

Wine Australia providing insights on Australian Wine

Regional snapshot 2019 - Tasmania

State	Tasmania	
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Plantings

Source: National Vineyard Scan 2019 and ABS

	Tasmania	All regions
Total vineyard area (hectares)	1,702	146,244
Percentage red varieties	48%	64%
Percentage of national vineyards	1%	
Percentage of Tasmania vineyards	100%	

Crush

Source: National Vintage Survey 2019

	Tasmania	All regions
Estimated tonnes crushed in 2019	14,544	1,725,758
Average yield (tonnes/ha)	8.5	11.8
Change in crush from 2018	10%	3%

Top five varieties in Tasmania in 2019

	Share of tonnes	Av price/tonne
Pinot Noir	42%	\$2,900
Chardonnay	28%	\$2,756
Sauvignon Blanc	12%	\$2,529
Pinot Gris/Grigio	7%	\$2,865
Riesling	6%	\$3,053

Exports

Source: Wine Australia Wine Export Approval System YE December 2019

Exports by GI content

	Tasmania	All exports
Export volume by GI content ('000 litres)	379	743,464
Percentage of total exports	0.1%	100%
Percentage of crush exported (estimate)	4%	62%

Label claim exports (bottled only)

	Tasmania and Tasmania blends	Change in 2019
Export volume by GI label claim ('000 litres)	292	-4%
Export value by GI label claim (\$A '000)	4,398	-1%
Average value per litre	\$15.06	3%

Share of bottled export volume by destination market

	Tasmania and Tasmania blends	All bottled wine exports
United Kingdom	36%	10%
Japan	13%	2%
United States Of America	12%	24%
China, Pr	10%	33%
Hong Kong	5%	2%
Others	24%	29%

Share of bottled export volume by price point

	Tasmania and Tasmania blends	All bottled wine exports
\$2.49 and under	1%	2%
\$2.50 to \$4.99	0%	62%
\$5.00 to \$7.49	5%	18%
\$7.50 to \$9.99	47%	5%
\$10.00-\$14.99	33%	6%
\$15.00-\$19.99	7%	1%
\$20 and over	8%	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.

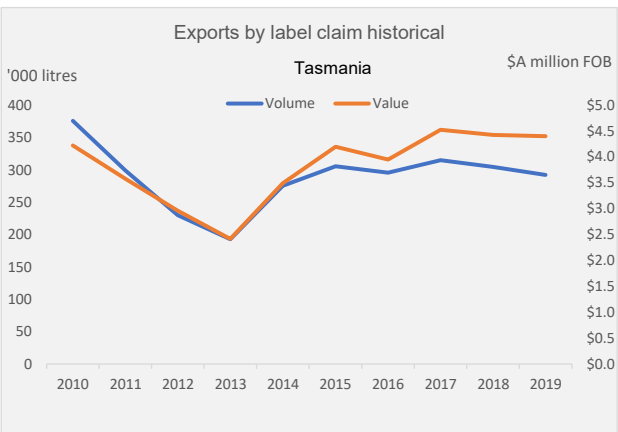
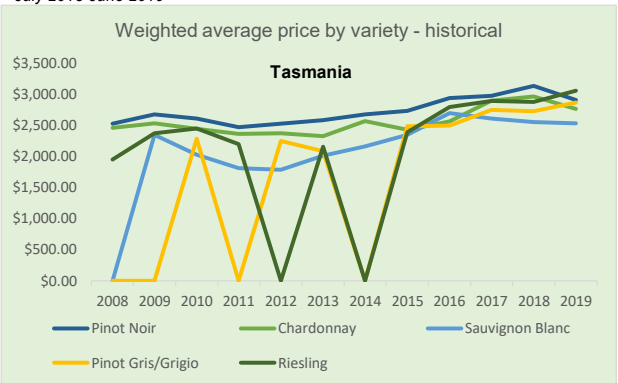
Published July 2020

Climate data

Source: Bureau of Meteorology (2019)

