

# Wine Australia providing insights on Australian Wine

## Regional snapshot 2019 - McLaren Vale

State **South Australia**

Published **July 2020**

### Plantings

Source: National Vineyard Scan 2019 and ABS

	McLaren Vale	All regions
Total vineyard area (hectares)	7,173	146,244
Percentage red varieties	91%	64%
Percentage of national vineyards	5%	
Percentage of South Australia vineyards	9%	

### Crush

Source: National Vintage Survey 2019

	McLaren Vale	All regions
Estimated tonnes crushed in 2019	41,851	1,725,758
Average yield (tonnes/ha)	5.8	11.8
Change in crush from 2018	14%	3%

### Top five varieties in McLaren Vale in 2019

	Share of tonnes	Av price/tonne
Shiraz	55%	\$1,958
Cabernet Sauvignon	21%	\$1,787
Grenache	6%	\$1,858
Chardonnay	5%	\$871
Merlot	4%	\$1,074

### Exports

Source: Wine Australia Wine Export Approval System YE December 2019

Exports by GI content	McLaren Vale	All exports
Export volume by GI content ('000 litres)	12,236	743,464
Percentage of total exports	1.6%	100%
Percentage of crush exported (estimate)	42%	62%

### Label claim exports (bottled only)

	McLaren Vale and McLaren Vale blends	Change in 2019
Export volume by GI label claim ('000 litres)	7,783	↓ -18%
Export value by GI label claim (\$A '000)	88,262	↓ -15%
Average value per litre	\$11.34	⇒ 3%

### Share of bottled export volume by destination market

	McLaren Vale and McLaren Vale blends	All bottled wine exports
China, Pr	44%	33%
United Kingdom	12%	10%
Canada	11%	7%
United States Of America	9%	24%
New Zealand	5%	4%
Others	19%	21%

### Share of bottled export volume by price point

	McLaren Vale and McLaren Vale blends	All bottled wine exports
\$2.49 and under	0%	2%
\$2.50 to \$4.99	6%	62%
\$5.00 to \$7.49	26%	18%
\$7.50 to \$9.99	26%	5%
\$10.00-\$14.99	27%	6%
\$15.00-\$19.99	7%	1%
\$20 and over	9%	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.

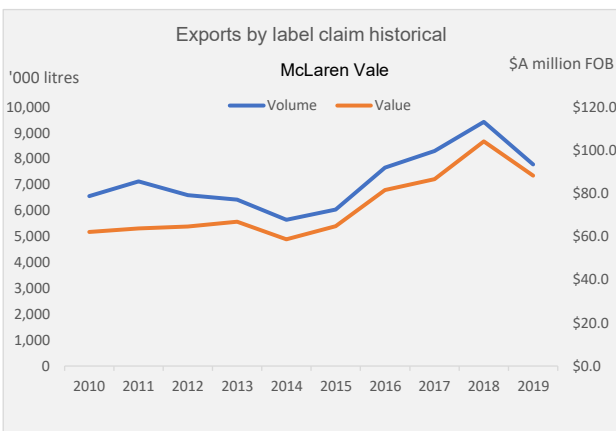
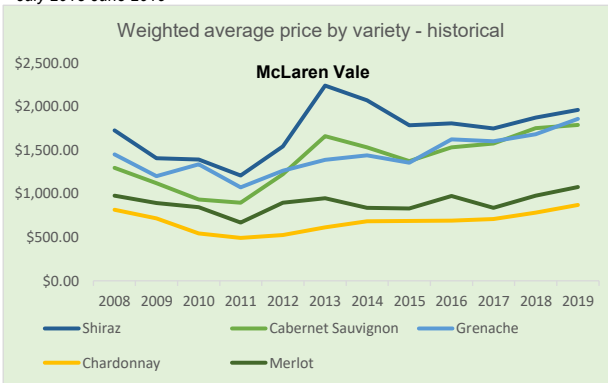
Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label.

