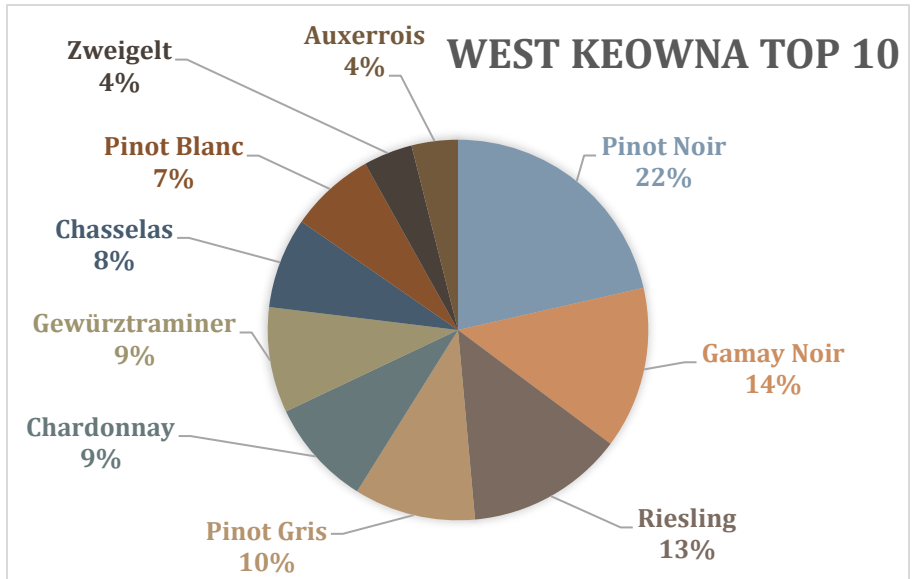
Variety	Short Tons
Merlot	298.30
Cabernet Sauvignon	145.70
Pinot Gris	140.20
Cabernet Franc	136.70
Pinot Noir	100.70
Syrah	90.30
Gamay Noir	88.80
Pinot Blanc	83.10
Chardonnay	67.00
Riesling	65.00
Remaining Varieties	185.70
<b>Total Tonnage</b>	<b>1,401.50</b>





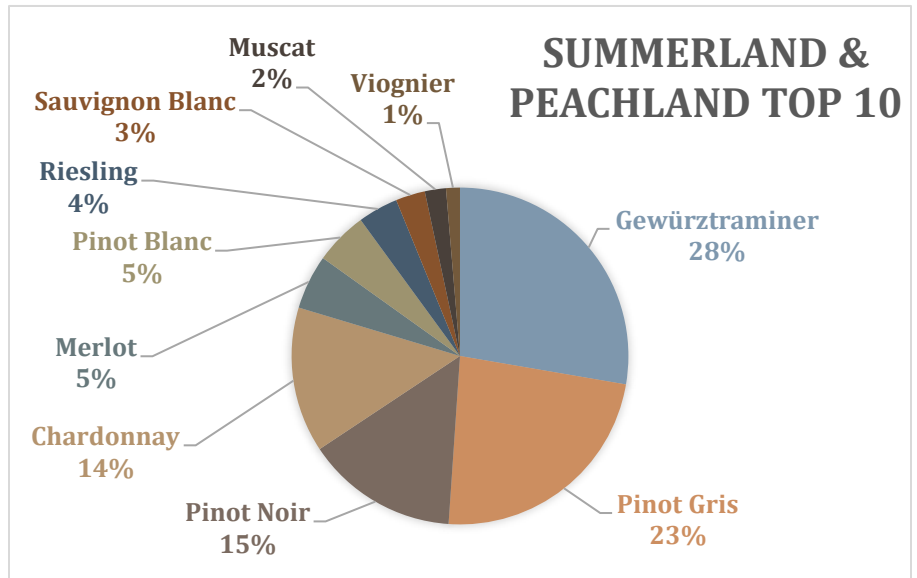
### West Kelowna Top 10 Varieties

Variety	Short Tons
Pinot Noir	293.10
Gamay Noir	188.10
Riesling	182.80
Pinot Gris	141.20
Chardonnay	123.90
Gewürztraminer	122.60
Chasselas	105.40
Pinot Blanc	99.30
Zweigelt	56.90
Auxerrois	53.80
Remaining Varieties	221.30
<b>Total Tonnage</b>	<b>1,588.40</b>



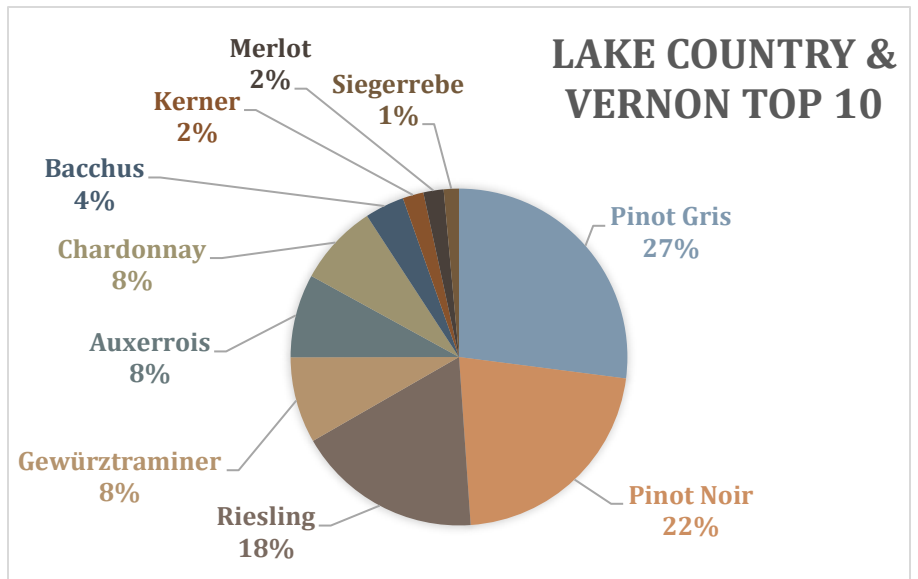
### Summerland & Peachland Top 10 Varieties

Variety	Short Tons
Gewürztraminer	374.50
Pinot Gris	316.10
Pinot Noir	197.30
Chardonnay	188.80
Merlot	70.70
Pinot Blanc	68.80
Riesling	52.10
Sauvignon Blanc	38.20
Muscat	27.40
Viognier	18.00
Remaining Varieties	50.50
<b>Total Tonnage</b>	<b>1,402.40</b>



## Lake Country & Vernon Top 10 Varieties

Variety	Short Tons
Pinot Gris	296.70
Pinot Noir	239.90
Riesling	195.40
Gewürztraminer	90.80
Auxerrois	87.90
Chardonnay	85.80
Bacchus	41.60
Kerner	22.00
Merlot	21.30
Siegerrebe	16.00
Remaining Varieties	98.10
<b>Total Tonnage</b>	<b>1,195.50</b>



## Fraser Valley Top 10 Varieties

Variety	Short Tons
Bacchus	79.60
Madeleine Angevine	32.90
Siegerrebe	30.20
Pinot Noir	27.10
Sylvaner	17.30
Muscat	12.30
L'Acadie Blanc	10.00
Reichensteiner	9.30
Petit Milo	8.20
Chardonnay	7.10
Remaining Varieties	54.60
<b>Total Tonnage</b>	<b>288.60</b>

