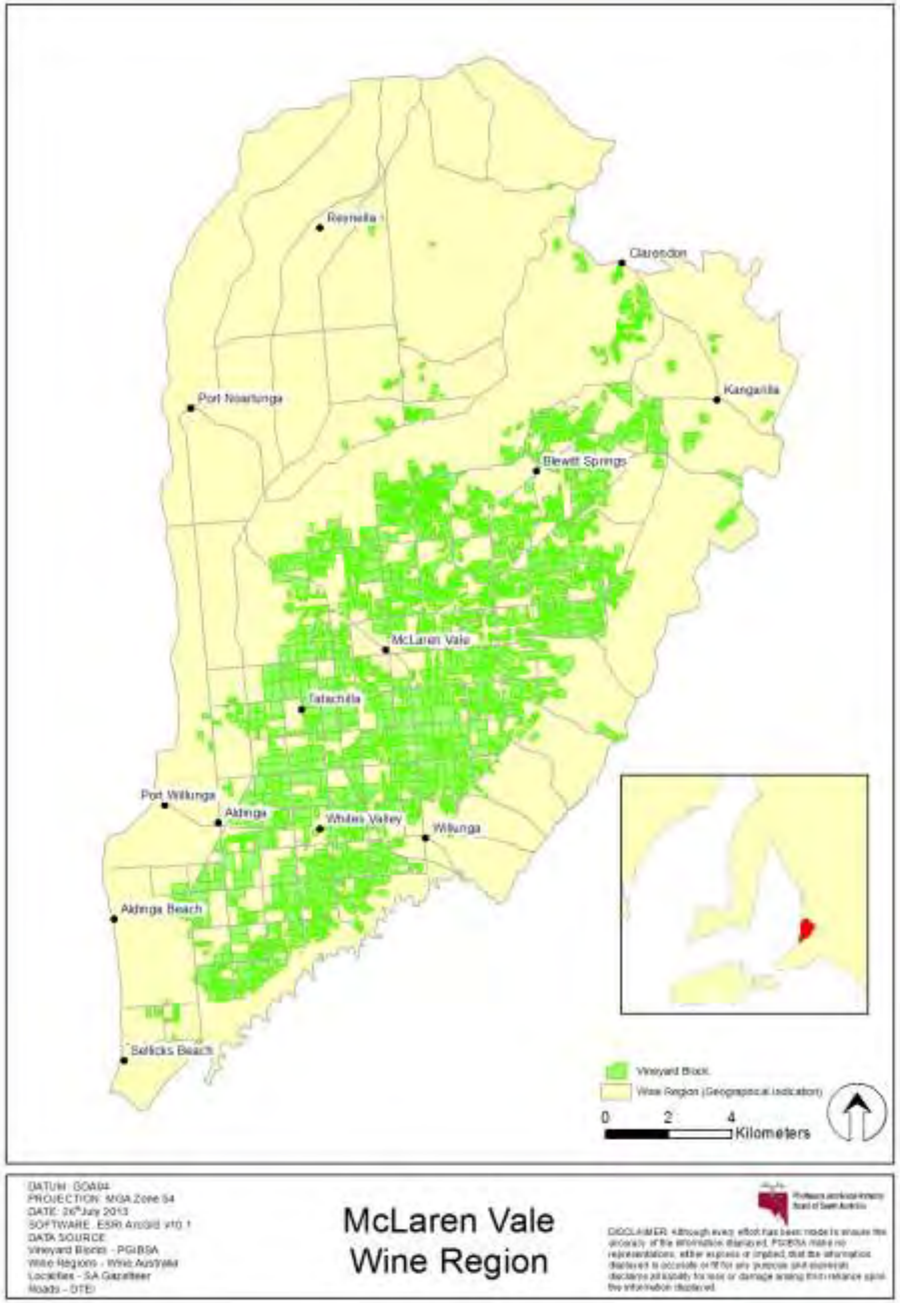


SA Winegrape Crush Survey

Regional Summary Report - 2014

McLaren Vale Wine Region

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 and committed intake

The estimated supply and committed intake report has been removed from the 2014 Winegrape Crush Survey. It has been identified that the methodology used to determine the estimated supply requires review.

