



Murray Darling – Swan Hill Wine Grape Crush Survey

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Background

The Survey:

Context

- Established in 1983/84
- Put in place when wine grape price negotiating became unacceptable

Size & scope

- Murray Darling – Swan Hill region produces the second largest crush in Australia.
- Approx. 30 wineries participate annually
- \$96 million¹ (based on \$/tonne paid by wineries)

Benefits

- Assists wineries, growers and other interested parties in making informed vineyard investment decisions
- Regional specific wine grape supply/demand and wine grape utilisation information

¹Based on 2010 crush data from the Australian Regional Wine Grape Crush Surveys.

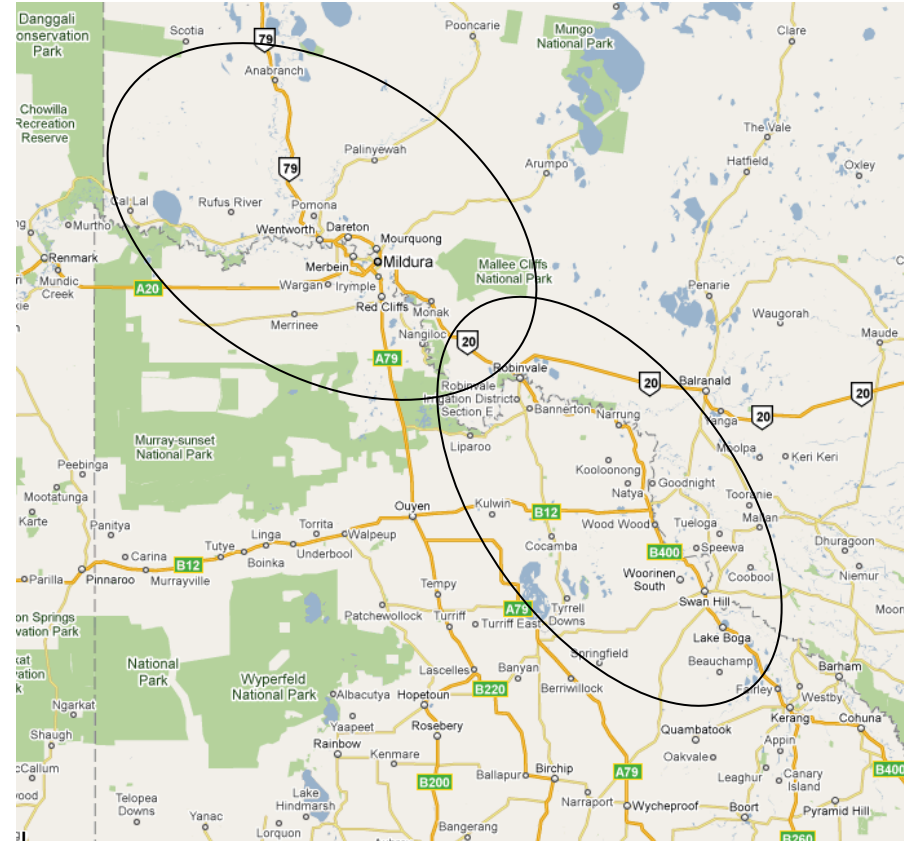
Approach

Steering committee

- comprises winery and industry representatives
- guides survey content
- Signs off on report before publically released

Project team

- surveys wineries who grow and/or purchase fruit from the regions
- collates information
- produces & publishes annual report



Report content

Annual report

- Total tonnes crushed
- Estimated value for current vintage
- Historical trends in production and value
- Intake & price summary data for all varieties
- Historical trends for selected varieties
- Estimates of expected & preferred intake for selected varieties (3 year prediction)



