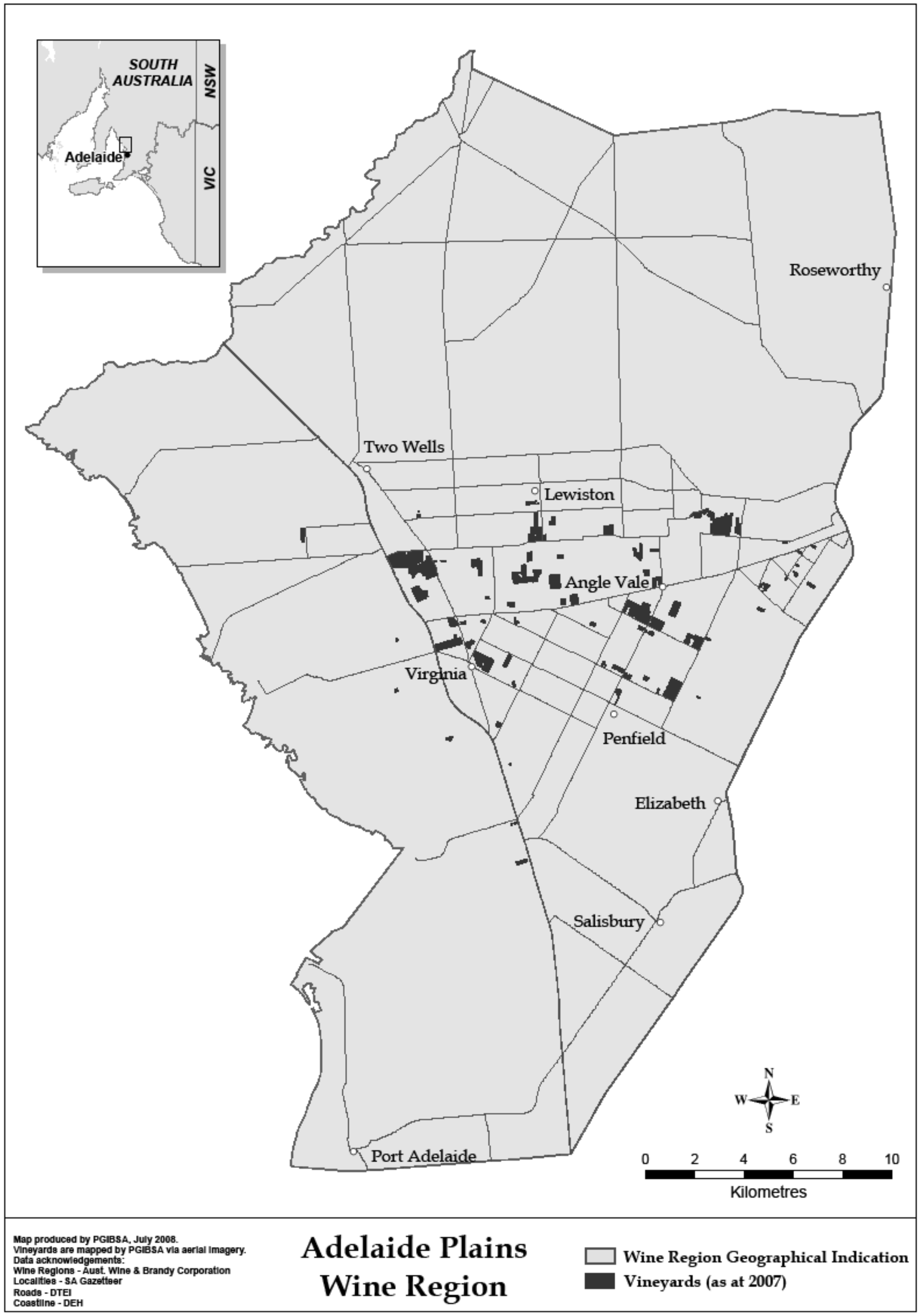

Adelaide Plains Wine Region

Regional summary report

2010

ACKNOWLEDGEMENTS

This survey has been produced by the Phylloxera and Grape Industry Board of South Australia on behalf of the **South Australian Wine Industry Association,** the **Wine Grape Council of SA Inc** and **Primary Industries and Resources SA,** who jointly fund the survey.