To assist industry stakeholders gain an understanding of state and regional estimated supply, the last 5 years actual total tonnes crushed at the state level and each region has been averaged. A range is then provided using the highest and lowest figures from the actual tonnes crushed.

The estimated committed intake is the amount of fruit that wineries are already committed to take in, for 2015. 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 cont.

PLANTING DATA

Derivation of planting data tables

Planting data is **not** derived from the 2014 South Australian Crush 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 2014 and include all plantings from the 2013 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 2013 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 zero (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.

McLaren Vale Vintage overview

Vintage report

For McLaren Vale summer conditions were significantly warmer than average with two heat waves through January and one in February tested the limits of grapevine tolerance to extreme heat. Equally damaging were extremely high speed winds which reduced berry set, stripped leaves and reduced the size of canopies and increased the level of fruit exposure. This was followed by some very hot days. The 2013 vintage was completed earlier than expected in McLaren Vale and many thought that going into this year's would have been the same after vines 'shut down' through January and February to limit water stress.

The opposite happened. Rain in February rehydrated vines and freshened up vine leaves. The rain also signaled the beginning of a pattern of cooler daytime temperatures which allowed fruit to finish ripening during some relatively moderate temperatures. The moisture boost also fortunately helped improve fruit balance and crop levels for the district.

This year's harvest was prolonged by a slow ripening period. The first harvest began with sparkling base at the end of January and ended during April with the last of the red grapes crushed. Ultimately the weather though March and April produced one of the easiest vintages since the early 2000's.

James Hook
McLaren Vale Crop Watch Editor

Overview of vintage statistics

The harvest from McLaren Vale region was 33,092 tonnes in 2014, down by 2,137 tonnes (6%) from the 2013 harvest of 35,229 tonnes. There was an estimated non-response rate of 11% across the region. The total value of the grapes decreased slightly from $48.7 million to $47.3 million. The average purchase value of the red varieties – Shiraz down by $18 per tonne to $1,659 per tonne; Grenache down by $69 per tonne to $1,290 per tonne, whilst Cabernet Sauvignon was up slightly by $4 per tonne to $1,364 per tonne. Of the white varieties – Chardonnay decreased by $33 per tonne to $559 per tonne.

There were 63 hectares of new plantings in McLaren Vale in spring 2013 (including top-working and replacements) compared with 87 hectares planted in 2012. Shiraz accounted for 58.7% of the new plantings, followed by Cabernet Sauvignon accounting for 17.5%. The total planted area of vines in the region decreased by 41 hectares (0.5%) to 7,422 hectares.

Over the last 5 years, the average McLaren Vale production was 37,733 tonnes, with a low of 31,755 tonnes in 2012 and a high of 45,518 tonnes in 2011. The 2014 crush is down by 14% against the last 5 year average. For 2015, the estimated committed intake is 33,638 tonnes.

McLaren Vale

Winegrape intake summary - vintage 2014

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 Franc	56	$1,025	$1,400	$65,062	$1,155	5	61	$70,375
Cabernet Sauvignon	3,431	$800	$5,739	$4,680,235	$1,364	2,581	6,013	$8,200,649
Grenache	991	$250	$3,000	$1,278,394	$1,290	931	1,922	$2,479,570
Malbec	14	$1,200	$2,000	$23,113	$1,704	4	18	$30,542
Mataro	138	$900	$3,500	$225,894	$1,643	164	302	$495,450
Merlot	888	$350	$1,560	$748,093	$842	932	1,820	$1,533,130
Other red	109	$750	$2,000	$172,639	$1,577	185	295	$463,800
Petit Verdot	179	$350	$1,800	$154,034	$859	60	239	$205,309
Pinot Noir	170	$800	$1,200	$168,969	$992	66	236	$234,604
Sangiovese	95	$1,100	$1,700	$139,188	$1,458	173	269	$392,172
Shiraz	11,016	$340	$5,739	$18,281,041	$1,659	7,042	18,059	$29,967,124
Tempranillo	156	$1,000	$3,200	$245,817	$1,575	88	244	$384,345
Zinfandel	7			$10,350	$1,500	0	7	$10,350
Total Red winegrapes	**17,252**			**$26,192,827**		**12,232**	**29,484**	**$44,467,420**

1 Lowest and highest prices are only reported when there are at least three purchasers. Very low or high 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 McLaren Vale is 11%.