Report outcomes

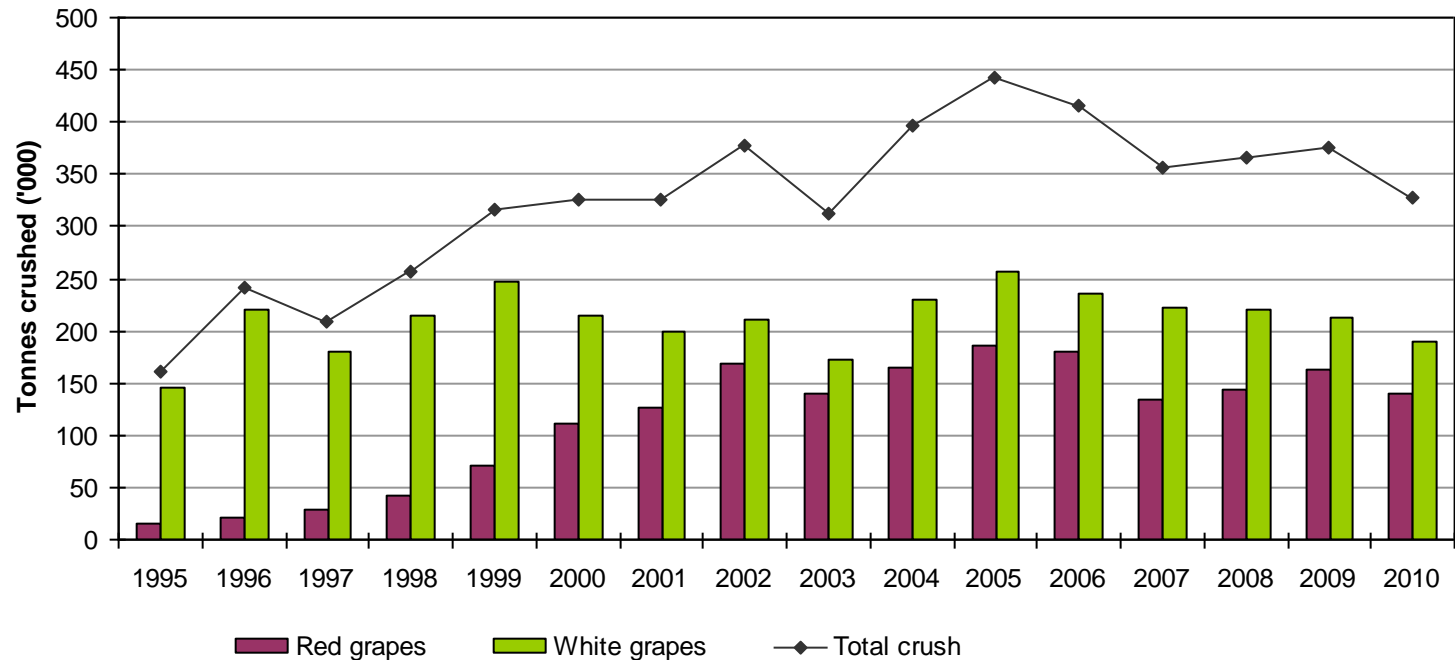


Figure 1. Comparison of red and white wine grapes crushed against the total tonnage in the Murray Darling and Swan Hill wine regions from 1995 to 2010.

