

Wine Australia providing insights on Australian Wine

Regional snapshot 2019 - Margaret River

State **Western Australia**

Published **July 2020**

Plantings

Source: National Vineyard Scan 2019 and ABS

	Margaret River	All regions
Total vineyard area (hectares)	5,671	146,244
Percentage red varieties	50%	64%
Percentage of national vineyards	4%	
Percentage of Western Australia vineyards	53%	

Crush

Source: National Vintage Survey 2019

	Margaret River	All regions
Estimated tonnes crushed in 2019	23,682	1,725,758
Average yield (tonnes/ha)	4.2	11.8
Change in crush from 2018	5%	3%

Top five varieties in Margaret River in 2019

	Share of tonnes	Av price/tonne
Cabernet Sauvignon	22%	\$1,807
Sauvignon Blanc	19%	\$1,102
Chardonnay	18%	\$1,777
Semillon	17%	\$1,049
Shiraz	13%	\$1,199

Exports

Source: Wine Australia Wine Export Approval System YE December 2019

Exports by GI content

	Margaret River	All exports
Export volume by GI content ('000 litres)	3,619	743,464
Percentage of total exports	0.5%	100%
Percentage of crush exported (estimate)	22%	62%

Label claim exports (bottled only)

	Margaret River and Margaret River blends	Change in 2019
Export volume by GI label claim ('000 litres)	2,572	4%
Export value by GI label claim (\$A '000)	32,869	9%
Average value per litre	\$12.78	5%

	Margaret River and Margaret River blends	All bottled wine exports
Share of bottled export volume by destination market		
China, Pr	27%	33%
United States Of America	19%	24%
United Kingdom	11%	10%
Singapore	10%	2%
Canada	4%	7%
Others	28%	24%

	Margaret River and Margaret River blends	All bottled wine exports
Share of bottled export volume by price point		
\$2.49 and under	0%	2%
\$2.50 to \$4.99	4%	62%
\$5.00 to \$7.49	10%	18%
\$7.50 to \$9.99	32%	5%
\$10.00-\$14.99	35%	6%
\$15.00-\$19.99	8%	1%
\$20 and over	11%	5%

Notes

Meteorological data is taken from the national climate databank of the Bureau of Meteorology: the Australian Data Archive for Meteorology (ADAM).

Climate indices have been calculated across the whole GI region by the Antarctic Climate Ecosystem CRC as part of a research project co-funded by Wine Australia.

Growing season rainfall (GSR) and growing degree days (GDD) are both calculated from October to April across the whole GI region. GSR and GDD for individual vineyards will vary from this value.

Latitude data is the centroid of each GI region. Altitude/elevation data is the highest and lowest point in the region - regardless of whether there is a vineyard at that location.

Area data comes from the National Vineyard Scan 2019 conducted by GAIA on behalf of Wine Australia. Variety share from ABS vineyard survey 2015.

Estimated crush figures are higher than the figures reported in the survey as the estimated figure is raised to allow for the non-response rate.

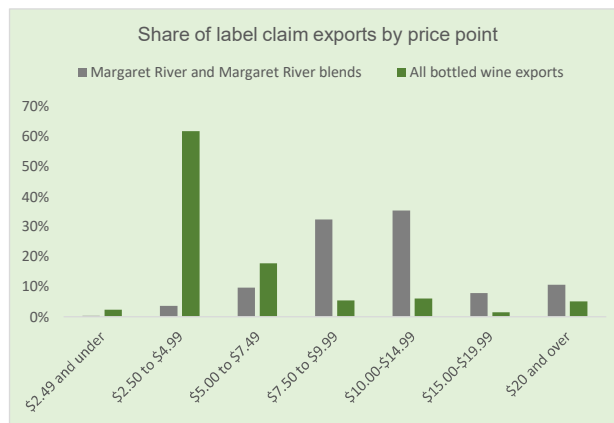
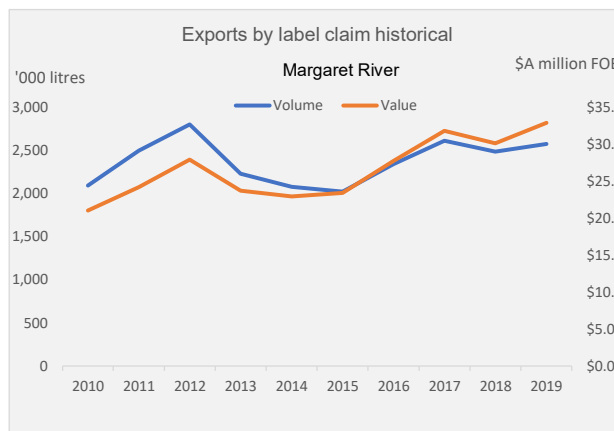
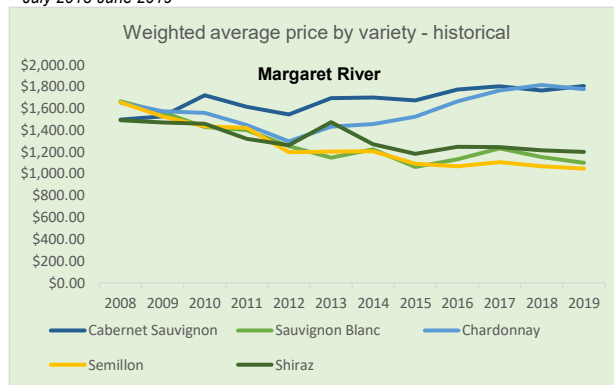
Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label.

