

# 2013 Grower Survey

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# Survey summary

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Survey forms sent	169
Survey forms returned	93
Rate of return	55 %

# Non-respondents: established growers

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25 growers who provided data for the 2011 and/or 2012 surveys did not respond to the 2013 survey

- ~63 total acres (~7 % of CO total)

Another ~40 growers have not replied to any of the surveys since 2009.

# Definition

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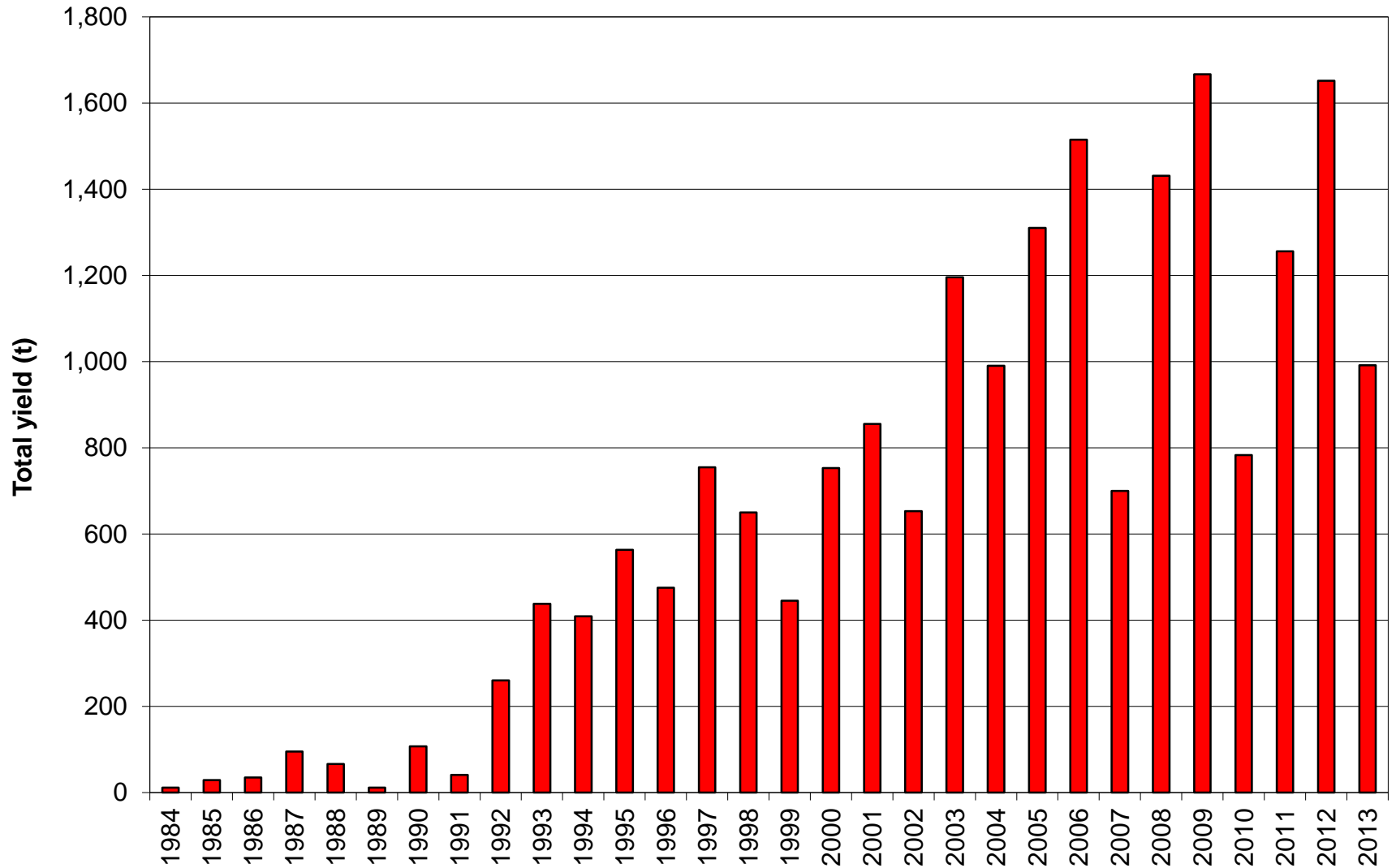
“Producing area”