The publication of this survey is made possible through the support of the South Australian and interstate wineries that processed fruit from South Australian vineyards in 2010. The information is provided voluntarily by wineries on the understanding and assurance that information from individual wineries will be kept strictly confidential. Only aggregate responses are reported. Draft results and supply forecasts are checked by regional industry representatives. Vintage reports have been provided by the regional representatives, local growers or industry associations. Particular thanks for their assistance go to: Jim Caddy, David Edwards, James Freckleton, Juliet Henderson, Elise Heyes, Lian Jaensch, Murray Leake, Frank Nicholls, Louise Rose, Stuart Sharman, Nigel Squire, Michelle Stehbans, David Watkins, and Daniel Zuzolo.

The survey publication is available on the Board's website www.phylloxera.com.au. The state summary and regional reports can be downloaded as PDF files. Previous reports (since 2000) are also available on the website, and hard copies of reports from previous years back to 1998 are available from the Board's office.

COVER IMAGE

Photograph by Catherine Cox, Phylloxera and Grape Industry Board of SA.

REPORT PREPARATION

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DOCUMENT STRUCTURE AND LAYOUT

The full survey report incorporates 15 stand-alone regional reports, covering the major declared GI regions in South Australia, and a state summary section with aggregate data, forecasts by variety and historical comparisons. The report may be downloaded as one document or in sections as a series of PDF files from the PGIBSA website www.phylloxera.com.au.

INTERPRETATION OF REPORT INFORMATION

Please refer to the **EXPLANATIONS AND DEFINITIONS** for definitions, limitations and interpretations of different statistics reported.

Any questions about the report should be directed to:

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Explanations and Definitions

INTAKE (CURRENT VINTAGE) DATA

Definition of regions

Regions have been defined in accordance with Geographical Indication (GI) boundaries. If a GI region has not been declared, or produces less than 5,000 tonnes, then the data is aggregated into the relevant GI zone. Disaggregation of data into smaller regions such as Southern Fleurieu and Mount Benson is available on request from the Board's office.

Total crush

The **total crushed** is the total tonnes of grapes crushed from a particular source region, whether processed in that region, another region in SA or interstate. All wineries in Australia that are known to source fruit from South Australian vineyards are included in the survey collection process. However, not all wineries submit a survey form - therefore the total tonnage reported may underestimate the true crush. An estimate of the non-response rate for each region is provided below each intake summary report. Reported fruit is separated into fruit produced from the winery's own or associated vineyards ("own grown") and from independent vineyards ("purchased").

Crop value data

On the survey forms, wineries are asked to record **total purchase value.** This is the total amount paid for fruit of a particular variety at the point of receival – NOT including freight. It includes any penalties or bonuses (eg Baumé) applied at the weighbridge, but DOES NOT INCLUDE other bonuses or adjustments such as end use quality bonuses, which are not available at the time the survey is conducted.

The **calculated average purchase value per tonne** is the average amount paid per tonne of fruit across all wineries. Winery grown grapes are not included in the calculation of average purchase value; nor are grapes grown by companies connected with the winery or under lease arrangements. The **estimated total value of purchased grapes** is calculated by multiplying the average purchase value per tonne by the total tonnes purchased. The **estimated total value of total grapes** is calculated by multiplying the average purchase value per tonne by all tonnes crushed. If there is a variety where there are no purchases, then the average purchase value across all other varieties of the same colour in the same region is used to determine an estimated value for the own grown grapes.

Note: in small varieties there may sometimes be only one winery contributing towards a calculated average purchase value per tonne.

Important note on average purchase value

There is considerable variation in the pricing arrangements made by different wineries. For example, some wineries make adjustment payments based on the average value per tonne reported in this survey and some pay quality bonuses based on the end use of the product. These additional payments are not included in the reported figures. The average price also does not give any indication of the distribution of prices, or variables that go into individual contracts. Therefore the average price should not be compared directly with an individual grower's arrangement.

