



# General Information about the U.S. Wine Industry

## Grape Facts

- Grapes are the highest value fruit crop in the nation and the sixth largest crop overall.
- In 2008, the grape crop was valued at \$3,341,758,000. (USDA NASS)
- Grapes account for about 30% of the value of all fruits grown in the United States
- Grapes processed in agricultural areas for wine and juice make up 67% of the entire national crop compared with about 30% in 1969.
- More than 23,000 farms grow grapes. (MKF Research)
- The federal government does not subsidize grape growing.
- In 2008, there were 938,550 acres of grape-bearing land (wine, raisins, and table grapes) in the U.S. producing 7,434,910 tons of grapes (USDA-NASS)
- Grapes and grape products contribute about \$162 billion to the U.S. economy, along with 1.1 million jobs, which account for \$33 billion in wages and \$17 billion in state and local tax revenues. (MKF Research)

## Production Facts

- From July 2006 to June 2007, the 661,288,503 gallons of wine was produced in the US.
- California produces almost 90% of the volume of wine in the US.
- The US accounts for 9.9% of the world grape production (4<sup>th</sup> after Italy, France and Spain) but only occupies 4.8% of the world's vineyard acreage.
- The US represents about 8.4% of world wine production (4<sup>th</sup> after Italy, France and Spain)
- The U.S. is 3<sup>rd</sup> in wine consumption but only 56<sup>th</sup> in per capita consumption.
- In the US, there are more than 430,000 places where wine can be purchased, both on-premise (eating and drinking places) and off-premise (retail stores).
- There are more than 5,500 wineries in the US, and wineries located in all fifty states.

## Exports

- Exports of American table grapes, grape juice products, raisins, and wine, amounting to \$1.58 billion in 2006, are the largest horticultural export from the US.
- Exports of American wine in 2006 amounted to \$876 million. (Wine Institute)
- California produces 95% of all wine exported from the U.S. (Wine Institute)
- The European Union receives the most exported American wine, followed by Canada, Japan, Mexico, and Switzerland.
- About a third of the raisin crop is exported.

## **Imports**

- In 2006, imports of grapes and products from grapes amounted to over \$5.7 billion.
- Imports have grown by 76% in the five years leading up to 2006. Most of that growth has been in wine imports.
- Approximately 30% of wine sold in the U.S. is imported.
- The top three countries from which wine is imported into the U.S. are Italy, Australia, and France.

## **Tourism**

- An estimated 27 million winery visits currently take place annually, providing employment to 49,710 people.
- In 2005, California had about 19.7 million visits, generating approximately \$2 billion in revenue. In 2004, New York had 4.1 million visits and generated about \$312 million. (MKF Research)

## **Sustainable Practices**

- Formal sustainable practice programs are geared to lead the wine industry as a whole to engage in practices that are environmentally friendly and that reinforce the connection between wine and the community.
- These programs are being implemented in New York (agriculture environmental management program), California's Central Coast Vineyard Team and Lodi-Woodbridge Winegrape Commission, Oregon LIVE (Low Input Viticulture and Enology) and Washington's Walla Walla Valley Wine Alliance.
- In 2001, the Wine Institute and the California Association of Winegrape Growers developed a code for growers and winemakers to evaluate wine-producing practices that are sensitive to the environment, responsive to the needs and interests of society-at-large, yet still economically feasible to put into practice. More than 1,000 growers and winemakers participated, and the results were compiled and released in the 2004 *California Wine Community Sustainability Report*.

## **Top 10 Wine Producing States** (from July 2006 to June 2007)

### **Rank State Gallons**

<b>1</b>	California	589,632,004
<b>2</b>	New York	28,551,434
<b>3</b>	Washington	20,264,144
<b>4</b>	Oregon	4,905,231
<b>5</b>	New Jersey	1,691,943
<b>6</b>	Florida	1,667,618
<b>7</b>	Kentucky	1,260,615
<b>8</b>	Michigan	1,233,247
<b>9</b>	Ohio	1,194,311
<b>10</b>	Missouri	1,077,875

*Statistics gathered from the U.S. Tax & Trade Bureau*

## **Top 10 Wineries by State** (2008)

<b>Rank</b>	<b>State</b>	<b>Number of Wineries</b>
<b>1</b>	California	2,440
<b>2</b>	Washington	538
<b>3</b>	Oregon	329
<b>4</b>	New York	271
<b>5</b>	Virginia	169
<b>6</b>	Texas	168
<b>7</b>	Michigan	136
<b>8</b>	Pennsylvania	132
<b>9</b>	Ohio	126
<b>10</b>	Missouri	96

*Prepared from U.S. Tax & Trade Bureau Data by WineAmerica*

## **Top 10 Grape Acreage States** (2008)

*Includes wine, table grapes, juice grapes, and raisins*

<b>Rank</b>	<b>State</b>	<b>Acreage</b>
<b>1</b>	California	789,000
<b>2</b>	Washington	58,000
<b>3</b>	New York	37,000
<b>4</b>	Oregon	14,500
<b>5</b>	Michigan	14,200
<b>6</b>	Pennsylvania	13,600
<b>7</b>	Texas	2,500
<b>8</b>	Virginia	2,500
<b>9</b>	Ohio	1,900
<b>9</b>	North Carolina	1,700

*Statistics gathered from USDA-NASS*