

Wine Australia providing insights on Australian Wine

Regional snapshot 2019 - Goulburn Valley

State **Victoria**

Published **July 2020**

Plantings

Source: National Vineyard Scan 2019 and ABS

	Goulburn Valley	All regions
Total vineyard area (hectares)	1,214	146,244
Percentage red varieties	60%	64%
Percentage of national vineyards	1%	
Percentage of Victoria vineyards	5%	

Crush

Source: National Vintage Survey 2019

	Goulburn Valley	All regions
Estimated tonnes crushed in 2019	7,229	1,725,758
Average yield (tonnes/ha)	6.0	11.8
Change in crush from 2018	-22%	3%

Top five varieties in Goulburn Valley in 2019

	Share of tonnes	Av price/tonne
Shiraz	26%	\$778
Cabernet Sauvignon	14%	\$710
Chardonnay	12%	\$708
Riesling	10%	-
Sauvignon Blanc	9%	-

Exports

Source: Wine Australia Wine Export Approval System YE December 2019

Exports by GI content

	Goulburn Valley	All exports
Export volume by GI content ('000 litres)	1,947	743,464
Percentage of total exports	0.3%	100%
Percentage of crush exported (estimate)	38%	62%

Label claim exports (bottled only)

	Goulburn Valley and Goulburn Valley blends	Change in 2019
Export volume by GI label claim ('000 litres)	623	82%
Export value by GI label claim (\$A '000)	6,849	83%
Average value per litre	\$10.99	1%

Share of bottled export volume by destination market

	Goulburn Valley and Goulburn Valley blends	All bottled wine exports
China, Pr	97%	33%
Japan	2%	2%
Hong Kong	0%	2%
Taiwan	0%	1%
United States Of America	0%	24%
Others	0%	38%

Share of bottled export volume by price point

	Goulburn Valley and Goulburn Valley blends	All bottled wine exports
\$2.49 and under	0%	2%
\$2.50 to \$4.99	8%	62%
\$5.00 to \$7.49	25%	18%
\$7.50 to \$9.99	21%	5%
\$10.00-\$14.99	28%	6%
\$15.00-\$19.99	19%	1%
\$20 and over	0%	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.

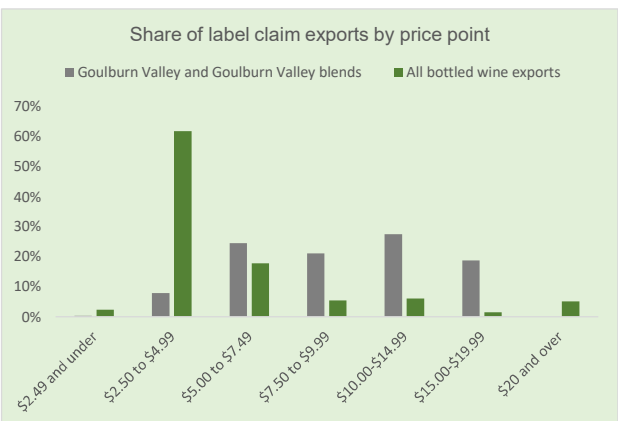
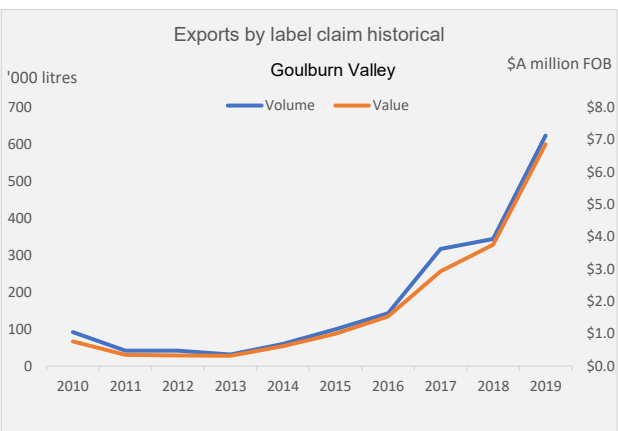
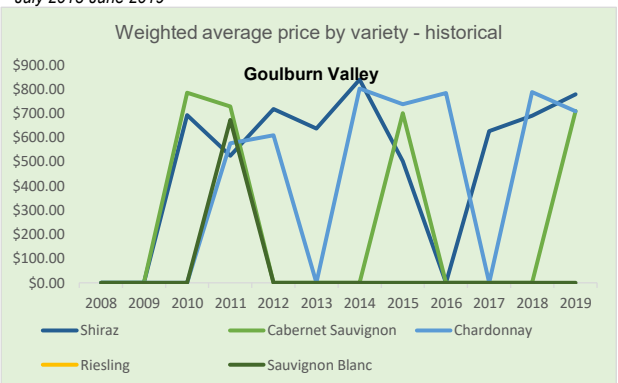
Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label.

