
2010 Grower Survey

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Survey summary

Survey forms sent	181
Survey forms returned	117
Commercial growers	107
Mail undelivered	9
Not a commercial grower	1
Rate of return	65 %

Non-respondents: established growers

40 growers who provided data in previous surveys did not respond to the 2010 survey

- 140 total acres (~15 % of CO total)
- 140 producing acres

Another ~30 growers have not replied to any of the surveys since 2000.

Definition

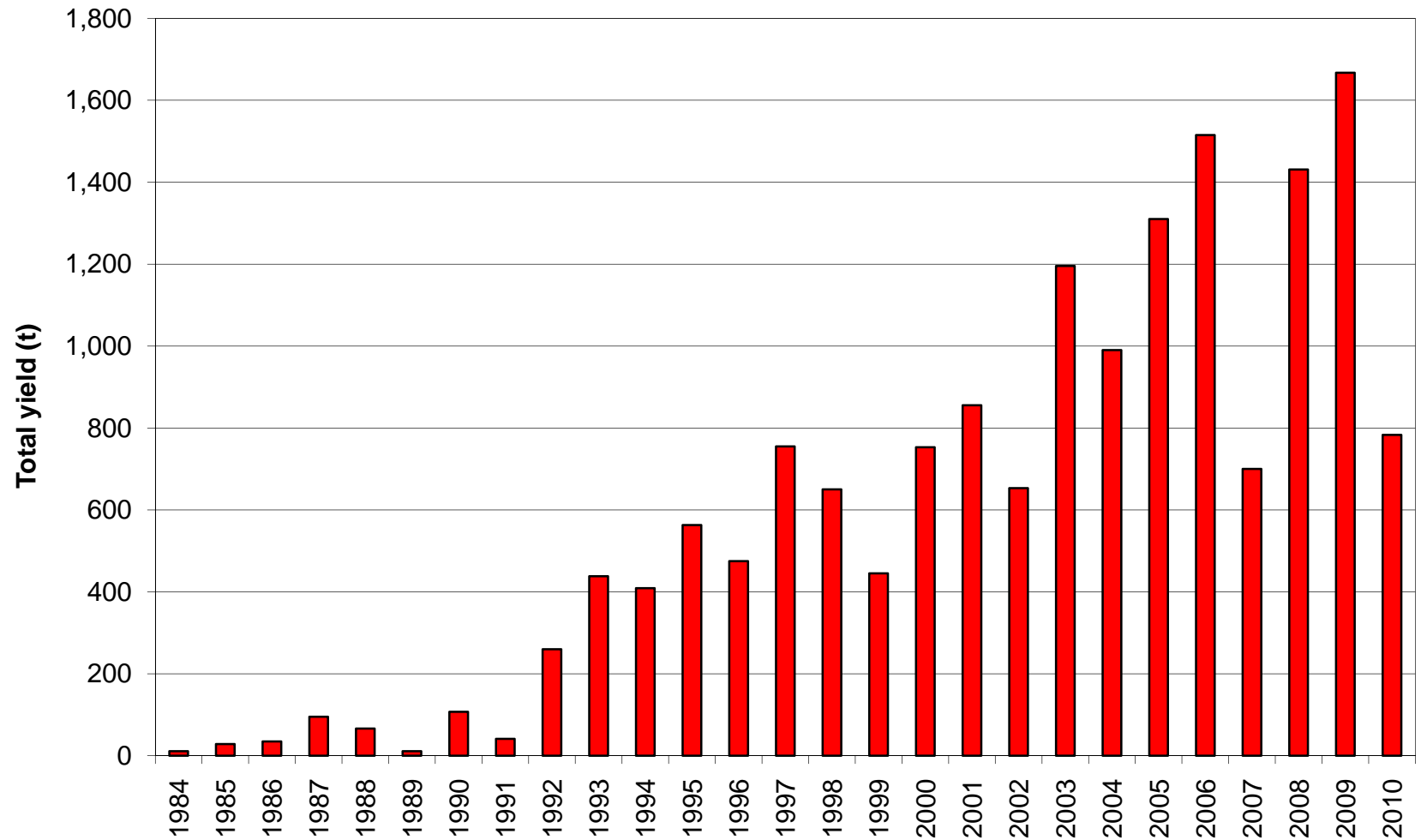
“Producing area”

- vineyards that were planted prior to 2009

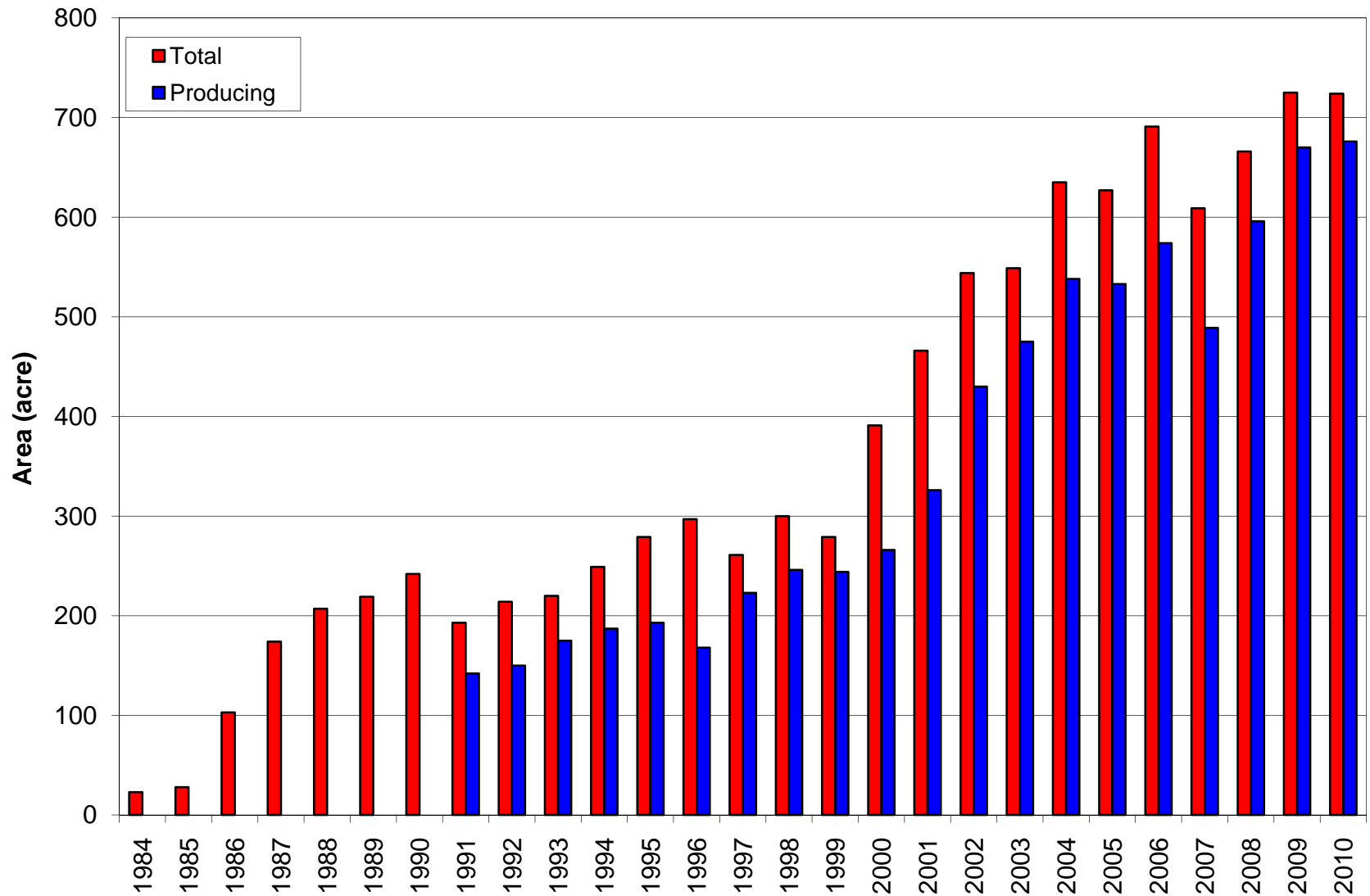
2010 Survey results

Total vineyard area (acre)	724
Wineries	235 (32 %)
Contract growers	489 (68 %)
Producing vineyard area (acre)	676
Wineries	222 (33 %)
Contract growers	454 (67 %)
Average vineyard size (acre)	6.8
Total production (t)	783
Average yield (t/acre)	1.16
Average grape price (\$/t)	1,348
Average picking costs (\$/t)	
Gross return (\$/acre)	1,561

