

# Wine Australia providing insights on Australian Wine

## Regional snapshot 2019 - Orange

State **New South Wales**

Published **July 2020**

### Plantings

Source: National Vineyard Scan 2019 and ABS

	Orange	All regions
Total vineyard area (hectares)	1,060	146,244
Percentage red varieties	60%	64%
Percentage of national vineyards	1%	
Percentage of New South Wales vineyards	3%	

### Crush

Source: National Vintage Survey 2019

	Orange	All regions
Estimated tonnes crushed in 2019	3,983	1,725,758
Average yield (tonnes/ha)	3.8	11.8
Change in crush from 2018	-21%	3%

### Top five varieties in Orange in 2019

	Share of tonnes	Av price/tonne
Chardonnay	22%	\$1,455
Shiraz	20%	\$1,471
Cabernet Sauvignon	14%	\$1,191
Sauvignon Blanc	12%	\$1,280
Merlot	10%	\$1,267

### Exports

Source: Wine Australia Wine Export Approval System YE December 2019

#### Exports by GI content

	Orange	All exports
Export volume by GI content ('000 litres)	470	743,464
Percentage of total exports	0.1%	100%
Percentage of crush exported (estimate)	17%	62%

#### Label claim exports (bottled only)

	Orange and Orange blends	Change in 2019
Export volume by GI label claim ('000 litres)	270	↓ -12%
Export value by GI label claim (\$A '000)	2,491	↓ -15%
Average value per litre	\$9.23	↓ -3%

#### Share of bottled export volume by destination market

	Orange and Orange blends	All bottled wine exports
China, Pr	45%	33%
United Kingdom	24%	10%
Japan	13%	2%
Finland	6%	0%
Sweden	4%	1%
Others	9%	53%

#### Share of bottled export volume by price point

	Orange and Orange blends	All bottled wine exports
\$2.49 and under	3%	2%
\$2.50 to \$4.99	1%	62%
\$5.00 to \$7.49	35%	18%
\$7.50 to \$9.99	25%	5%
\$10.00-\$14.99	30%	6%
\$15.00-\$19.99	5%	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.

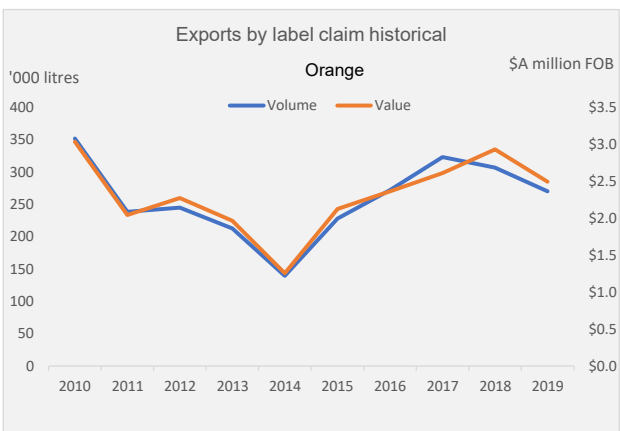
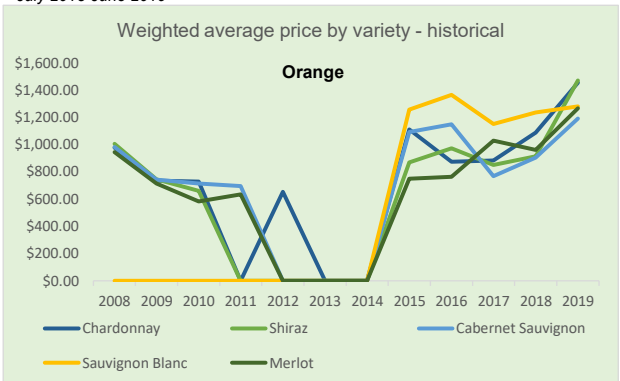
Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label.

