

Wine Australia providing insights on Australian Wine

Regional snapshot 2019 - Rutherglen

State **Victoria**

Published **July 2020**

Plantings

Source: National Vineyard Scan 2019 and ABS

| | Rutherglen | All regions |
|----------------------------------|------------|-------------|
| Total vineyard area (hectares) | 779 | 146,244 |
| Percentage red varieties | 76% | 64% |
| Percentage of national vineyards | 1% | |
| Percentage of Victoria vineyards | 4% | |

Crush

Source: National Vintage Survey 2019

| | Rutherglen | All regions |
|----------------------------------|------------|-------------|
| Estimated tonnes crushed in 2019 | 1,959 | 1,725,758 |
| Average yield (tonnes/ha) | 2.5 | 11.8 |
| Change in crush from 2018 | 19% | 3% |

| Top five varieties in Rutherglen in 2019 | Share of tonnes | Av price/tonne |
|--|-----------------|----------------|
| Shiraz | 33% | \$1,105 |
| Durif | 16% | \$1,228 |
| Muscat a petits grains rouges | 12% | \$835 |
| Cabernet Sauvignon | 8% | \$866 |
| Other white | 5% | - |

Exports

Source: Wine Australia Wine Export Approval System YE December 2019

| Exports by GI content | Rutherglen | All exports |
|---|------------|-------------|
| Export volume by GI content ('000 litres) | 562 | 743,464 |
| Percentage of total exports | 0.1% | 100% |
| Percentage of crush exported (estimate) | 41% | 62% |

Label claim exports (bottled only)

| | Rutherglen and Rutherglen blends | Change in 2019 |
|---|----------------------------------|----------------|
| Export volume by GI label claim ('000 litres) | 387 | 26% |
| Export value by GI label claim (\$A '000) | 4,917 | 45% |
| Average value per litre | \$12.71 | 15% |

| Share of bottled export volume by destination market | Rutherglen and Rutherglen blends | All bottled wine exports |
|--|----------------------------------|--------------------------|
| China, Pr | 92% | 33% |
| United States Of America | 3% | 24% |
| United Kingdom | 2% | 10% |
| Hong Kong | 1% | 2% |
| Ship | 1% | 0% |
| Others | 2% | 31% |

| Share of bottled export volume by price point | Rutherglen and Rutherglen blends | All bottled wine exports |
|---|----------------------------------|--------------------------|
| \$2.49 and under | 12% | 2% |
| \$2.50 to \$4.99 | 9% | 62% |
| \$5.00 to \$7.49 | 6% | 18% |
| \$7.50 to \$9.99 | 36% | 5% |
| \$10.00-\$14.99 | 23% | 6% |
| \$15.00-\$19.99 | 4% | 1% |
| \$20 and over | 10% | 5% |

Notes

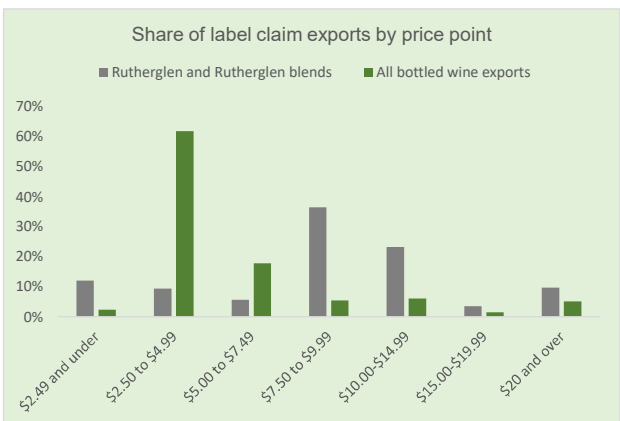
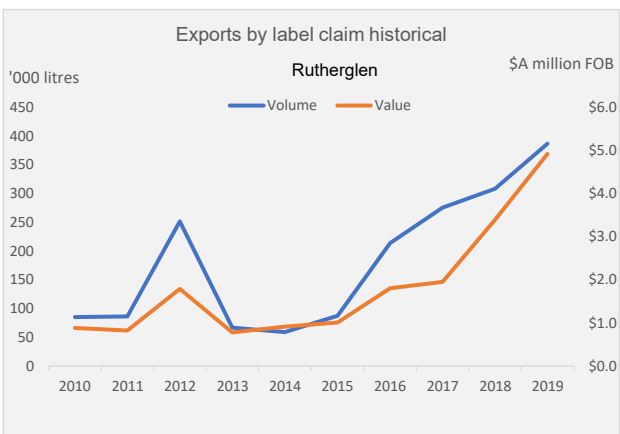
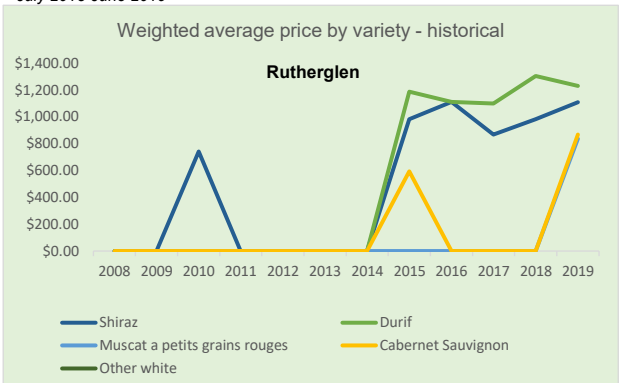
Meteorological data is taken from the national climate databank of the Bureau of Meteorology: the Australian Data Archive for Meteorology (ADAM). Climate indices have been calculated across the whole GI region by the Antarctic Climate Ecosystem CRC as part of a research project co-funded by Wine Australia. 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)