### Climate data

Source: Bureau of Meteorology (2019)

McLaren Vale					
Size (km <sup>2</sup> )	440	Elevation (m)	0-417	Latitude	35° 19'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	20.7 °C	631 mm	229 mm	1748	
1991-2018 average	21.0 °C	660 mm	226 mm	1773	
2018-19 season*	23.3 °C	590 mm	150 mm	1989	

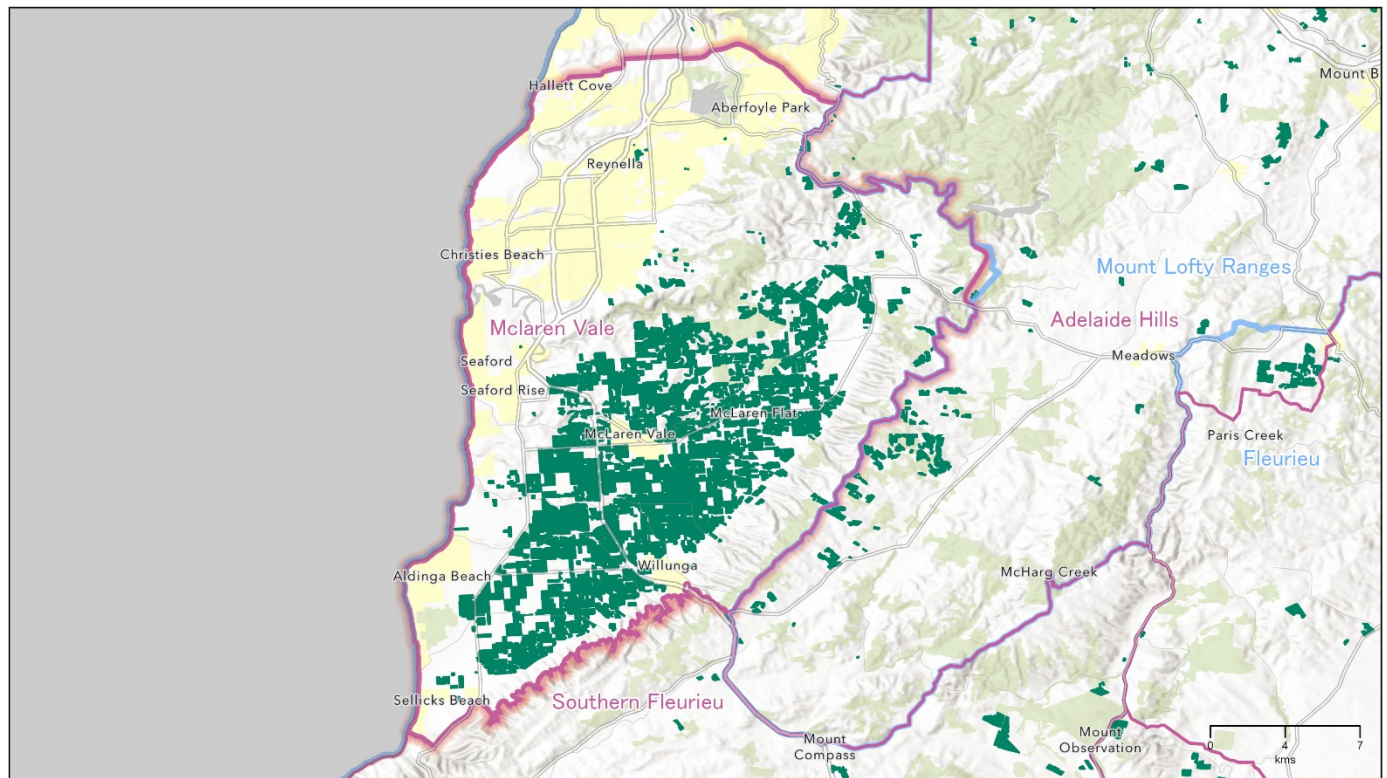
\*July 2018-June 2019



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## MCLAREN VALE

South Australia



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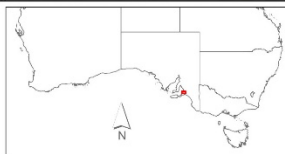
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Map produced by Tracable Solutions Pty Ltd, June 2020



- 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 anomaly, the Initial Description prevails.

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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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