- vineyards that were planted prior to 2012

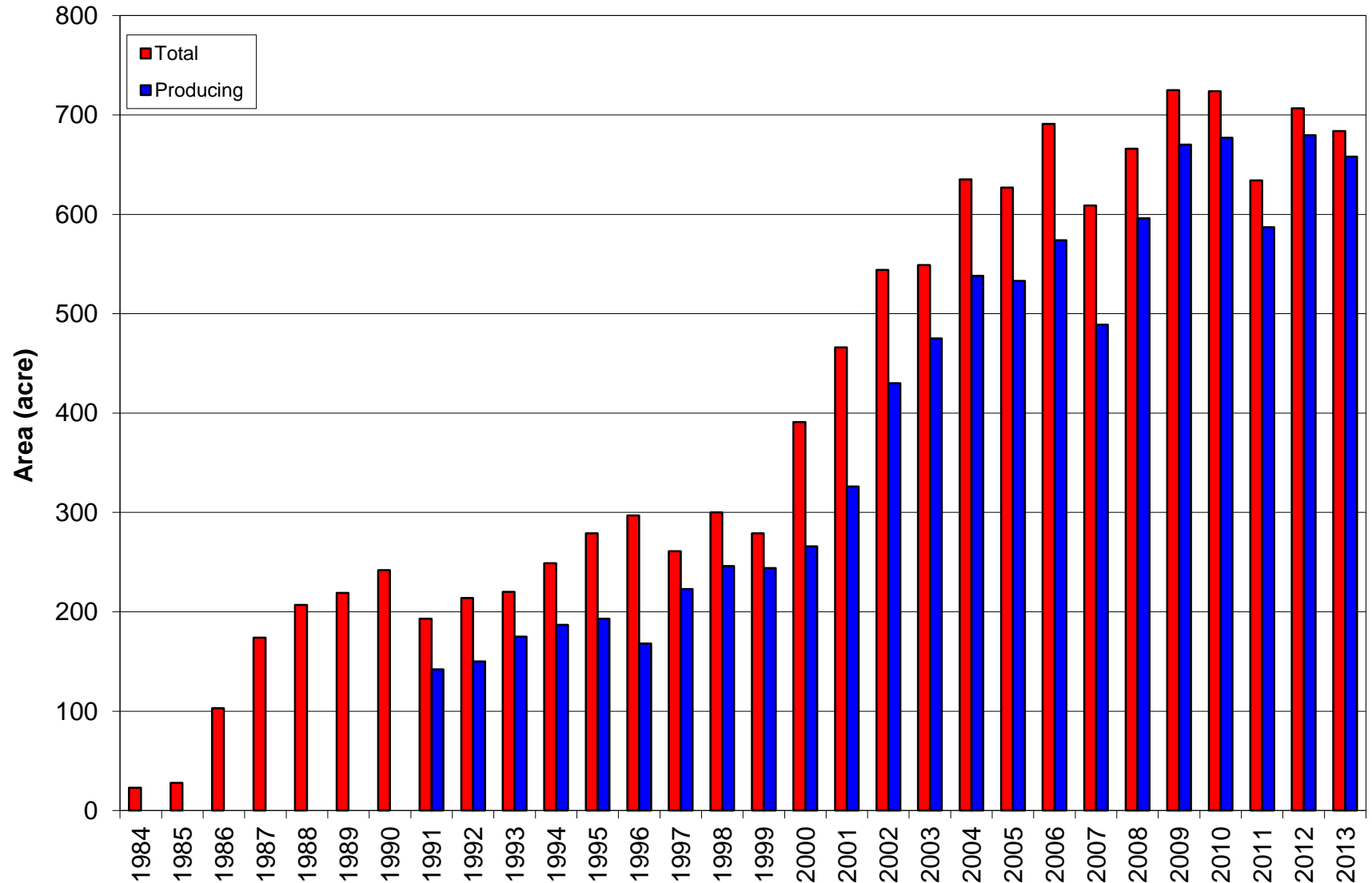
# 2013 Survey results

Total vineyard area (acre)	684
Wineries	307 (45 %)
Contract growers	376 (55 %)
Producing vineyard area (acre)	658
Wineries	296 (45 %)
Contract growers	362 (55 %)
Average vineyard size (acre)	7.4
Total production (t)	992
Average yield (t/acre)	1.5
Average grape price (\$/t)	1,550
Average picking costs (\$/t)	
Gross return (\$/acre)	2,341