Tasmania					
Size (km ²)	4 350	Elevation (m)	0-1264	Latitude	43° 08'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	14.7 °C	983 mm	524 mm	669	
1991-2018 average	15.7 °C	935 mm	465 mm	800	
2018-19 season*	17.8 °C	766 mm	357 mm	987	

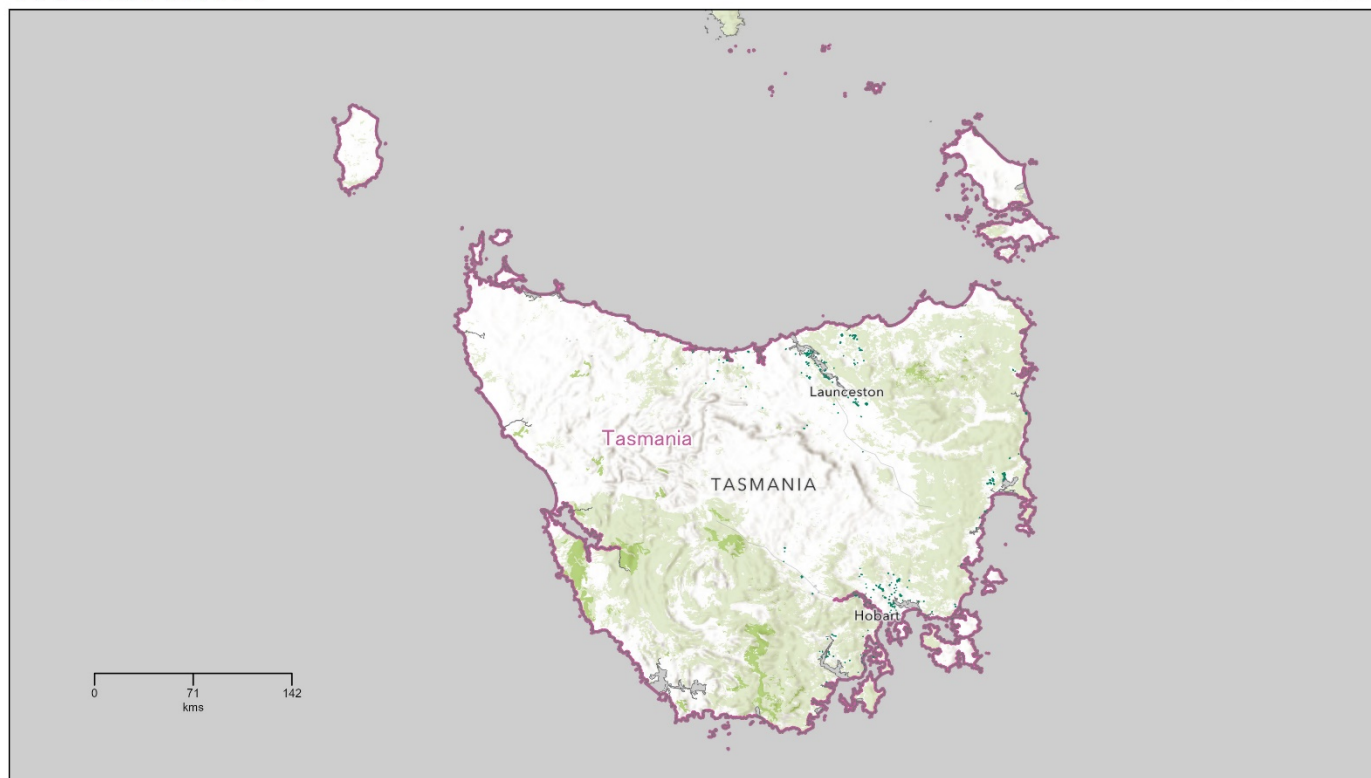
*July 2018-June 2019



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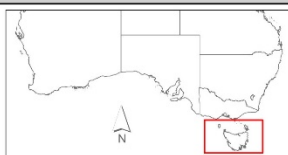
TASMANIA

Tasmania



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 Map produced by Location Solutions Pty Ltd, June 2020



GI Regions
 Vineyards (GAIA 2019)



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