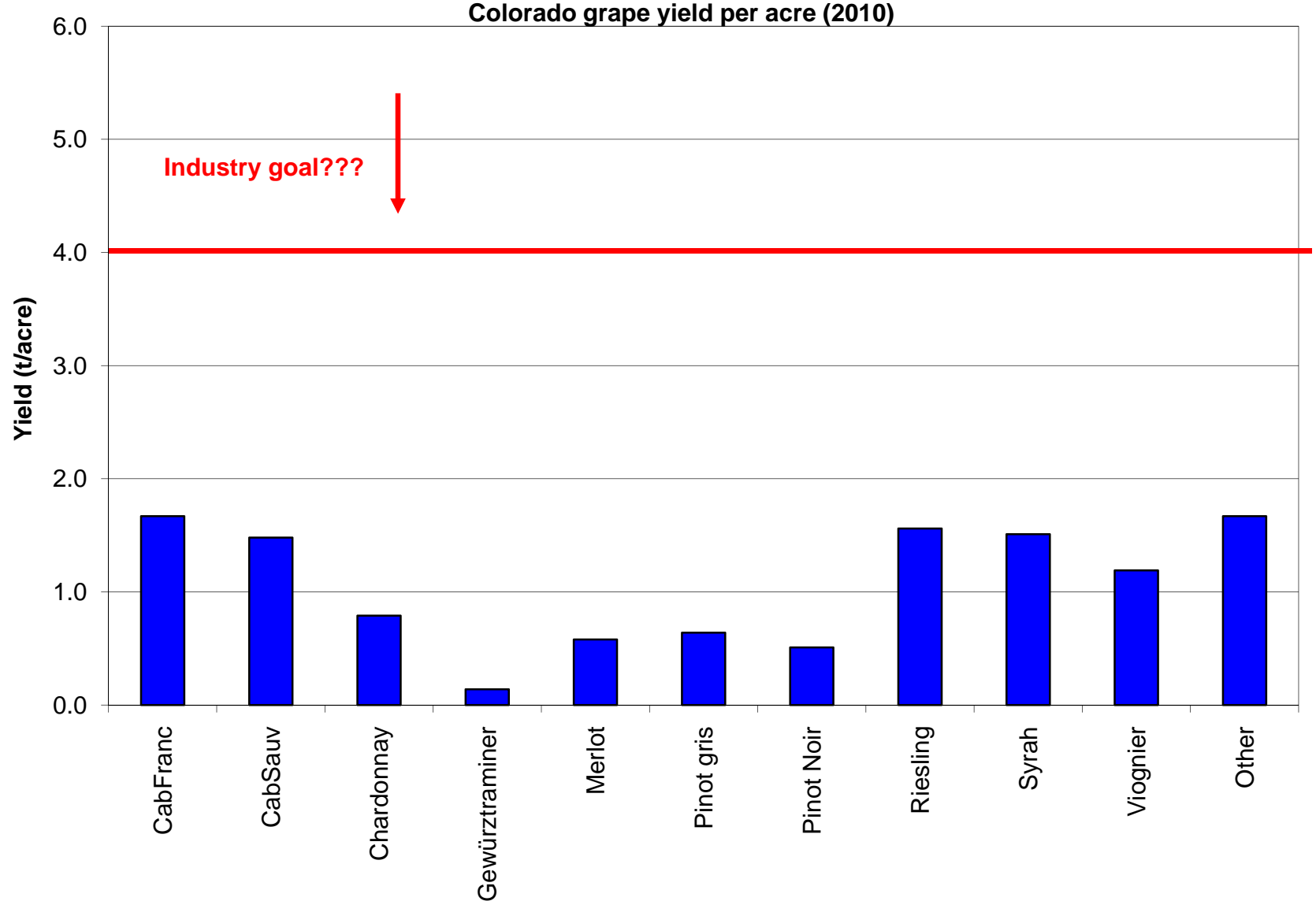
Colorado grape production by year



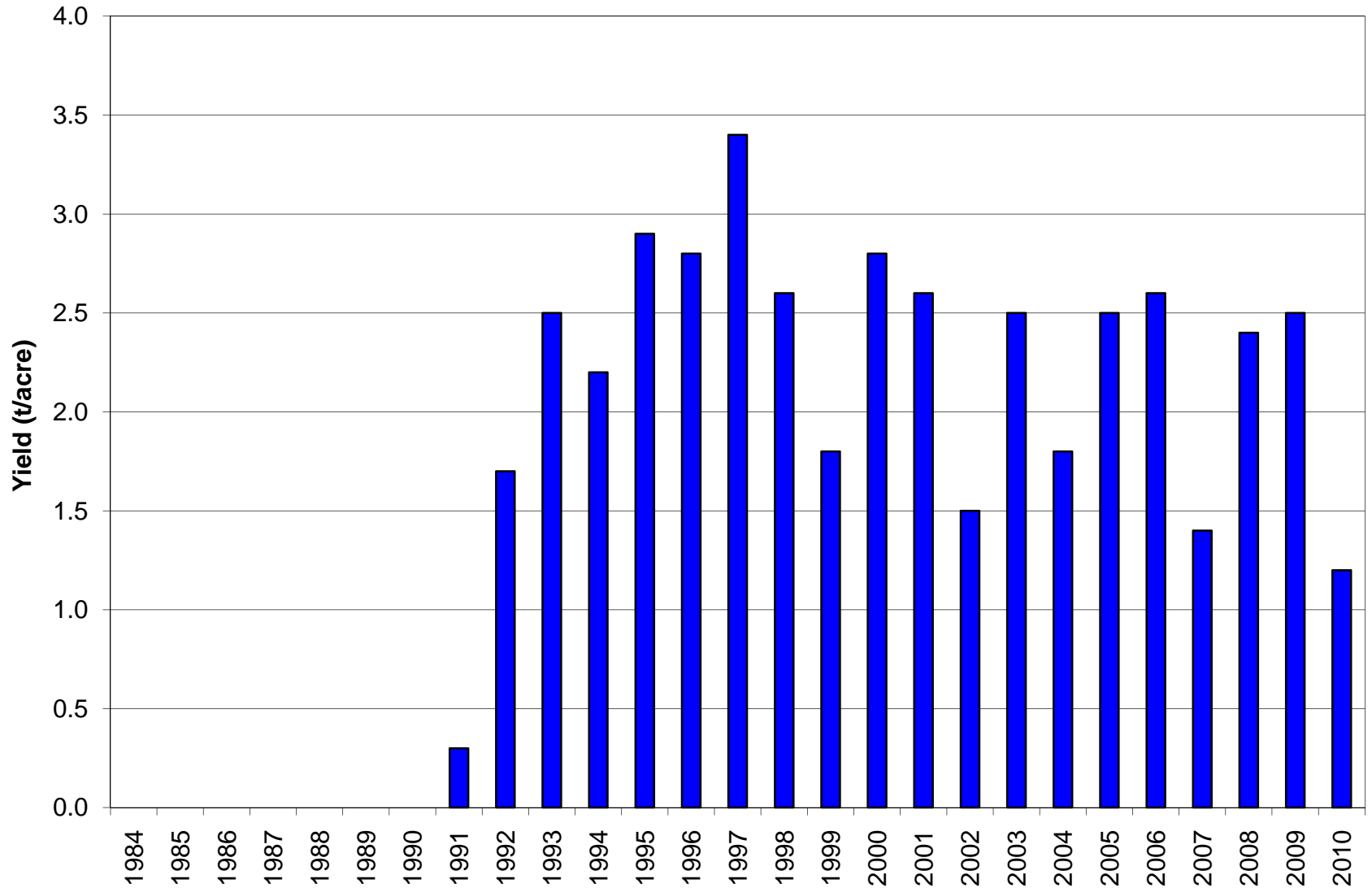
Colorado grape growing area by year



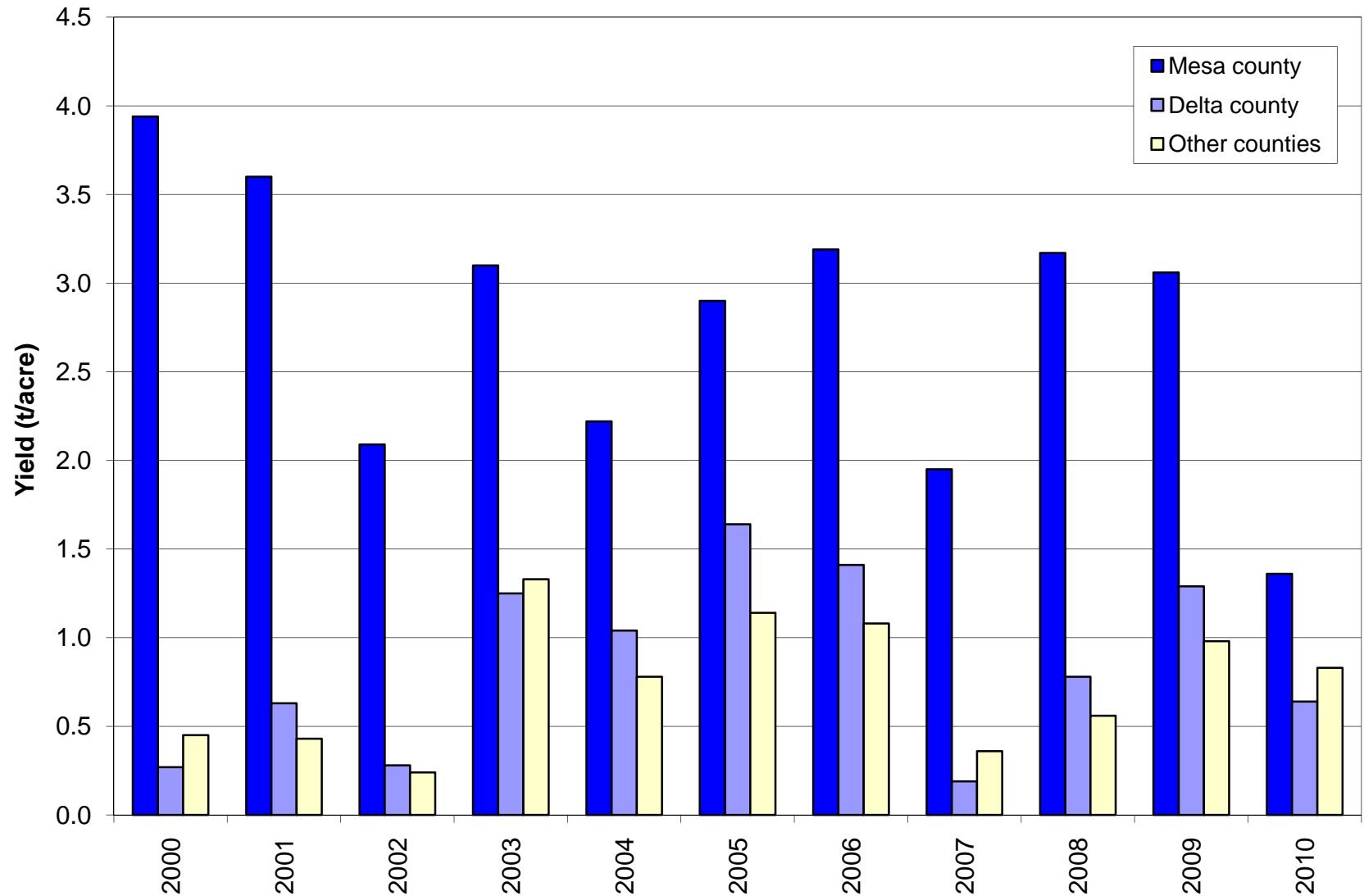
Colorado grape yield per acre by variety