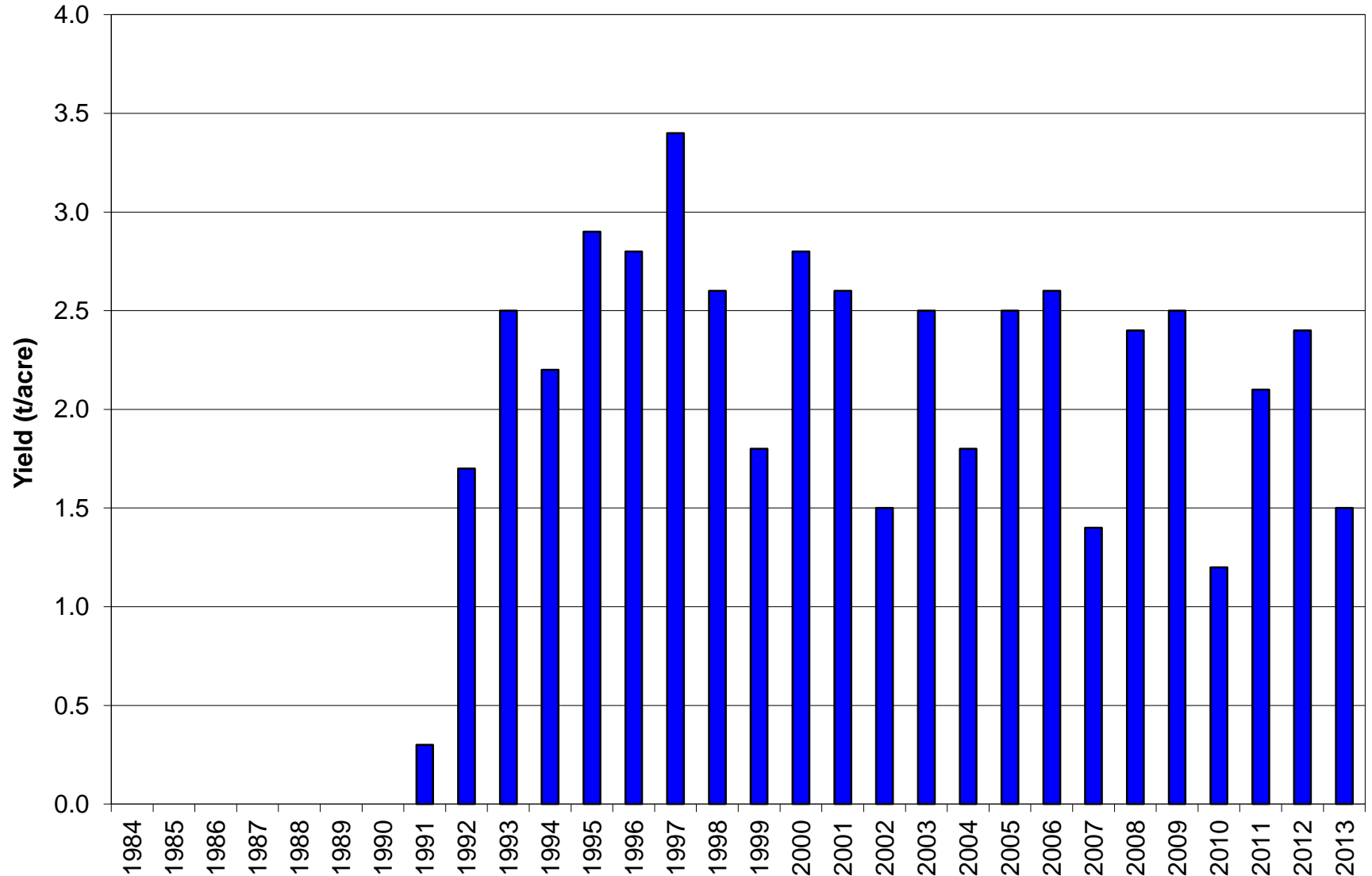
# Colorado grape production by year