| Rutherglen | | | | | |
|-------------------------|---------------------|------------------|---------------|----------|---------|
| Size (km ²) | 980 | Elevation (m) | 122-592 | Latitude | 36° 11' |
| Time period | Mean Jan temp (MJT) | Annual* rainfall | Oct-April GSR | GDD | |
| 1961-1990 average | 22.8 °C | 624 mm | 301 mm | 1912 | |
| 1991-2018 average | 23.7 °C | 618 mm | 325 mm | 1967 | |
| 2018-19 season* | 28.1 °C | 455 mm | 218 mm | 2339 | |

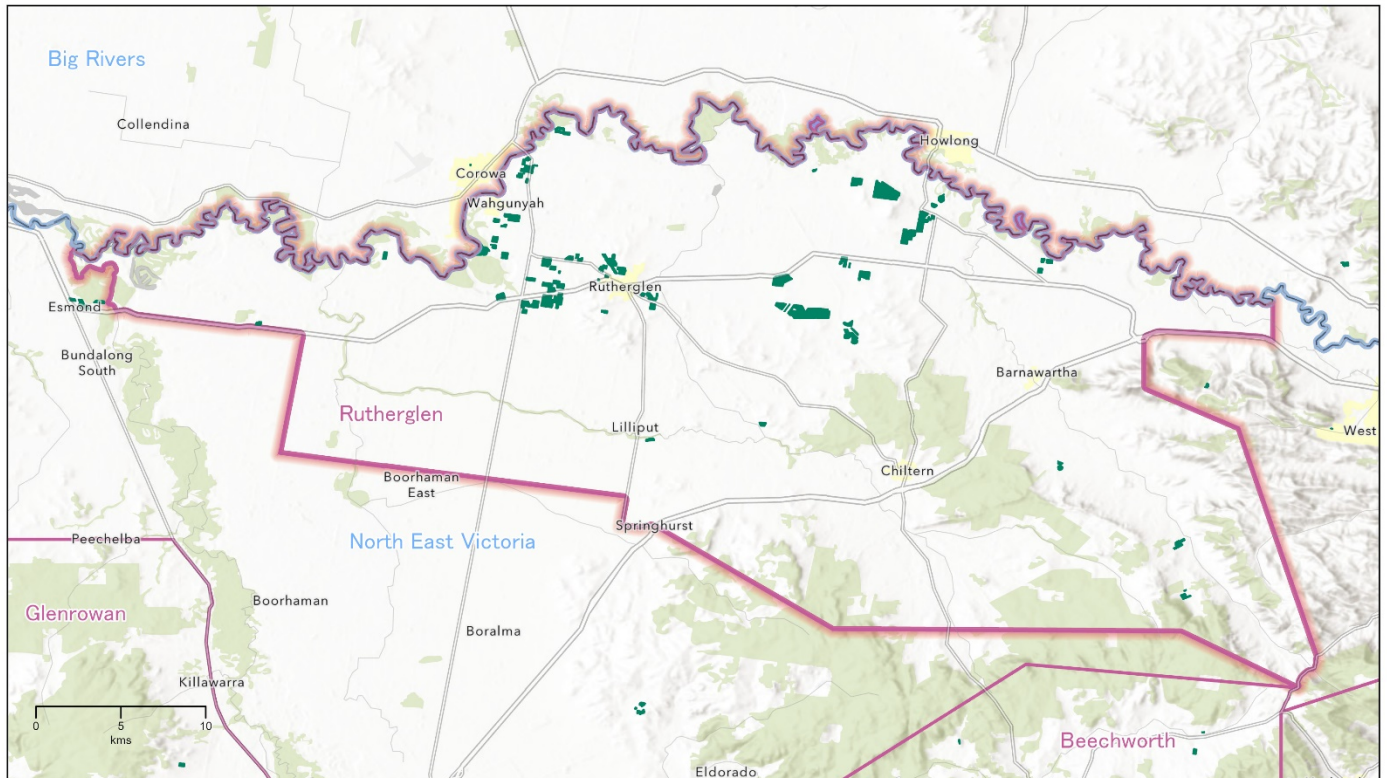
*July 2018-June 2019



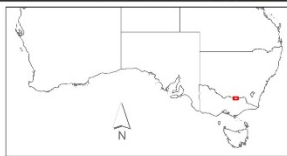
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RUTHERGLEN

Victoria



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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 of the GI. This visual 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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