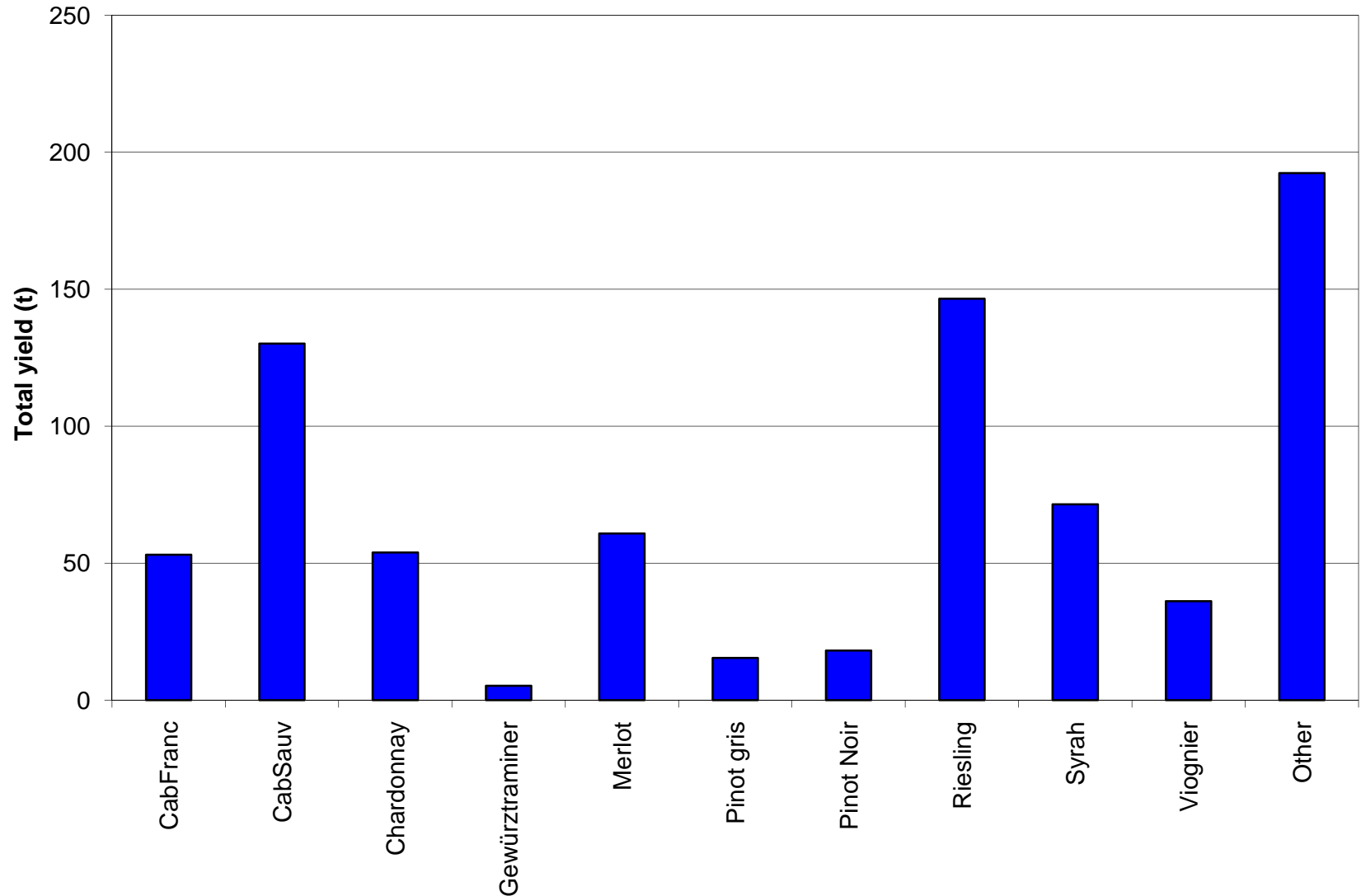
Colorado grape yield per acre by year



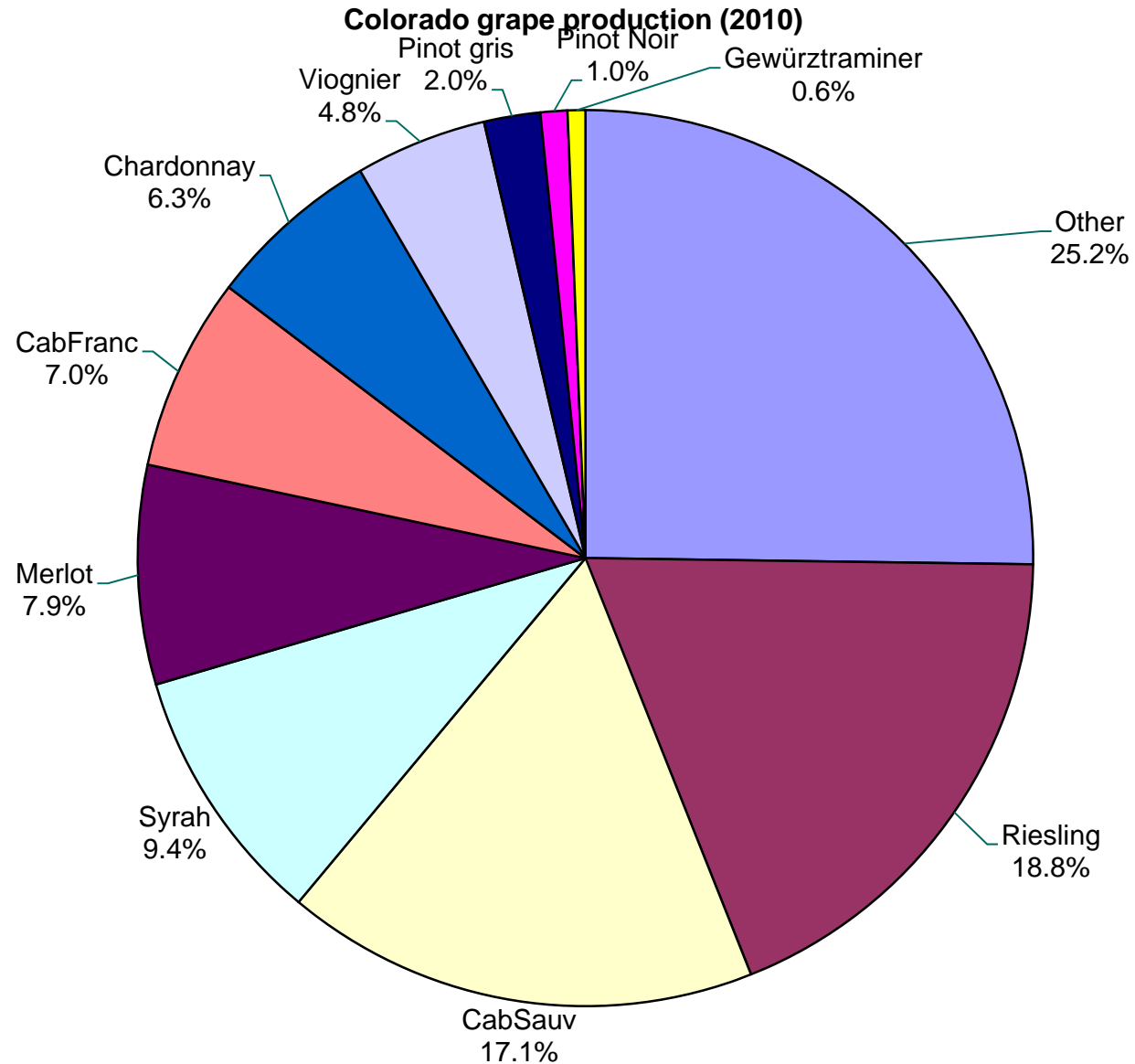
Colorado grape yield per acre by county



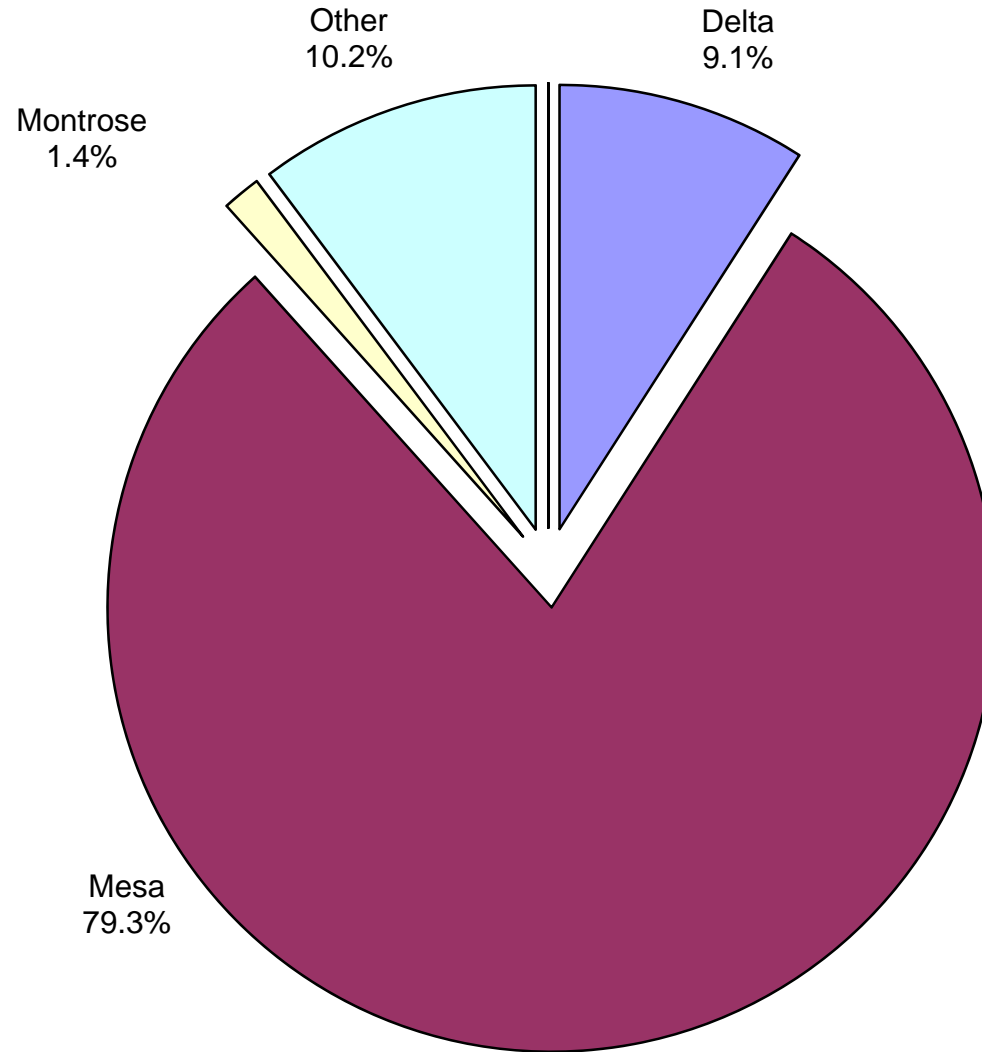
2010 Colorado grape production by variety