# Colorado grape growing area by year

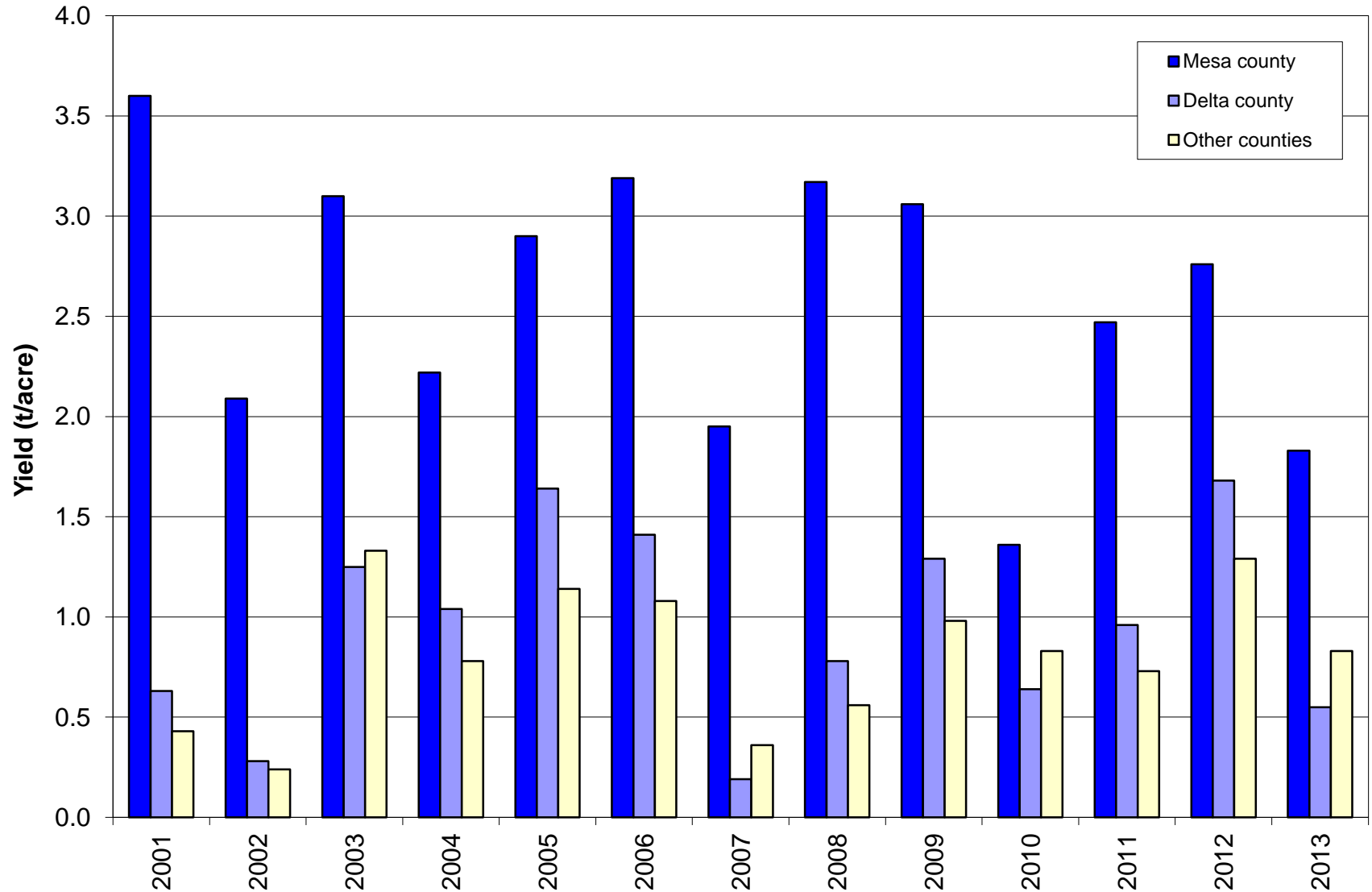