Highest and lowest price

Wineries are asked to report the highest and lowest prices paid for any parcel of fruit of a particular variety, of any size. The highest of all highest prices, and the lowest of all lowest prices are reported – provided that at least three wineries have provided this information for any particular variety. *Note: the highest or lowest price may be for a very small parcel of fruit - and/or reflect an unusual pricing arrangement - eg payment by the hectare rather than per tonne, "spot market" sales of excess fruit etc.*

FORECASTS

Estimated supply

Supply forecasts have been calculated independently using the planting information obtained from the PGIBSA vineyard register (see below). They are calculated by multiplying the area of vines by an estimated yield figure determined separately for each variety in each region, which takes into account industry practices and objectives as well as historical averages. However, the supply forecasts do not make any allowance for future vine removals or mothballing, yield capping or the effects of ongoing water restrictions or unusual seasonal conditions.

Committed intake

Committed intake is the amount of fruit that wineries are *already* committed to take in, for a given future year. It is made up of winery grown fruit and contract purchases. Only existing or ongoing contracts are included – not intended future signings or renewals.

Explanations and Definitions

Available supply

Available supply (uncommitted fruit) is the difference between estimated supply and committed intake. It is the amount of fruit estimated to be available on the open (spot) market. NB If the committed intake is higher than the estimated supply, this indicates a discrepancy between the independent supply forecasts and the wineries' estimates of future production. In this case, available supply is recorded as zero – rather than as a negative number.

Comparing supply and committed intake

In order to compare supply with committed intake, the latter figures are "raised" to compensate for non-respondents. There is no raising of supply figures because it is assumed that the PGIBSA vineyard planting information is close to 100% complete. The non-response rate is calculated separately for each region and is indicated below the relevant tables.

Demand (required intake)

Following consultation with industry during 2009, it was decided to omit demand figures from the 2010 survey. These figures were considered by the majority of respondents to be unreliable and/or unhelpful. They also add considerably to the survey load for the wineries. Readers of this report are encouraged to provide feedback on this decision either directly to SAWIA or the WGCSA, or to the PGIBSA.

PLANTING DATA

Derivation of planting data tables

Planting data is **not** derived from the 2010 South Australian Utilisation and Pricing Survey of wineries. The information is obtained from the vineyard register maintained by the Phylloxera and Grape Industry Board of South Australia.

The Board is required under the *Phylloxera and Grape Industry Act 1995* to maintain a complete and accurate register of grapegrowers in the state. All vineyard owners with more than 0.5 hectares are required by law to register with the Board, and to complete an accurate vineyard return each year, giving details of their plantings. This information is kept strictly confidential. An accurate vineyard register enables the Board to produce complete, up-to-date statistical information on vineyard plantings by variety, year planted and location.

For more information on registration of vineyards, please contact the Phylloxera and Grape Industry Board office on 08 8362 0488.

Explanatory notes for planting data tables

1. Planting data tables are current as at April 2010 and include all plantings from the 2009 planting season. Vines planted in a particular year may include topworked or replaced vines, as well as new plantings in virgin ground. Where vines have been replaced or topworked, the old variety record is removed. This explains why the area planted for earlier years may be different in the 2010 report compared with previous reports.
2. Vineyard plantings are recorded by Geographical Indication. Planting details for smaller regions not included in the survey report are available on request from the Board.
3. Where a 0 appears in a table, this may indicate the presence of a planting of less than 0.5 hectares, or it may indicate zero plantings. Rounding may produce a slight error in totals or percentages.

Vintage overview

Vintage report

This information related specifically to Primo Estate vineyards and may not reflect conditions throughout the region.

The heat played a major role in the development of the crop this year. Early flowering varieties (mainly whites) that had progressed through flowering by the time the November heatwave hit, had a healthy full canopy and access to plenty of water, came through the heat wave relatively well. However later flowering varieties (mainly reds and especially Cabernet Sauvignon) that were still in flowering, berry set and an earlier stage of canopy development suffered. The flowers on these vines that were directly exposed to the sun and heat were severely burnt and in many cases did not advance any further in their development. These varieties, and Cabernet Sauvignon especially, as a result had poor set and berry development. This therefore resulted in a substantial loss of yield which was as high as 70% in one particular block of Cabernet Sauvignon.