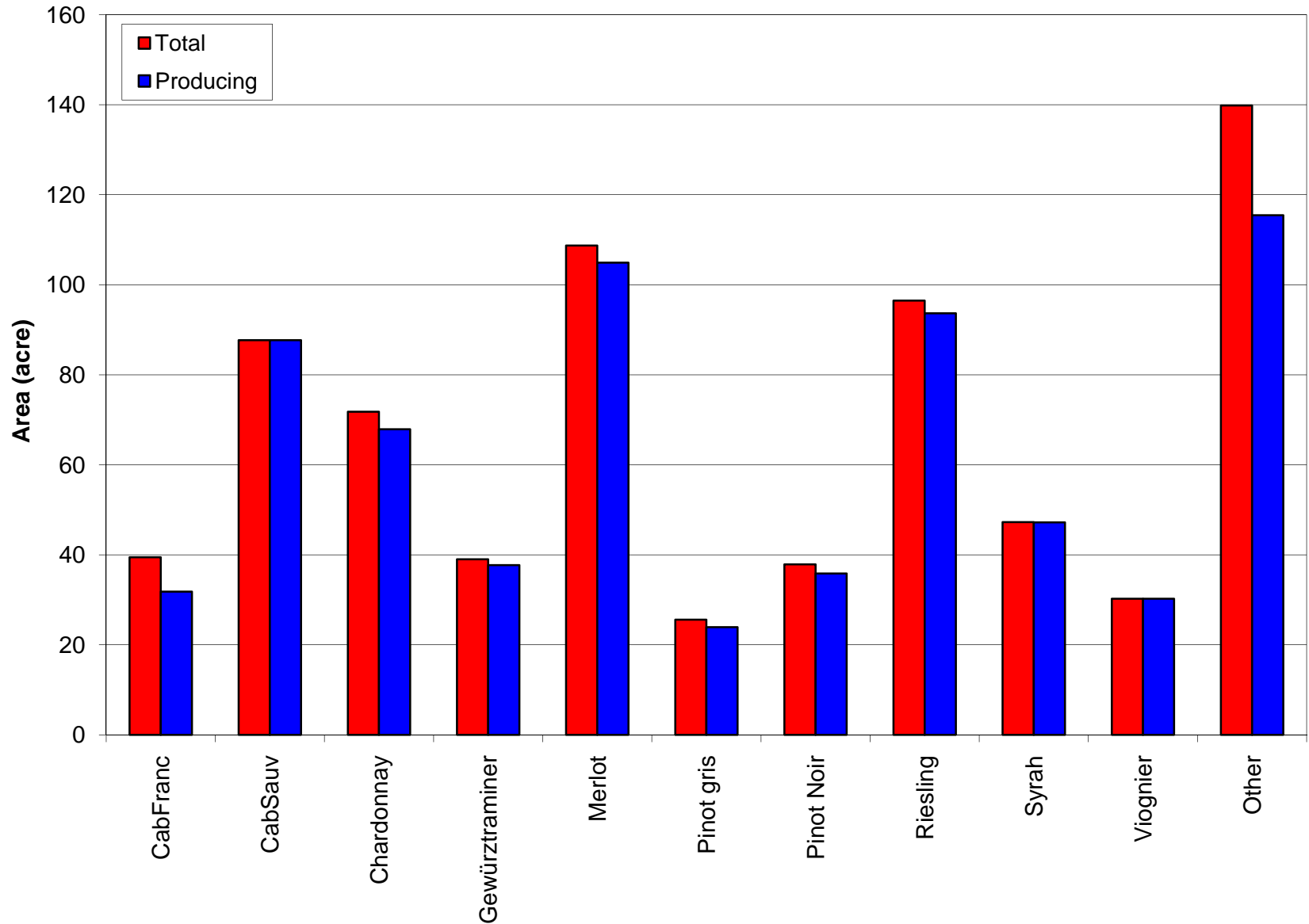
Colorado grape production by variety



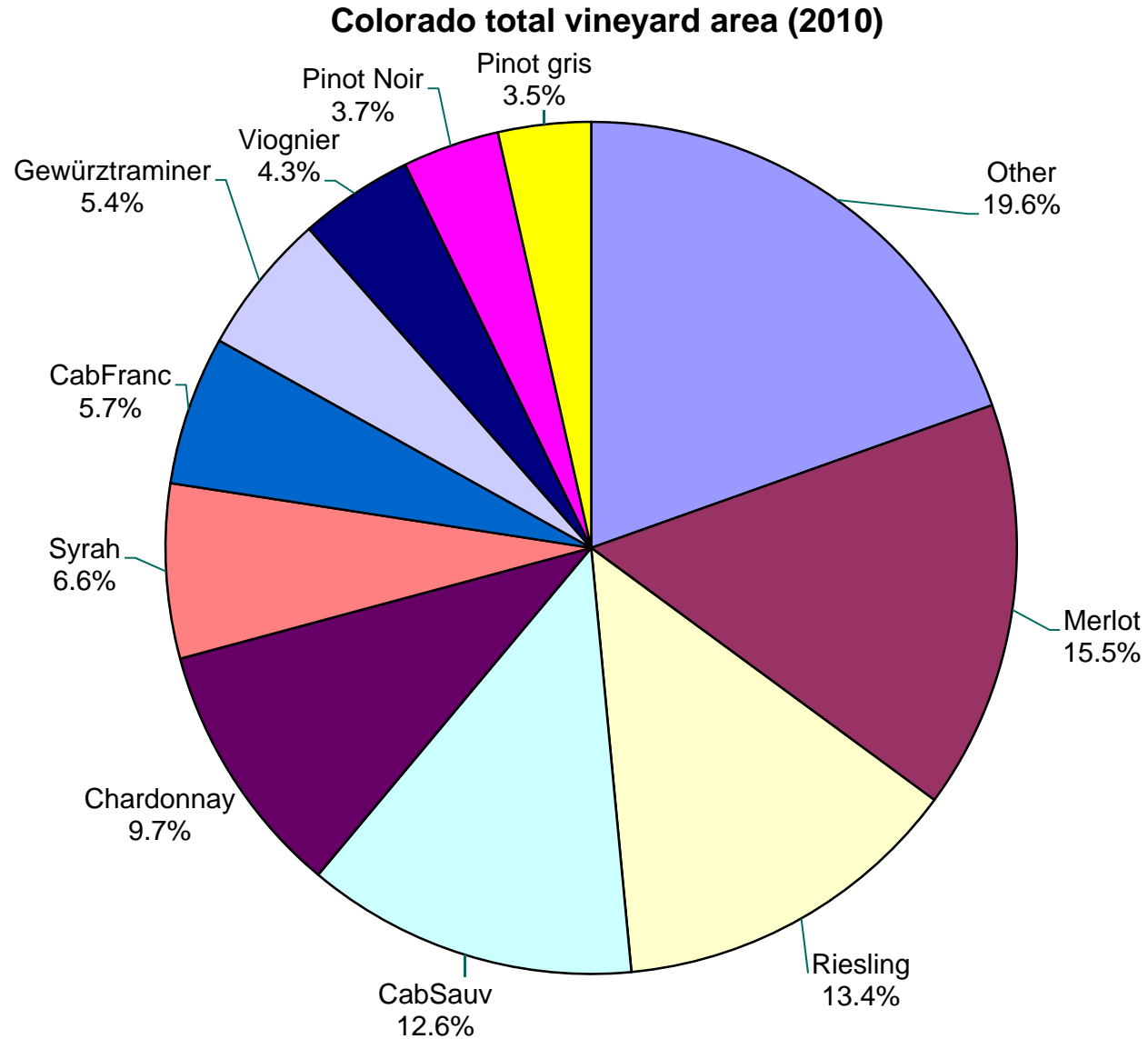
2010 Colorado grape production by county