# Colorado grape yield per acre by year

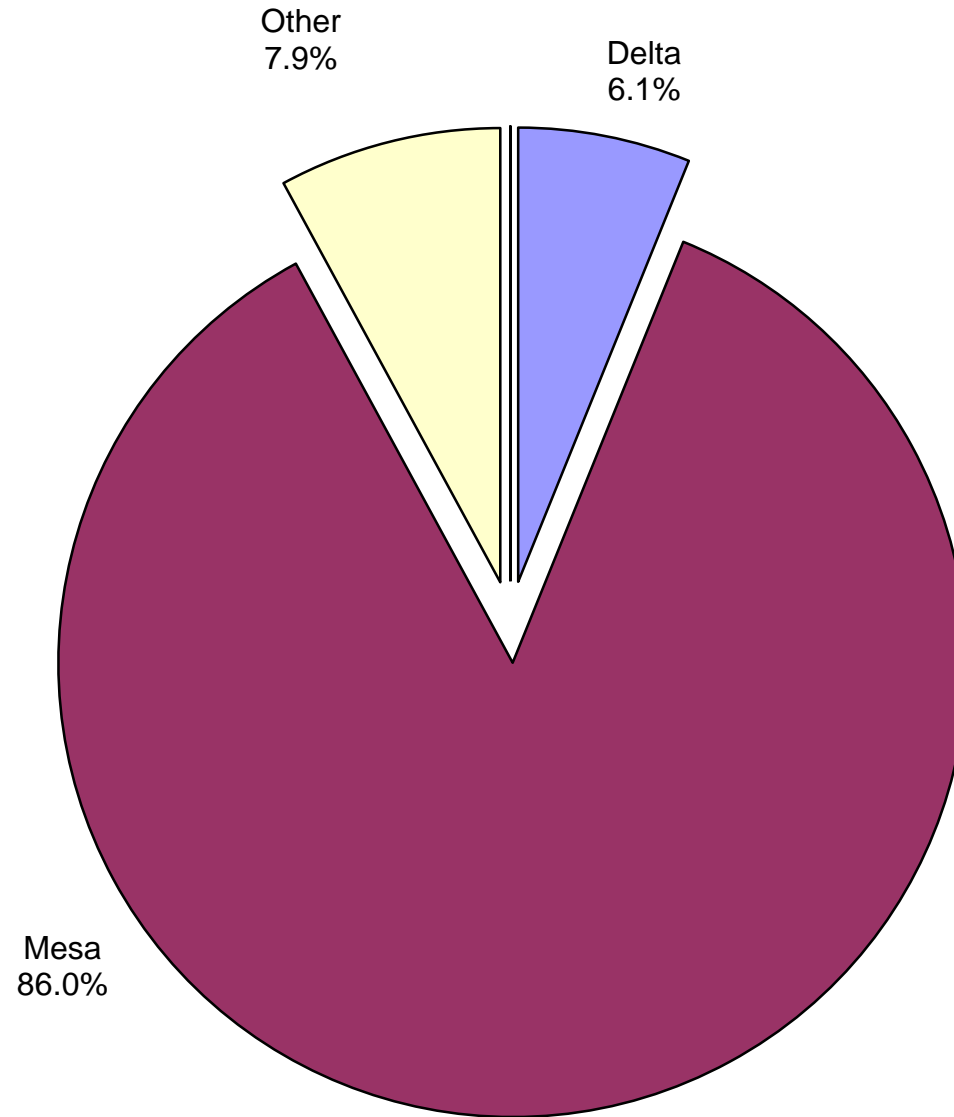