Because the heatwave occurred earlier in the growing season, the vines had time to recover from the heat damage. Lower yields and good weather through summer meant the fruit that was present produced wines of great intensity and depth of flavour. Unlike the previous couple of years, we did not experience the long spells of extremely hot weather leading into and around harvest dates. This meant that the last stage of berry ripening was much more even and allowed us to harvest at precisely the right time.

Harvest for our Virginia vineyards started on the 5th February and finished up on the 16th March.

The quality of fruit this year was exceptional, considering the heat we had in November 2009.

Daniel Zuzolo
Primo Estate Wines

Overview of vintage statistics

The reported harvest from the Adelaide Plains in 2010 was 4,777 tonnes, up 28% on the 2009 harvest and similar to the 2006 and 2007 harvests. The total value of grapes from the Adelaide Plains increased by 19% on 2009 to $3.4 million, still significantly less than the $6 million recorded in 2008. The average purchase value for the major varieties was again lower in 2010, except for Chardonnay which was up 10%.

There were no new plantings recorded in the Adelaide Plains region in spring 2009. The region has a total area fell from 744 hectares in 2009 to 707 hectares in 2010.

The estimated production from the Adelaide Plains vineyards for 2011 is 6,000 tonnes according to the supply forecast, which is 1,000 tonnes higher than the total committed intake. These figures do not change substantially over the forecast period, with the supply forecast remaining constant and the committed intake falling only slightly in 2015.

Across the state, assuming "normal" growing conditions, there is expected to be a 278,000 tonne surplus compared with demand in 2015 (see State Summary section).

Winegrape intake summary - vintage 2010

Variety	Tonnes purchased	Lowest price[1]	Highest price[1]	Total value purchased grapes	Calc avg. purch. value per tonne	Winery grown fruit	Total crushed[2]	Est total value ALL grapes
RED								
Cabernet Sauvignon	389	$350	$4,093	$310,756	$799	18	407	$325,370
Grenache	89	$500	$880	$54,954	$615	4	94	$57,537
Malbec	0					5	5	$3,339
Mataro	16			$9,540	$600	0	16	$9,540
Merlot	378	$300	$1,100	$249,610	$660	5	384	$253,174
Other Red	15			$11,400	$750	4	19	$14,445
Pinot Noir	199			$122,717	$618	0	199	$122,717
Sangiovese	46			$23,030	$500	12	58	$28,990
Shiraz	1,703	$300	$1,300	$1,200,837	$705	22	1,726	$1,216,558
Tempranillo	3			$4,455	$1,485	0	3	$4,455
Zinfandel	22			$10,850	$500	0	22	$10,850
Total Red winegrapes	**2,860**			**$1,998,149**		**71**	**2,931**	**$2,046,975**
WHITE								
Chardonnay	531	$400	$1,100	$348,492	$657	14	545	$357,689
Colombard	64			$44,800	$700	144	208	$145,320
Muscat Gordo Blanco	18			$8,960	$498	0	18	$8,960
Pinot Gris	163			$162,680	$1,000	0	163	$162,680
Riesling	54			$21,776	$400	0	54	$21,776
Sauvignon Blanc	654	$550	$800	$480,544	$735	11	664	$488,544
Semillon	49			$24,490	$500	0	49	$24,490
Viognier	146			$117,822	$809	0	146	$117,822
Total White winegrapes	**1,678**			**$1,209,564**		**168**	**1,846**	**$1,327,281**
Grand Total All winegrapes	**4,538**			**$3,207,713**		**239**	**4,777**	**$3,374,256**

1 Lowest and highest prices are only reported when there are at least three purchasers. Very low prices may relate to extremely small parcels of fruit or fruit delivered that was over the contract amount or penalised for other reasons.