Report outcomes

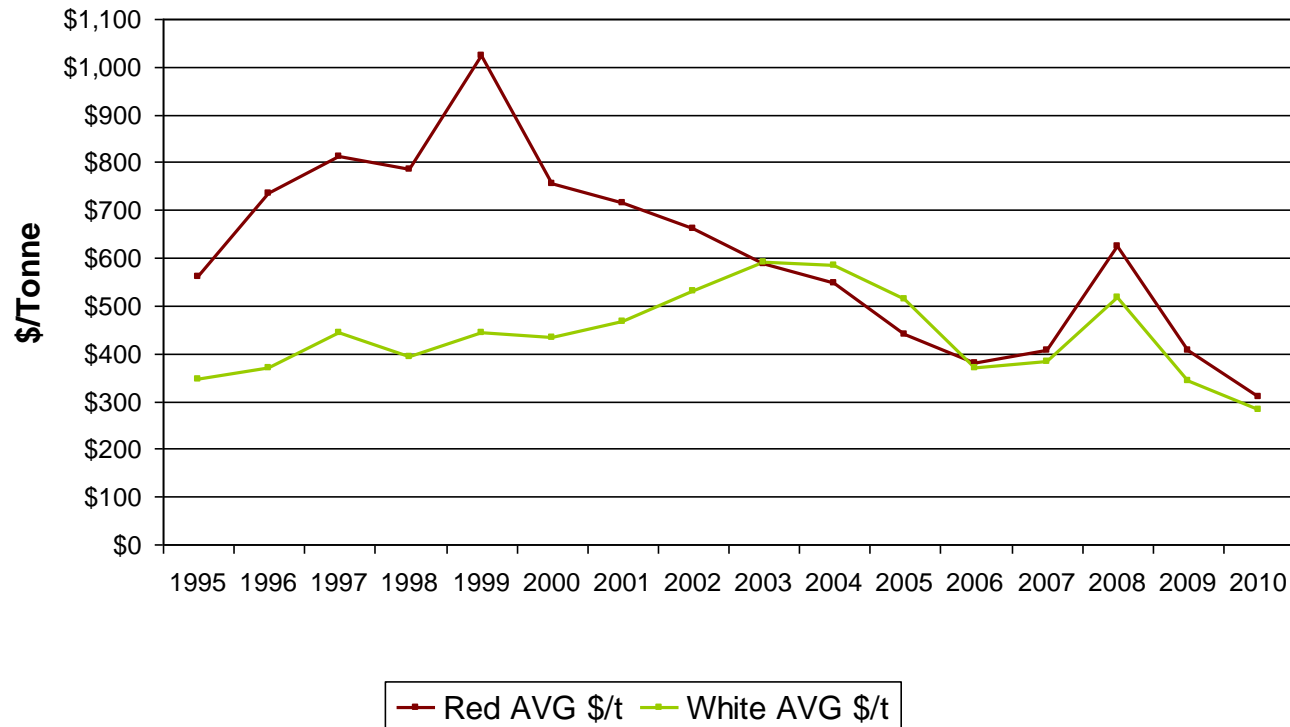


Figure 2. Comparison of average purchase price (\$/tonne) for red and white wine grapes crushed in the Murray Darling and Swan Hill wine regions from 1995 to 2010.

Report outcomes

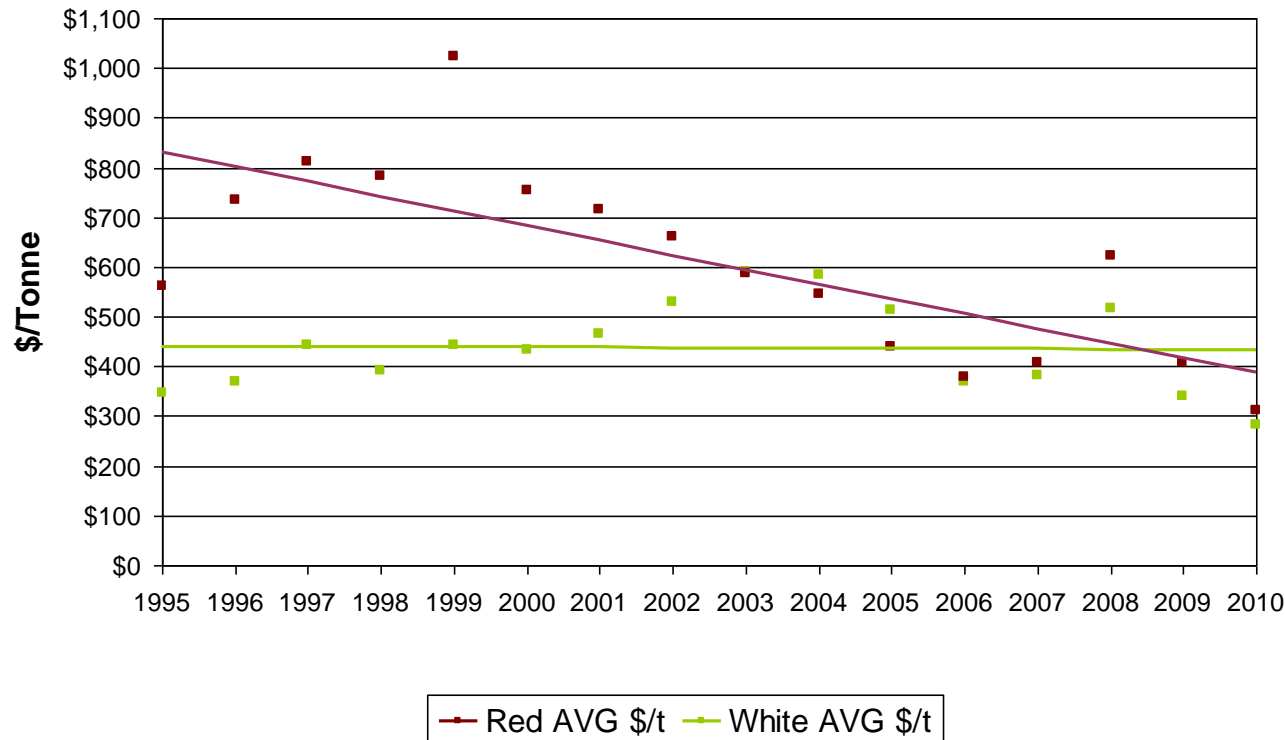


Figure 3. Comparison of average purchase price (\$/tonne) trends for red and white wine grapes crushed in the Murray Darling and Swan Hill wine regions from 1995 to 2010.

2011 vintage update

Based on data received to date:

- Total tonnes crushed down (approximately 15-20%)
- Minor fluctuations in calculated average purchase price (\$/tonne)

Next Steps

- Completion of 2011 vintage report
- Publication of media release