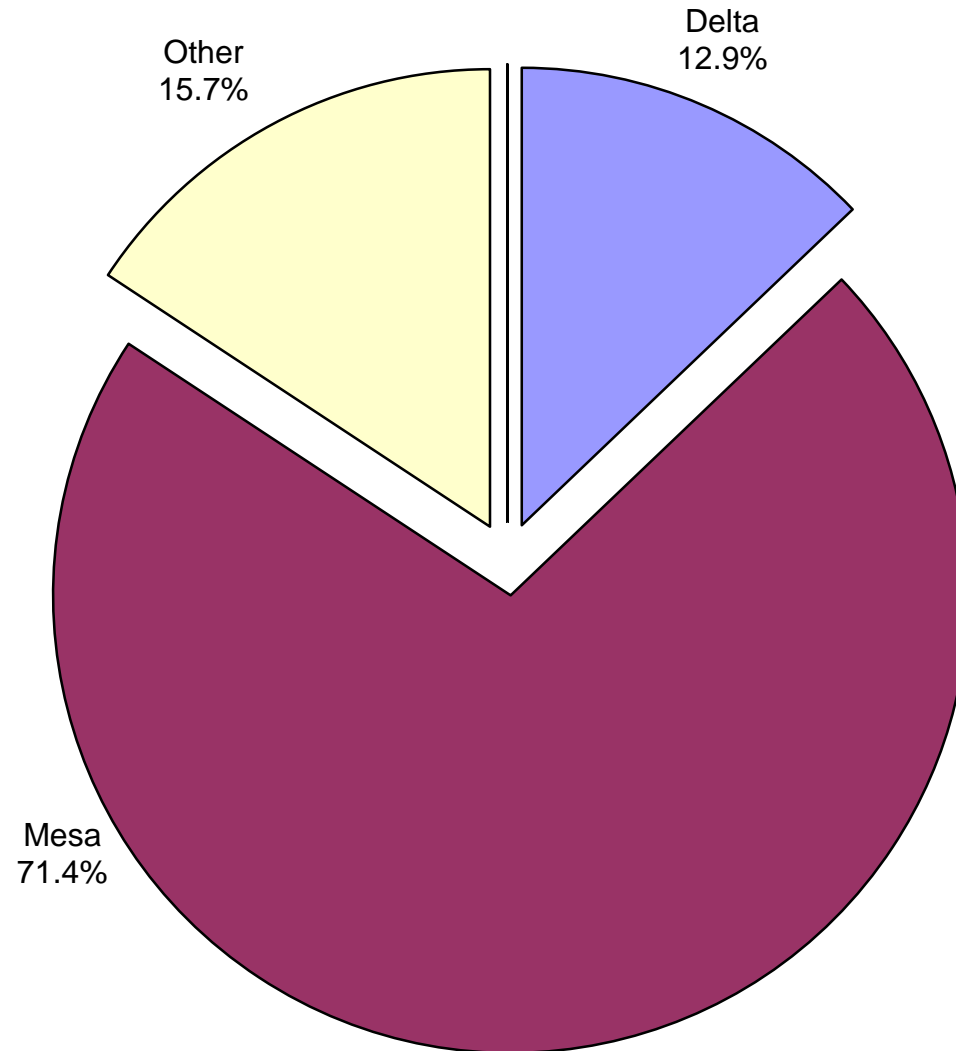
# Colorado grape yield per acre by county