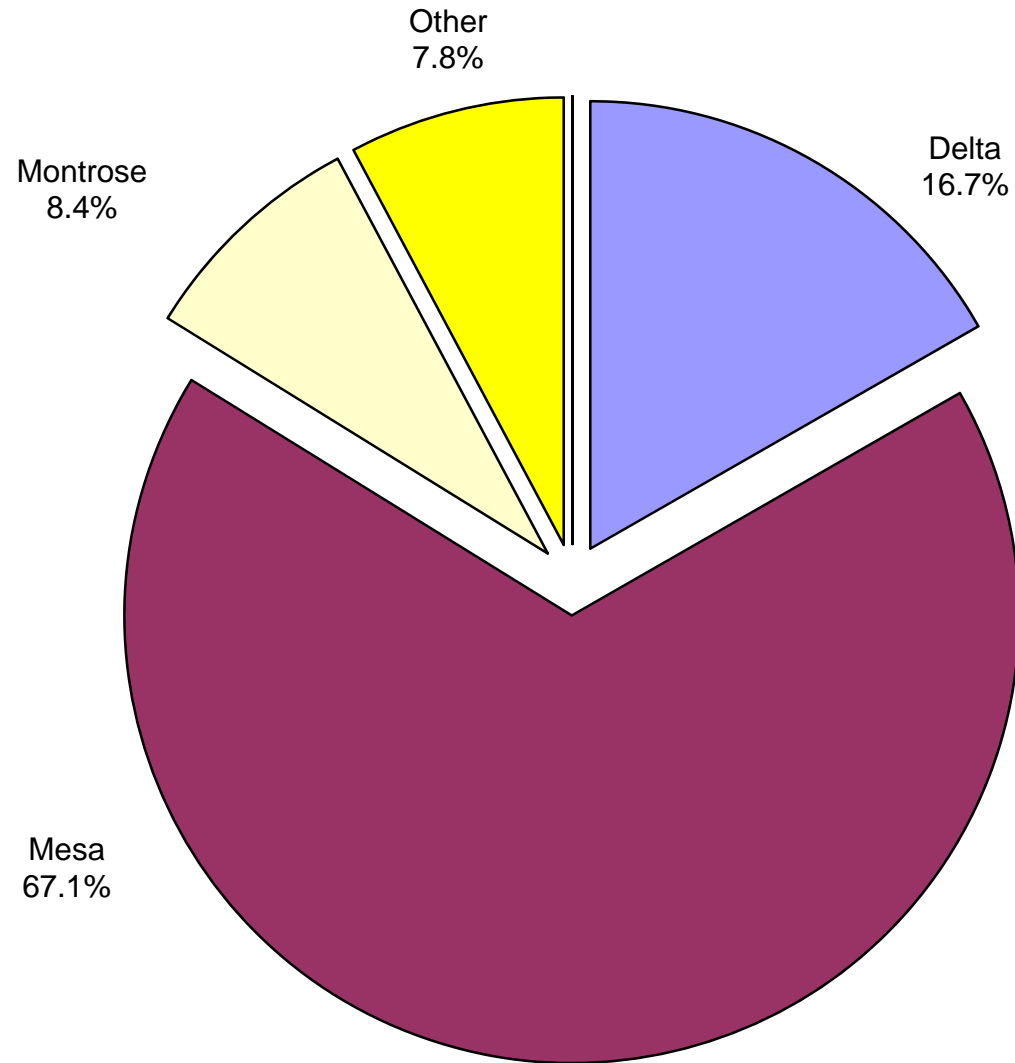
Colorado grape growing area by variety



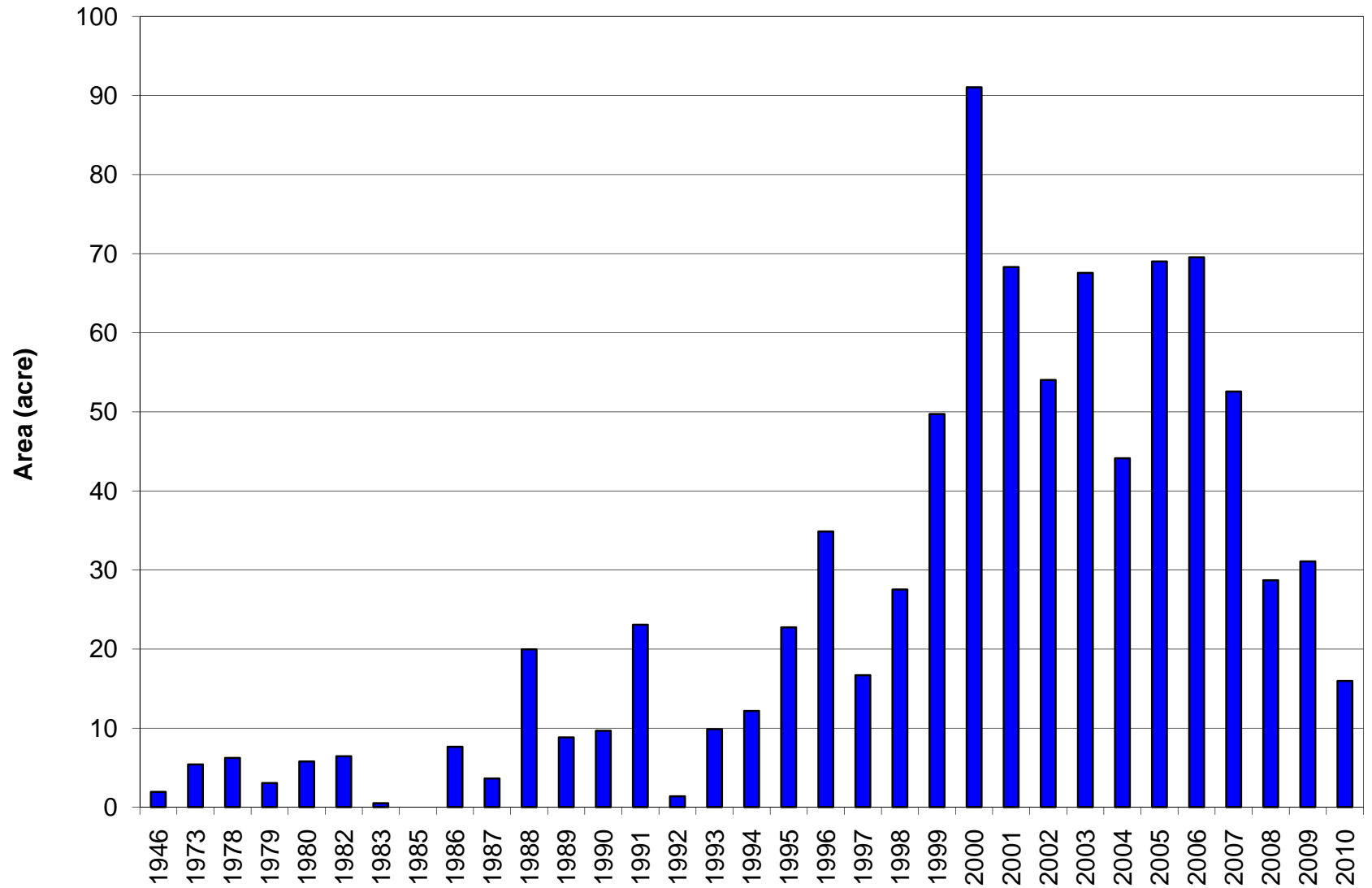
Colorado grape growing area by variety



Colorado total vineyard area by county

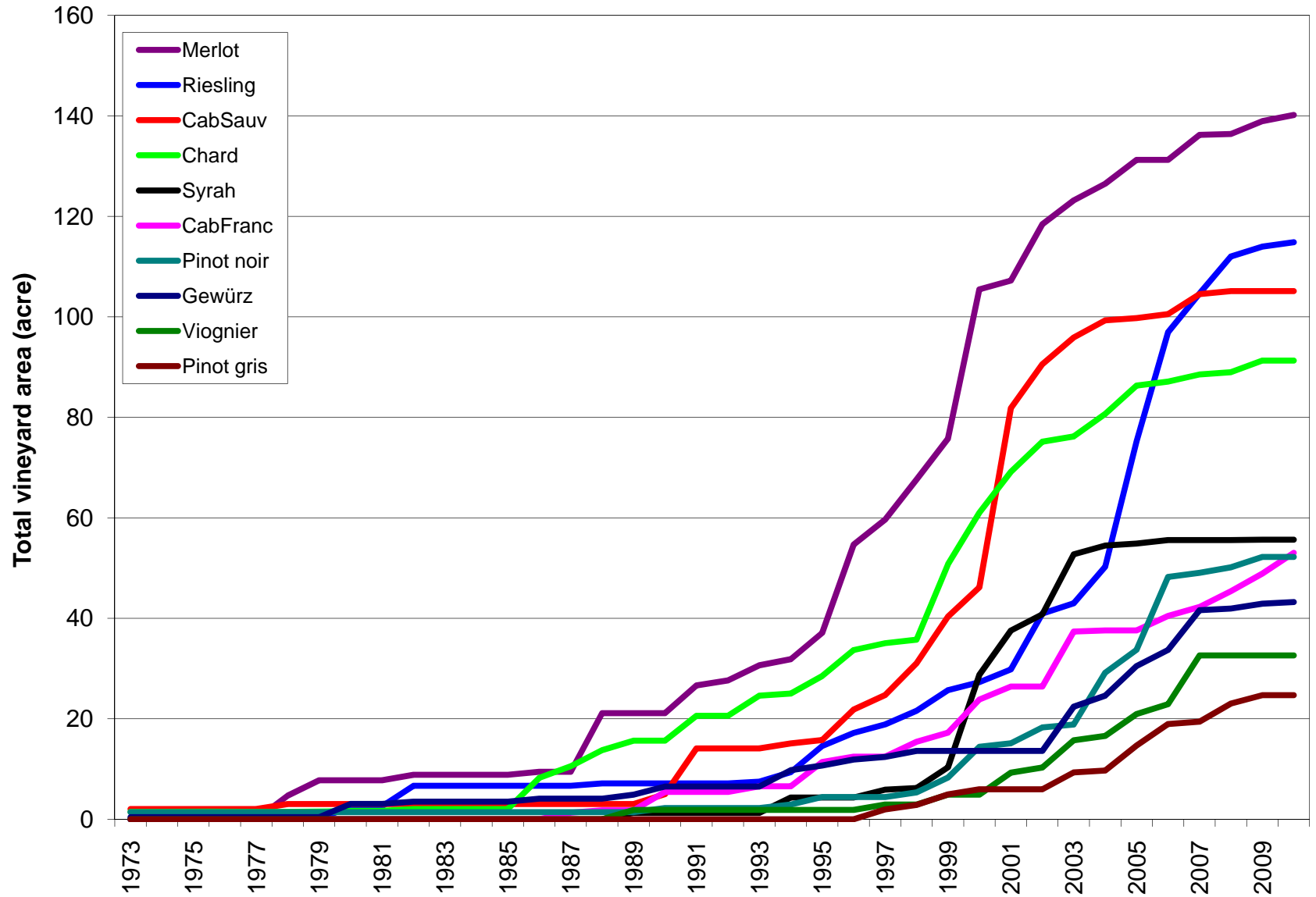