Winegrape intake summary - vintage 2014

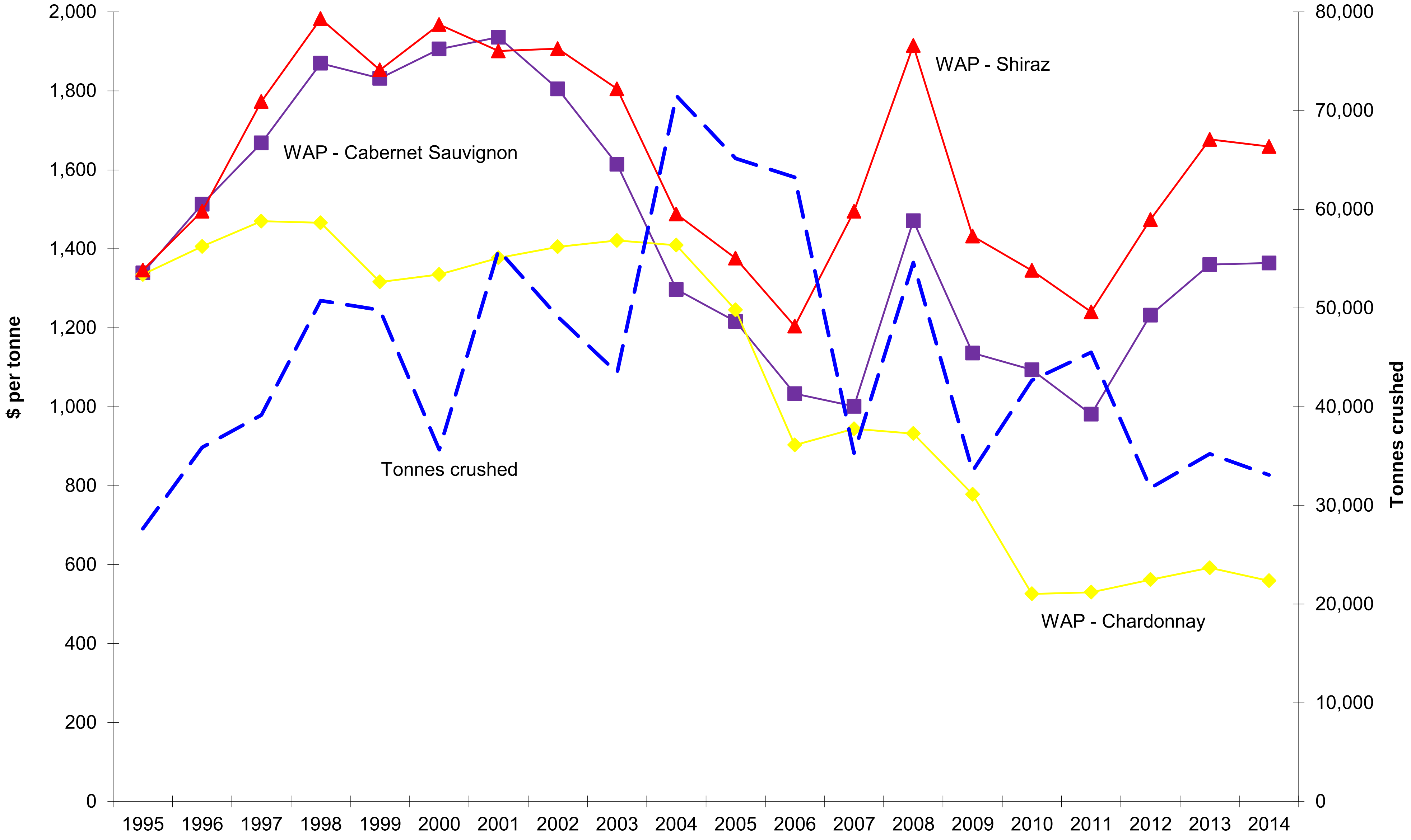
Variety	Tonnes purchased	Lowest price[1]	Highest price[1]	Total value purchased grapes	Calc avg. purch. value per tonne	Winery grown fruit	Total crushed[2]	Est total value ALL grapes
WHITE								
Chardonnay	1,224	$200	$1,600	$684,409	$559	735	1,959	$1,095,158
Marsanne	53			$61,227	$1,145	30	83	$95,100
Muscat A Petit Grains Blanc	6			$4,998	$850	43	48	$41,157
Other white	131	$900	$1,500	$157,384	$1,205	109	240	$282,501
Pinot Gris	6			$3,300	$550	89	95	$52,459
Riesling	149	$550	$1,600	$164,585	$1,105	101	250	$275,848
Roussanne	11			$14,480	$1,265	37	49	$61,545
Sauvignon Blanc	107	$300	$1,450	$105,959	$990	197	304	$300,549
Semillon	59	$300	$1,000	$43,881	$741	176	235	$174,190
Traminer	8			$6,036	$740	0	8	$6,036
Verdelho	55			$86,548	$1,574	6	61	$95,989
Vermentino	26	$1,500	$1,800	$39,497	$1,536	18	43	$66,719
Viognier	137	$800	$1,300	$150,674	$1,102	96	233	$256,845
Total White winegrapes	**1,973**			**$1,522,978**		**1,635**	**3,608**	**$2,804,096**
Grand Total All winegrapes	**19,224**			**$27,715,804**		**13,868**	**33,092**	**$47,271,516**