### Climate data

Source: Bureau of Meteorology (2019)

Orange					
Size (km <sup>2</sup> )	3 420	Elevation (m)	376-1390	Latitude	33° 40'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April		
	GSR	GDD			
1961-1990 average	20.5 °C	813 mm	455 mm	1496	
1991-2018 average	21.5 °C	766 mm	447 mm	1595	
2018-19 season*	26.2 °C	617 mm	419 mm	1907	

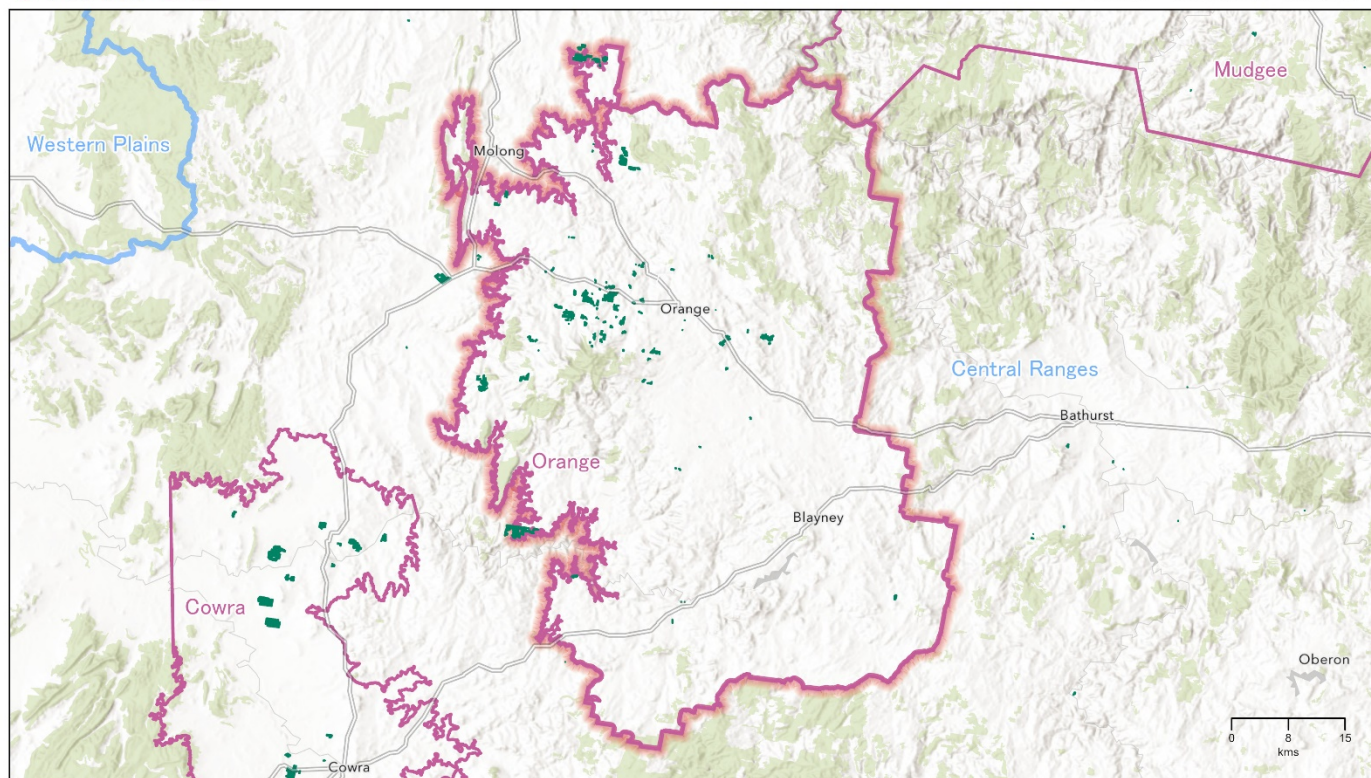
\*July 2018-June 2019



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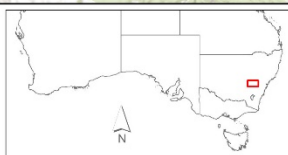
## ORANGE

New South Wales



Wine  
Australia  
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Wine

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Map produced by Trivium 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 boundary description is the legal definition of the GI and in case of any discrepancy or ambiguity, 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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