Colorado vineyards by planting year



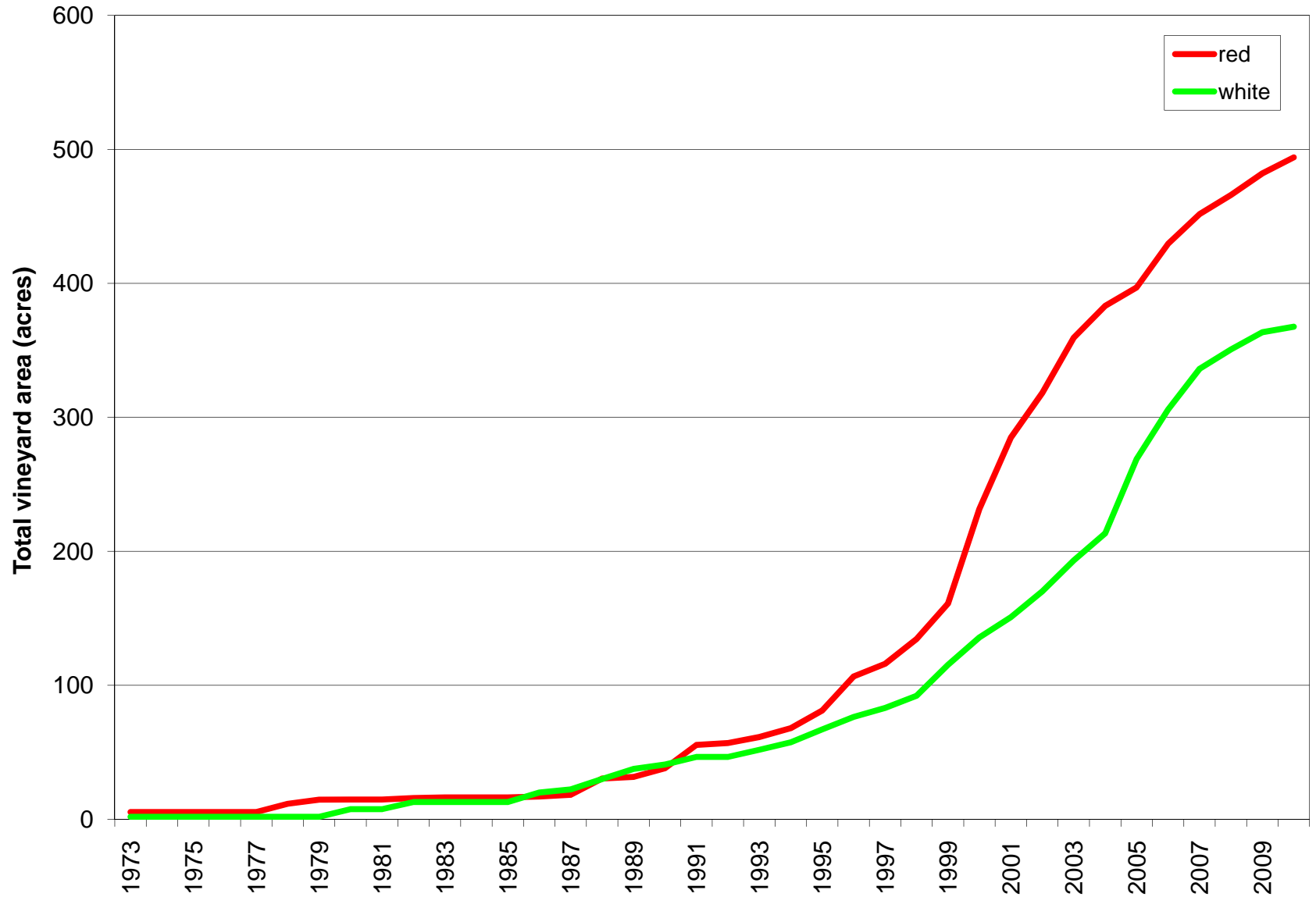
Best guess; based on all surveys since 2000

Colorado vineyard area, top 10 varieties



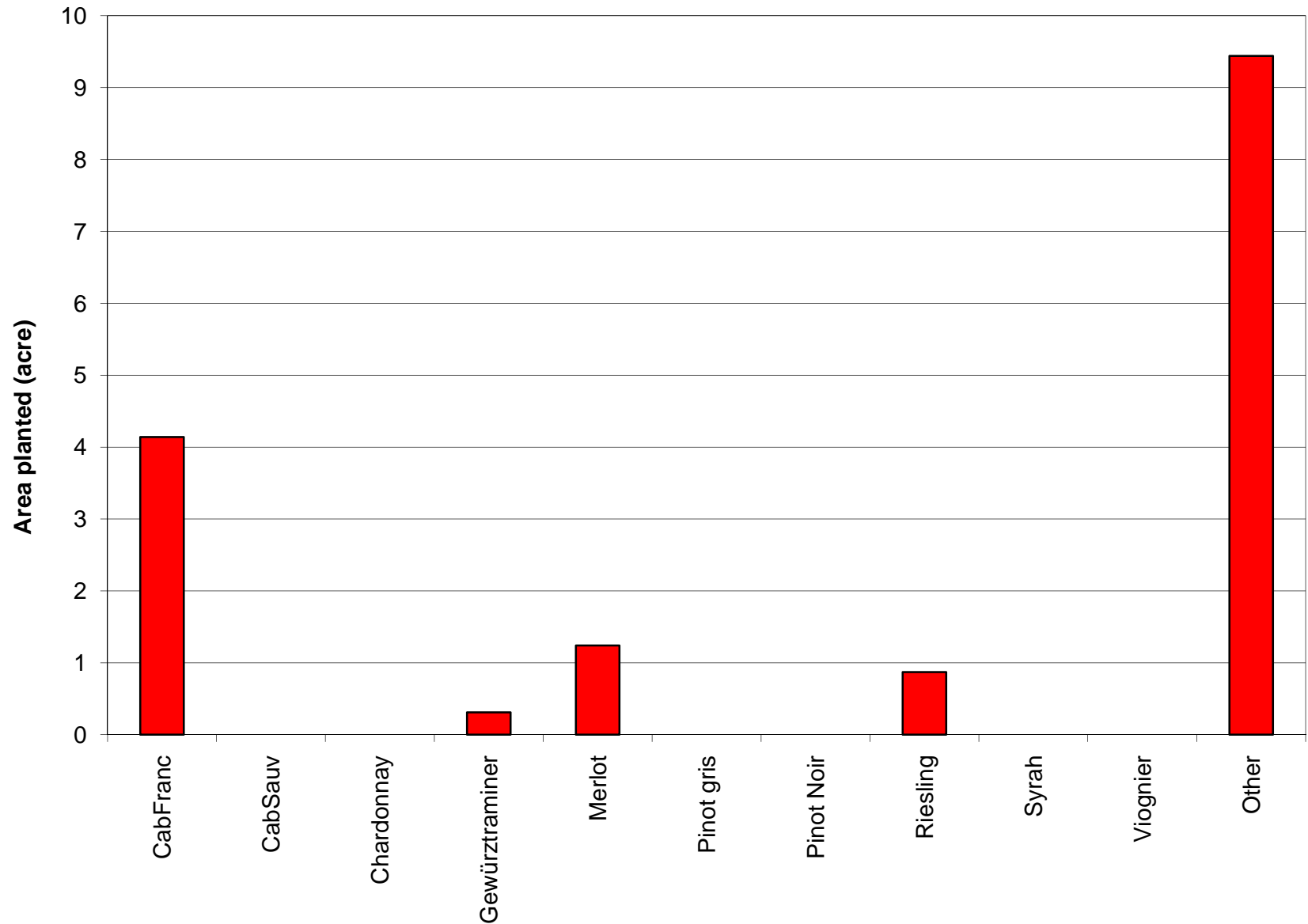
Best guess; based on all surveys since 2000