Climate data

Source: Bureau of Meteorology (2019)

Goulburn Valley					
Size (km ²)	9 780	Elevation (m)	86-411	Latitude	36° 36'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	22.1 °C	504 mm	253 mm	1883	
1991-2018 average	23.3 °C	475 mm	254 mm	1981	
2018-19 season*	26.9 °C	338 mm	163 mm	2327	

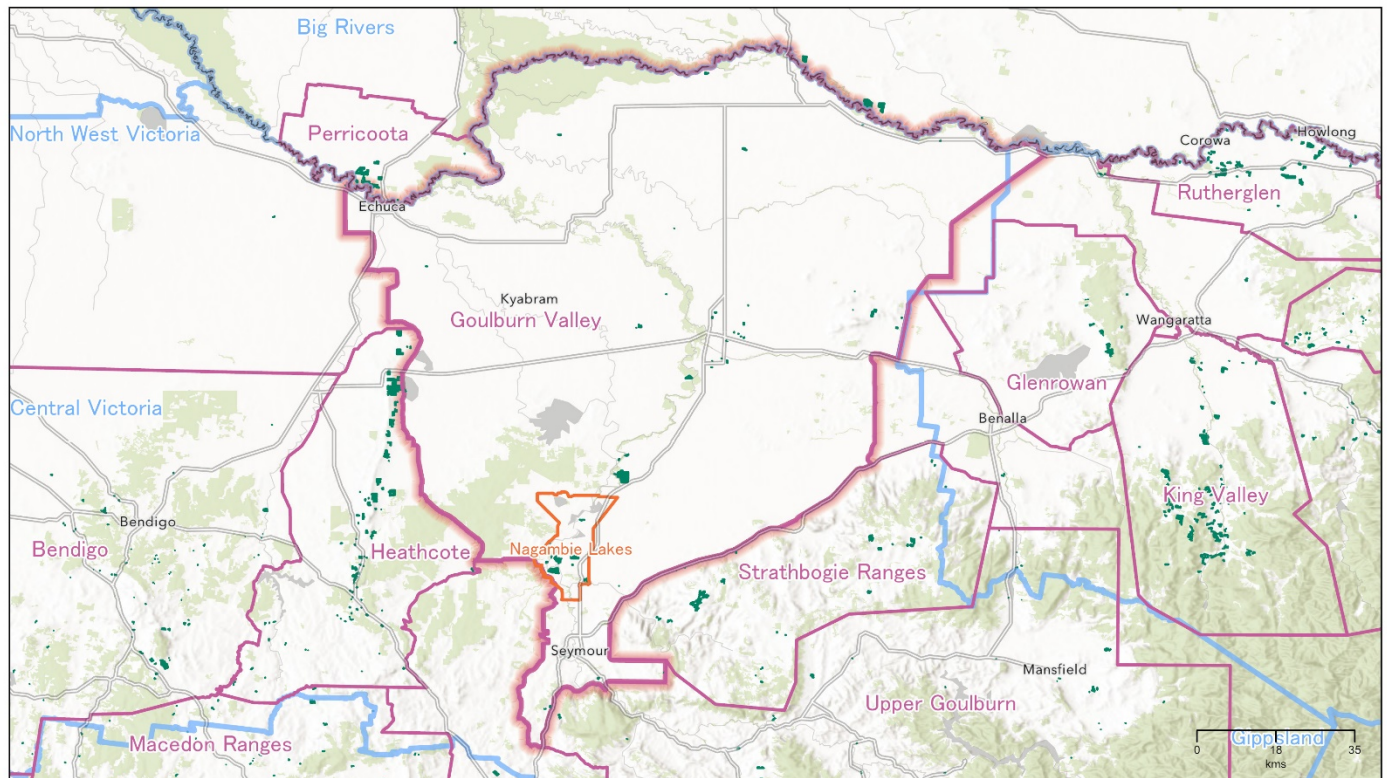
*July 2018-June 2019



Regional snapshot 2019 – Goulburn Valley

GOULBURN VALLEY

Victoria



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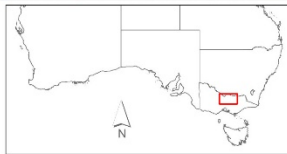
Vineyard boundaries created and supplied by GAIA for the National Vineyard Scan 2019. Visit gaia.info.au for more information. This information is reproduced with the permission of GAIA Innovations.

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

Base map sources: Esri, HERE, DeLorme, Mapbox, USGS, Swisstopo, Mapbox Contributors, and the GIS User Community © Commonwealth of Australia (Geoscience Australia) 2016.

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Map produced by Tracelab Solutions Pty Ltd, June 2020



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

This map provides a visual representation of the Geographical Indications (GI) boundaries defined in the Initial Description of the GI. This initial description is the legal definition 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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