2 It is estimated that the non-response rate for Adelaide Plains is 8%.

Adelaide Plains

Current plantings by variety and year planted

	Current area in hectares					
Variety	*Pre-2007*	*2007*	*2008*	*2009*	*Total area*	*% planted in 2009*
Red winegrapes						
Cabernet Sauvignon	73	0	0	0	73	*0%*
Grenache	34	0	0	0	34	*0%*
Malbec	6	0	0	0	6	*0%*
Mataro (Mourvedre)	12	0	0	0	12	*0%*
Merlot	46	0	0	0	46	*0%*
Other red	4	0	0	0	4	*0%*
Petit Verdot	2	0	0	0	2	*0%*
Pinot Noir	16	2	0	0	18	*0%*
Ruby Cabernet	6	0	0	0	6	*0%*
Sangiovese	6	0	0	0	6	*0%*
Shiraz	256	0	0	0	256	*0%*
Tempranillo	2	0	0	0	2	*0%*
Total red varieties	**463**	**2**	**0**	**0**	**465**	***0%***
White winegrapes						
Chardonnay	79	0	0	0	79	*0%*
Chenin Blanc	5	0	0	0	5	*0%*
Colombard	12	0	0	0	12	*0%*
Muscat Gordo Blanco	3	0	0	0	3	*0%*
Pinot Gris	13	0	13	0	26	*0%*
Riesling	17	0	0	0	17	*0%*
Sauvignon Blanc	59	0	0	0	59	*0%*
Semillon	8	0	0	0	8	*0%*
Viognier	16	0	0	0	16	*0%*
Total white varieties	**211**	**0**	**13**	**0**	**224**	***0%***
Tablegrape varieties	4	0	0	0	4	*0%*
Unknown variety	14	0	0	0	14	*0%*
Total all varieties	**693**	**2**	**13**	**0**	**707**	***0%***

Adelaide Plains — Estimated supply and committed intake 2011 - 2015

Variety	2011 Est Supply [1]	2011 Committed intake[2] Winery grapes	2011 Contract purchases	2011 Total committed intake	2013 Est Supply [1]	2013 Committed intake[2] Winery grapes	2013 Contract purchases	2013 Total committed intake	2015 Est Supply [1]	2015 Committed intake[2] Winery grapes	2015 Contract purchases	2015 Total committed intake
Red winegrapes												
Cabernet Sauvignon	585	33	233	266	585	38	233	271	585	38	233	271
Grenache	275	7	9	15	275	7	0	7	275	7	0	7
Malbec	57	7	0	7	57	7	0	7	57	7	0	7
Mataro	105	0	16	16	105	0	0	0	105	0	0	0
Merlot	368	11	379	390	368	11	379	390	368	11	379	390
Other Red	32	5	0	5	32	5	0	5	32	5	0	5
Pinot Noir	172	0	184	184	178	0	184	184	178	0	184	184
Sangiovese	53	16	43	60	53	16	43	60	53	16	43	60
Shiraz	2,050	49	1,348	1,397	2,050	60	1,348	1,407	2,050	60	1,232	1,291
Tempranillo	18	0	16	16	18	0	16	16	18	0	16	16
Zinfandel	0	0	27	27	0	0	27	27	0	0	27	27
Total red winegrapes	**3,785**	**127**	**2,256**	**2,383**	**3,791**	**143**	**2,231**	**2,375**	**3,791**	**143**	**2,115**	**2,259**
White winegrapes												
Chardonnay	790	16	878	895	790	0	878	878	790	0	878	878
Colombard	169	163	65	228	169	163	0	163	169	163	0	163
Muscat Gordo Blanco	25	0	27	27	25	0	27	27	25	0	27	27
Pinot Gris	191	0	369	369	217	0	488	488	217	0	488	488
Riesling	173	0	0	0	173	0	0	0	173	0	0	0
Sauvignon Blanc	587	16	889	905	587	16	889	905	587	16	889	905
Semillon	90	0	65	65	90	0	65	65	90	0	65	65
Viognier	163	0	195	195	163	0	195	195	163	0	195	195
Total white winegrapes	**2,240**	**195**	**2,488**	**2,684**	**2,266**	**179**	**2,543**	**2,722**	**2,266**	**179**	**2,543**	**2,722**
Total all winegrapes	**6,025**	**322**	**4,745**	**5,067**	**6,057**	**322**	**4,774**	**5,096**	**6,057**	**322**	**4,658**	**4,980**

[1] *Supply forecast produced by PGIBSA based on the South Australian vineyard register*

[2] *A raising factor of 1.08 has been applied to committed intake to allow for non-respondents*