Climate data

Source: Bureau of Meteorology (2019)

Margaret River					
Size (km ²)	2 640	Elevation (m)	0-234	Latitude	33° 96'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	20.5 °C	1035 mm	241 mm	1809	
1991-2018 average	20.7 °C	952 mm	204 mm	1843	
2018-19 season*	19.4 °C	898 mm	213 mm	1712	

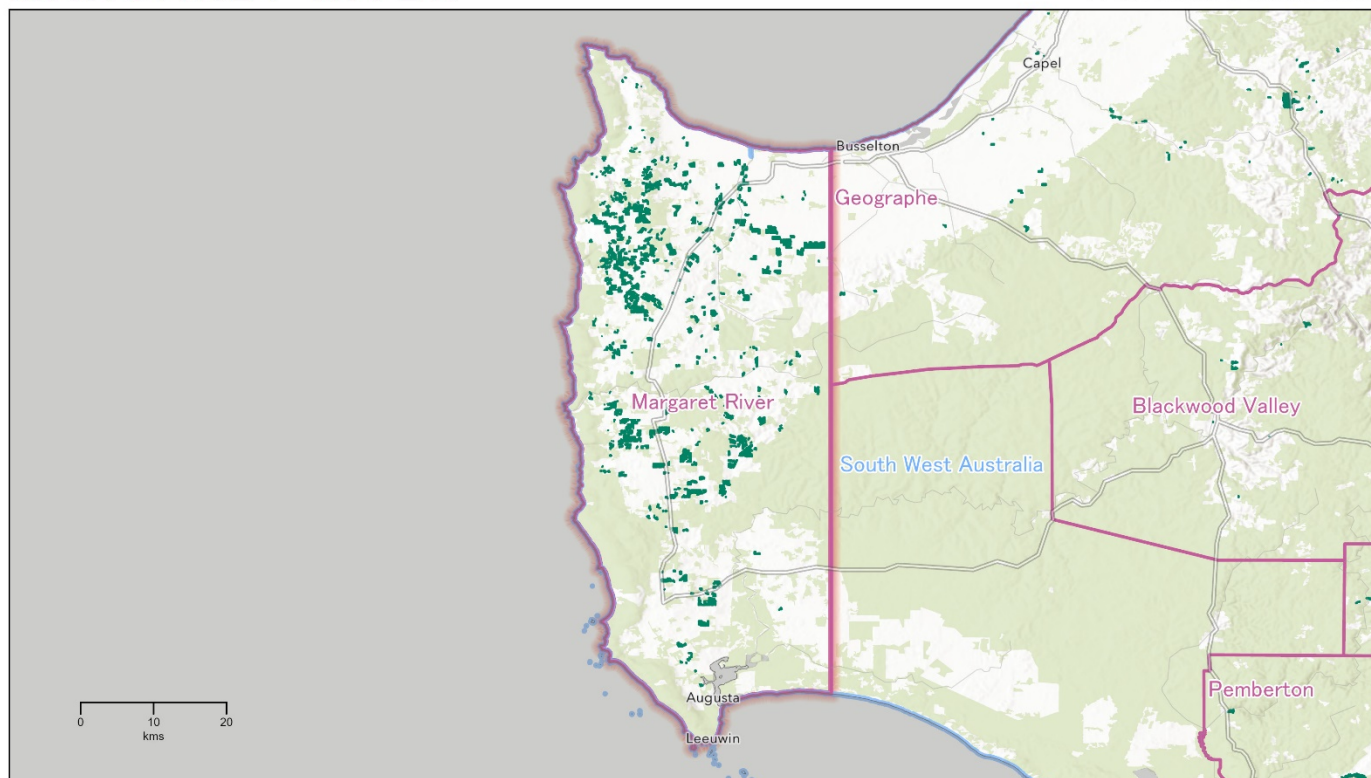
*July 2018-June 2019



Regional snapshot 2019 – Margaret River

MARGARET RIVER

Western Australia



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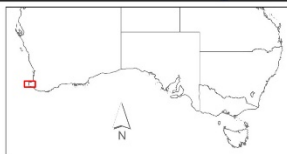
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Geographic Indications (GI) boundaries: Wine Australia (including South Australia where they are provided with permission by Wine Australia). For further information on the Boundaries of Geographical Indications (GI) boundaries, visit www.gaia.com.au and other www.gaia.com.au publications.

Base map sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community © Commonwealth of Australia (Geoscience Australia) 2018.

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Map produced by Triviale Solutions Pty Ltd, June 2019



- GI Regions
- GI Zones
- Vineyards (GAIA 2019)



This map provides a visual representation of the Geographical Indications (GI) boundary defined in the Initial Description for the GI. This visual description is the final deliverable of the GI and in case of any discrepancy or ambiguity, the Initial Description prevails.

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About Wine Australia: Wine Australia supports a competitive wine sector by investing in research, development and adoption (RDA), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package (ERWSP).

Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RDA investments and funds the ERWSP.

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