

# Wine Australia providing insights on Australian Wine

## Regional snapshot 2019 - Wrattobully

State **South Australia**

Published **July 2020**

### Plantings

Source: National Vineyard Scan 2019 and ABS

	Wrattobully	All regions
Total vineyard area (hectares)	2,666	146,244
Percentage red varieties	85%	64%
Percentage of national vineyards	2%	
Percentage of South Australia vineyards	3%	

### Crush

Source: National Vintage Survey 2019

	Wrattobully	All regions
Estimated tonnes crushed in 2019	15,252	1,725,758
Average yield (tonnes/ha)	5.7	11.8
Change in crush from 2018	-44%	3%

### Top five varieties in Wrattobully in 2019

	Share of tonnes	Av price/tonne
Shiraz	32%	\$1,408
Cabernet Sauvignon	25%	\$1,465
Merlot	16%	\$1,114
Chardonnay	10%	\$792
Pinot Gris/Grigio	9%	\$902

### Exports

Source: Wine Australia Wine Export Approval System YE December 2019

Exports by GI content	Wrattobully	All exports
Export volume by GI content ('000 litres)	1,652	743,464
Percentage of total exports	0.2%	100%
Percentage of crush exported (estimate)	15%	62%

### Label claim exports (bottled only)

	Wrattobully and Wrattobully blends	Change in 2019
Export volume by GI label claim ('000 litres)	64	↓ -31%
Export value by GI label claim (\$A '000)	1,051	↑ 15%
Average value per litre	\$16.45	↑ 68%

Share of bottled export volume by destination market	Wrattobully and Wrattobully blends	All bottled wine exports
China, Pr	61%	33%
United Arab Emirates	12%	1%
Canada	8%	7%
Japan	5%	2%
Korea, R	3%	1%
Others	10%	56%

Share of bottled export volume by price point	Wrattobully and Wrattobully blends	All bottled wine exports
\$2.49 and under	0%	2%
\$2.50 to \$4.99	6%	62%
\$5.00 to \$7.49	4%	18%
\$7.50 to \$9.99	45%	5%
\$10.00-\$14.99	17%	6%
\$15.00-\$19.99	28%	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)

Wrattobully					
Size (km <sup>2</sup> )	760	Elevation (m)	41-145	Latitude	37° 02'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	19.7 °C	588 mm	237 mm	1481	
1991-2018 average	20.5 °C	535 mm	213 mm	1582	
2018-19 season*	21.9 °C	496 mm	163 mm	1688	

\*July 2018-June 2019