1 Lowest and highest prices are only reported when there are at least three purchasers. Very low or high 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 McLaren Vale is 11%.

McLaren Vale

Historical Weighted Average Price vs tonnes crushed



McLaren Vale

Current plantings by variety and year planted

	Current area in hectares					
Variety	*Pre-2011*	*2011*	*2012*	*2013*	*Total area*	*% planted in 2013*
Red winegrapes						
Barbera	14	0	0	0	14	*0%*
Cabernet Franc	28	0	0	0	28	*0%*
Cabernet Sauvignon	1,262	13	19	11	1,305	*1%*
Grenache	445	6	6	0	457	*0%*
Mataro (Mourvedre)	63	2	6	5	77	*7%*
Merlot	249	0	0	0	249	*0%*
Other Red	61	10	10	4	85	*4%*
Petit Verdot	54	0	0	0	54	*0%*
Pinot Noir	64	0	0	0	64	*0%*
Sangiovese	56	0	0	0	56	*0%*
Shiraz	3,776	12	42	37	3,866	*1%*
Tempranillo	45	9	3	1	59	*1%*
Total red varieties	**6,117**	**51**	**87**	**58**	**6,314**	***1%***
White winegrapes						
Chardonnay	466	0	0	5	470	*1%*
Chenin Blanc	19	2	0	0	21	*0%*
Marsanne	12	0	0	0	12	*0%*
Muscat A Petit Grains Blanc (White Frontignac)	10	0	4	0	13	*0%*
Other White	26	10	2	0	38	*0%*
Pinot Gris	21	0	0	0	21	*0%*
Riesling	40	2	0	0	42	*0%*
Sauvignon Blanc	104	0	0	0	104	*0%*
Savagnin	8	0	0	0	8	*0%*
Semillon	64	0	0	0	64	*0%*
Verdelho	18	0	0	0	18	*0%*
Vermentino	7	1	2	0	9	*0%*
Viognier	69	0	0	0	69	*0%*
Total white varieties	**863**	**14**	**8**	**5**	**890**	***1%***
Rootstock Block	4	0	0	0	4	*0%*
Multi-purpose white	3	0	0	0	3	*0%*
Unknown variety	211	0	0	0	211	*0%*
Total all varieties	**7,198**	**66**	**95**	**63**	**7,422**	***1%***