Colorado wine varieties – red & white

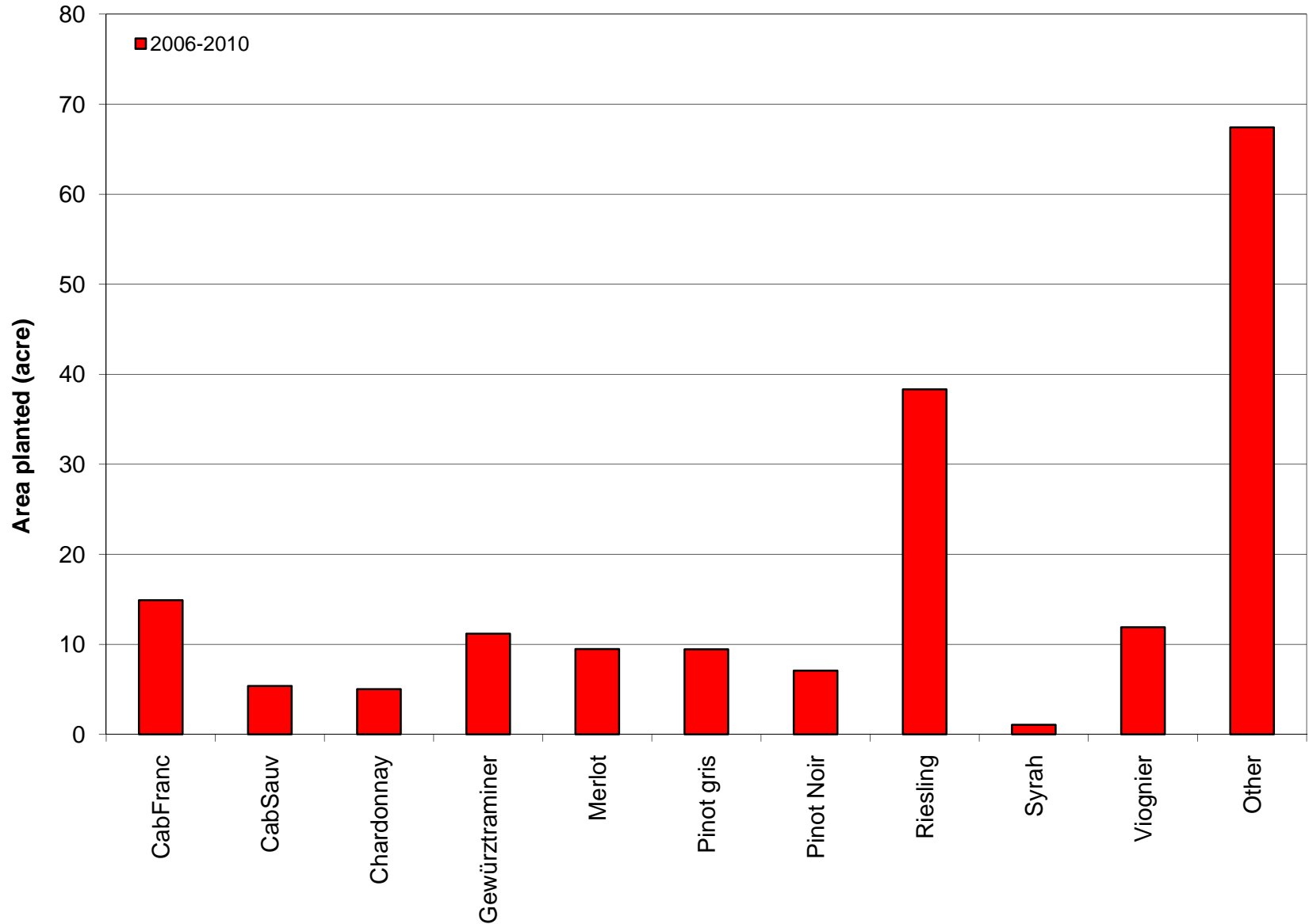


Best guess; based on all surveys since 2000

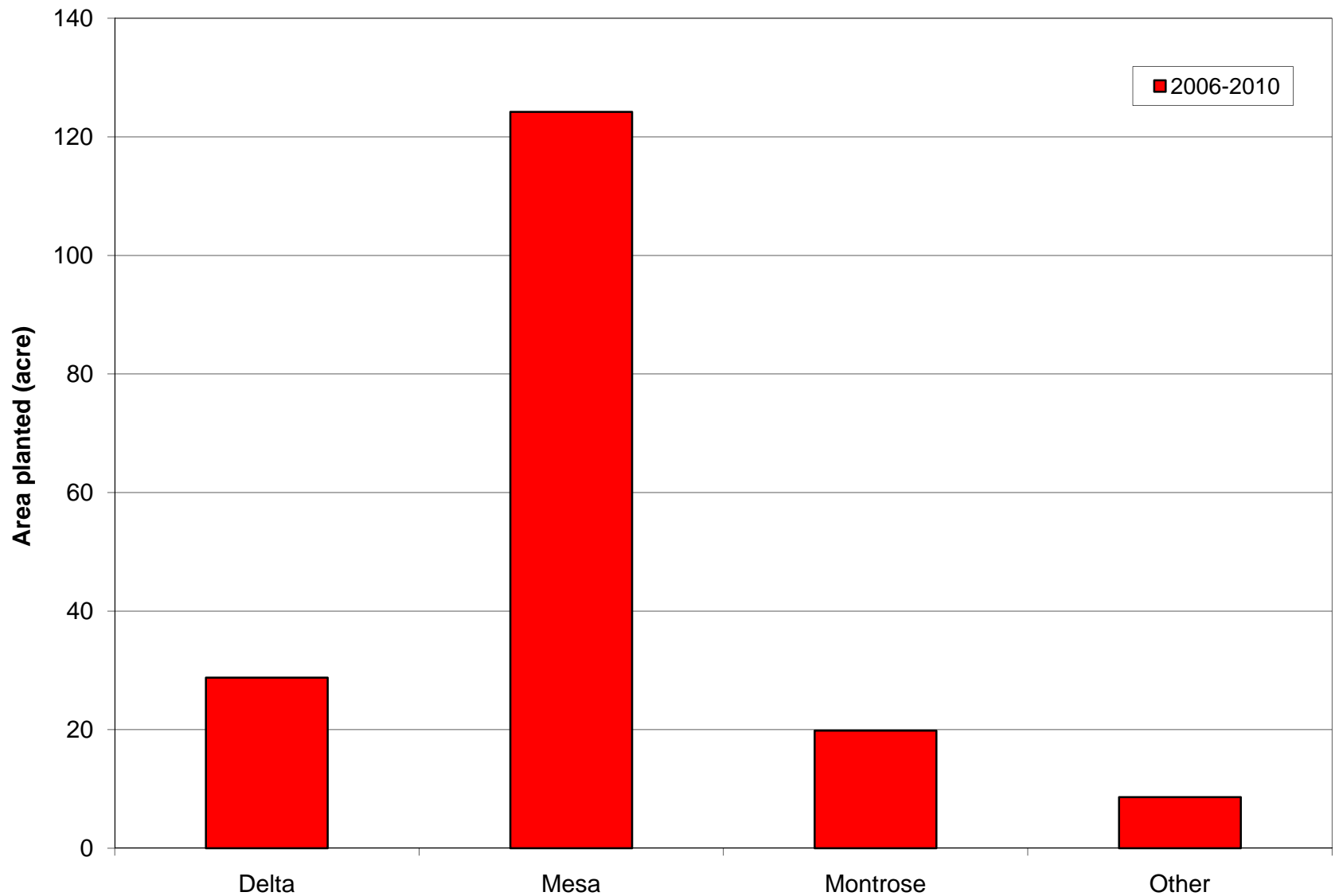
What has been planted in 2010?



