Long-term analysis of growing grapes in Colorado

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A long-term analysis – 2000 to 2015

The following presentation was originally given at VinCO 2015 in Grand Junction, CO. It is a state-wide review of data from all annual Colorado Grape Grower Surveys since 2000. The presentation has been updated to include data from the 2015 grape grower survey. The purpose of this presentation is to show which varieties have performed well over the long run, and which ones have not. However, as these are average numbers it does not imply that a good performing variety does well in all locations in the state, nor that a poorly performing variety does poorly in all locations.
A long-term analysis – 2000 to 2015

A large-scale review of all survey data since 2000

Performance of some of Colorado’s most-planted varieties
This is an analysis of YOUR data

Don’t shoot the messenger
A long-term analysis – 2000 to 2015

A look at the yields of Colorado’s top 9 varieties

Cabernet Franc, Cabernet Sauvignon, Chardonnay, Gewürztraminer, Merlot, Pinot noir, Riesling, Syrah, Viognier
Merlot

LTA = long-term average

Yield (ton/acre)

- Black squares: Merlot, LTA = 2.42
- Red circles: CO Average, LTA = 2.17

Cabernet Sauvignon

Yield (ton/acre)

- Cabernet Sauvignon  LTA = 2.27
- CO Average  LTA = 2.17

Year:
- 2000
- 2002
- 2004
- 2006
- 2008
- 2010
- 2012
- 2014
Pinot noir

- Pinot noir: LTA = 1.02
- CO Average: LTA = 2.17
Riesling

![Graph showing the yield of Riesling compared to the CO average. The graph indicates that Riesling has a longer-term average (LTA) of 2.53, while the CO average has an LTA of 2.17. The data spans from 2000 to 2014.]
Gewürztraminer

- Gewürztraminer  LTA = 1.63
- CO Average  LTA = 2.17

Yield (ton/acre)
Viognier

Viognier  LTA = 2.21
CO Average  LTA = 2.17

Yield (ton/acre)

Cabernet Franc

Yield (ton/acre)

- Cabernet Franc LTA = 2.68
- CO Average LTA = 2.17

Year:
- 2000
- 2002
- 2004
- 2006
- 2008
- 2010
- 2012
- 2014
Average yield, 2000 - 2015

Bar denotes 1 StDev

Average Yield (ton/acre)

- Pinot noir
- Chardonnay
- Gewürztraminer
- CO Average
- Viognier
- Cabernet Sauv.
- Merlot
- Riesling
- Syrah
- Cabernet Franc
A long-term analysis – 2000 to 2015

Yield is only one component

What about the prize per ton?

Sales revenue?
Average prize, 2000 - 2015

Average Price ($/ton)

- Riesling
- Gewürztraminer
- CO Average
- Chardonnay
- Syrah
- Merlot
- Cabernet Franc
- Cabernet Sauv.
- Pinot Noir
- Viognier
Average revenue from sales of grapes, 2000 - 2015

![Bar chart showing average gross revenue ($/acre) for different grape varieties: Pinot noir, Gewürztraminer, Chardonnay, Riesling, CO Average, Cabernet Sauv., Syrah, Merlot, Cabernet Franc, Viognier. The revenue increases from left to right.]
A long-term analysis – 2000 to 2015

- Best performing varieties are Viognier and Cabernet Franc
- Cabernet Franc combines good cropping reliability with high price per ton
- Yield of Viognier is less reliable, but price per ton is higher
A long-term analysis – 2000 to 2015

- Worst varieties are Pinot noir and Gewürztraminer
- Gewürztraminer combines low average yield with low price per ton
- Although highly-prized, Pinot noir has a very low average yield
Grape prices - 2000 to 2015

- Annual increases >5 % between 2010 and 2013
- Since 2010, average grape price has increased $300 per ton
- This may be good news for grape growers, but...
Grape prices - 2000 to 2015

Grape price has not kept up with inflation since 2010

The graph shows the comparison between the actual grape price and the CPI-adjusted price from 2000 to 2015. The CPI-adjusted price line remains relatively flat after 2010, indicating that grape prices have not kept up with inflation.
Grape prices - 2000 to 2015

- And what is the impact of annual price increases of ~5% on winery economics?
Acknowledgements

Thanks to

• All growers who have responded to the annual Colorado Grape Grower Survey

• Colorado Wine Industry Development Board for funding the surveys