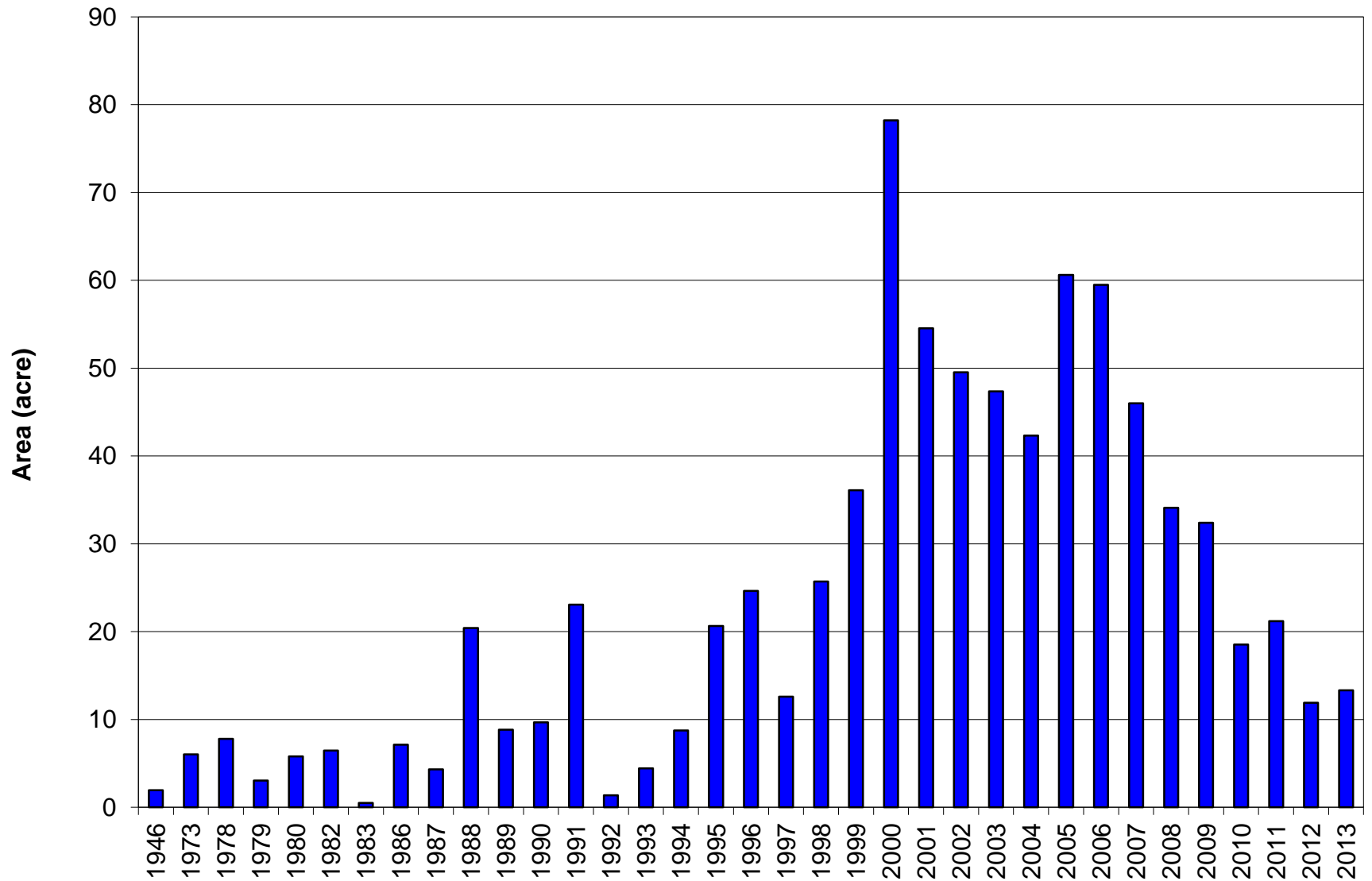
# 2013 Colorado grape production by county