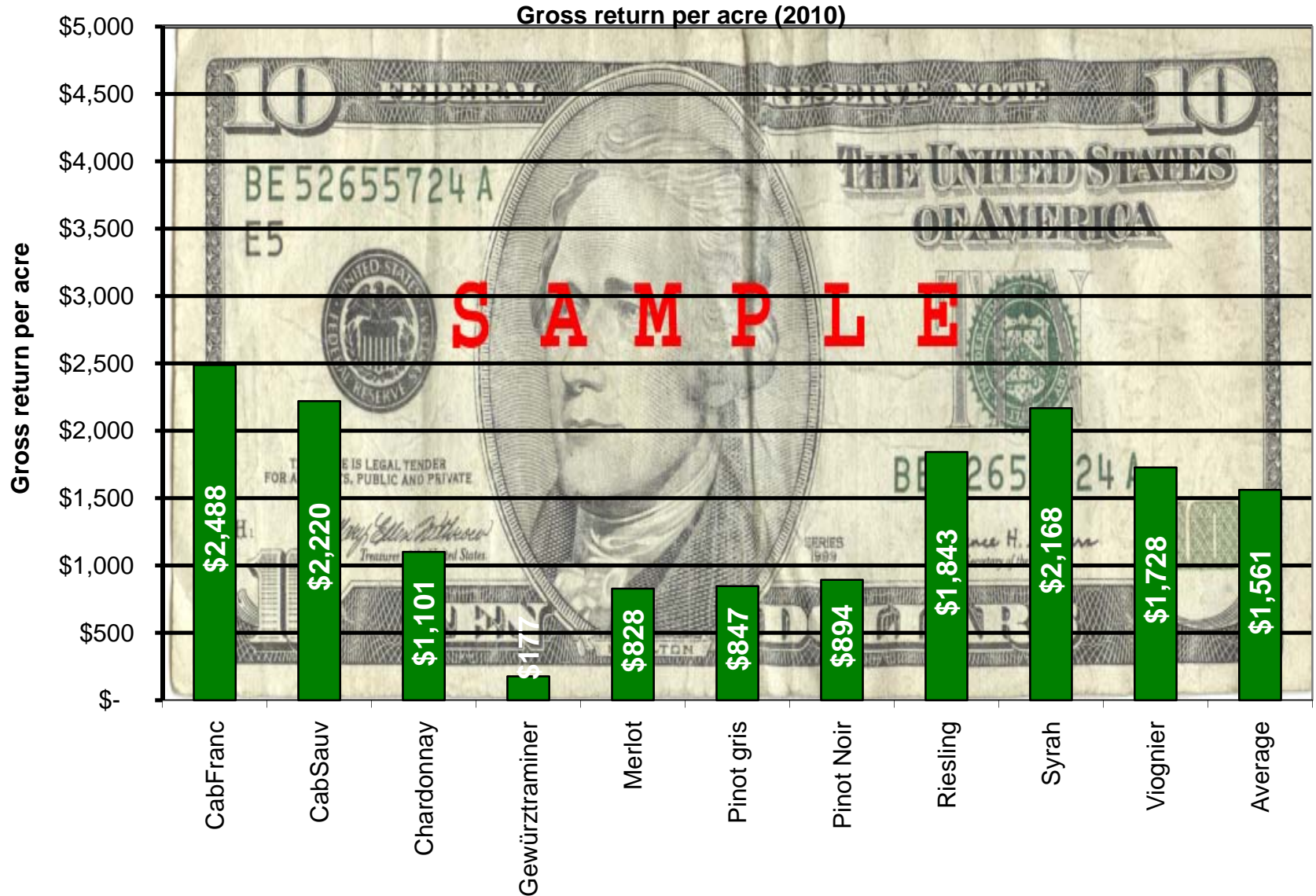
Total plantings 2006 - 2010



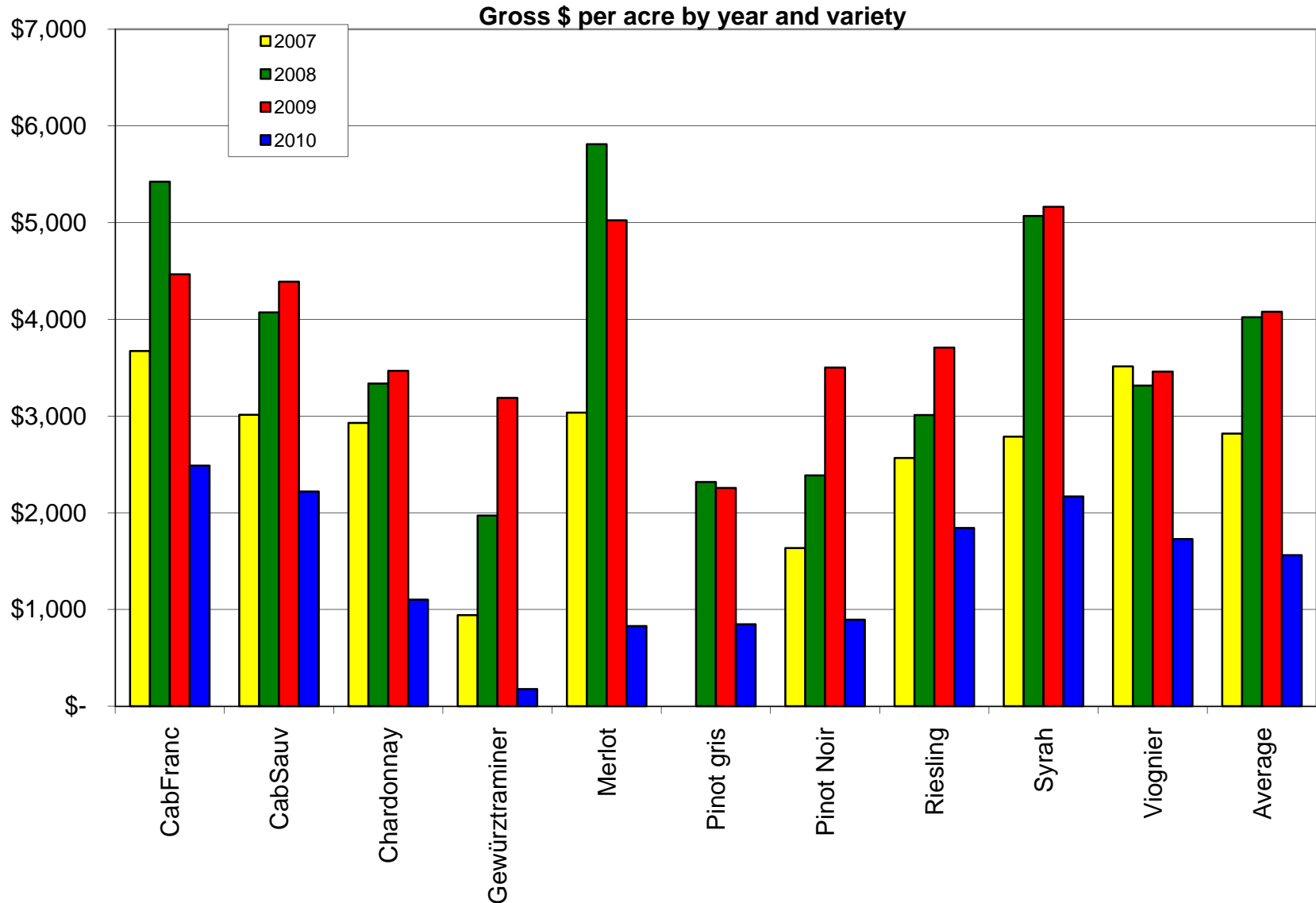
New vineyard area by county



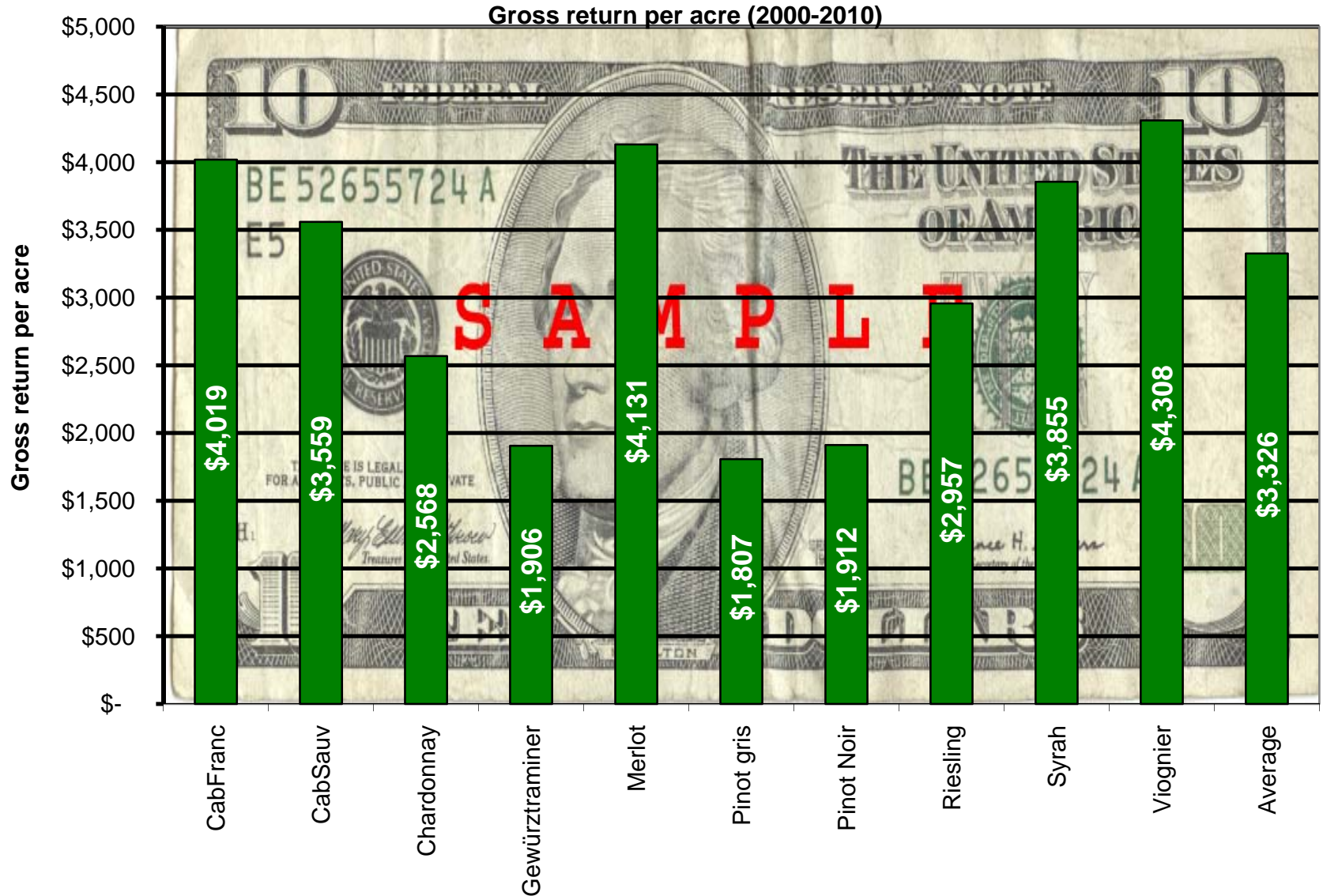
Gross return per acre, 2010



Gross return per acre, 2007-2010



Average gross return per acre, 2000-2010



2010 Grape Grower Survey “Highlights”

- Worst yield per acre since 1991
- Merlot, the state’s leading variety for >10 years, ranks only fourth in production
- Riesling ranks number one in production
- The vineyard area removed exceeds the new area planted

“Guesstimate” of Colorado grape growing area

Total vineyard area (acre)	~1,000
Wineries	33 %
Growers	67 %
Producing vineyard area (acre)	850-950
Wineries	33 %
Growers	67 %
Average vineyard size (acre)	6.5-7.0

Note: This “guesstimate” was prepared from data provided in the 1999 to 2010 surveys. A number of growers never responded to either of those surveys. Taking into account non-respondents, I estimate a total Colorado vineyard area in 2010 of ~1,000 acres.

Varieties included in “Other” category

Albarino, Aurora, Barbera, Bianca, Brianna, Canadice, Carmenere, Carmine, Catawba, Cayuga white, Chambourcin, Chancellor, Chardonef, Chenin blanc, Concord, Corot Noir, Counoise, Cynthiana, Dolcetto, Edelweiss, Esprit, Fredonia, French Columbard, Frontenac, Frontenac Gris, Gamay Noir, Graciano, Grenache, Himrod, La Crescent, La Crosse, Lemberger, Leon Millot, Malbec, Marechal Foch, Marquette, Montepulciano, Mourvedre, Muscat blanc, Muscat Hamburg, Muscat Ottonel, Nebbiolo, Noiret, Norton, Orange Muscat, Petit Verdot, Petite Syrah, Pinot Blanc, Pinot Meunier, Primitivo, Rkatsiteli, Rousanne, Sangiovese, Sauvignon Blanc, Semillon, Seyval Blanc, Souzao, St. Croix, St. Laurent, St. Pepin, Tannat, Tempranillo, Tinto Cao, Tinta Madeira, Touriga National, Traminette, Vernaccia, Vidal, Vignoles, Zinfandel, Zweigelt

Acknowledgements

Thanks to

- All growers who responded to the survey
- CWIDB for funding the survey
- Amy Montano, CSU for help with data entry and analysis