# Colorado total vineyard area by county

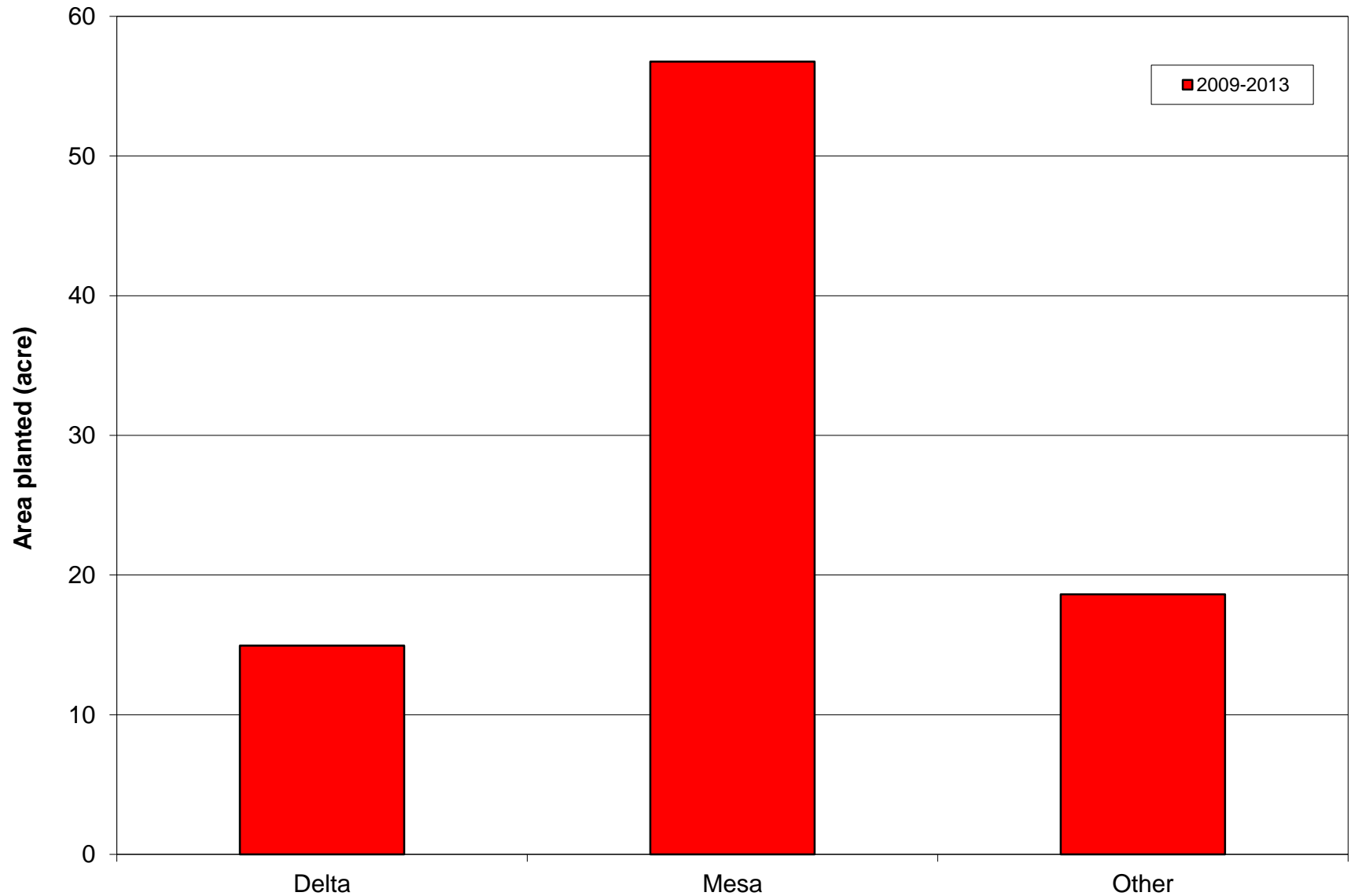


# Colorado vineyards by planting year

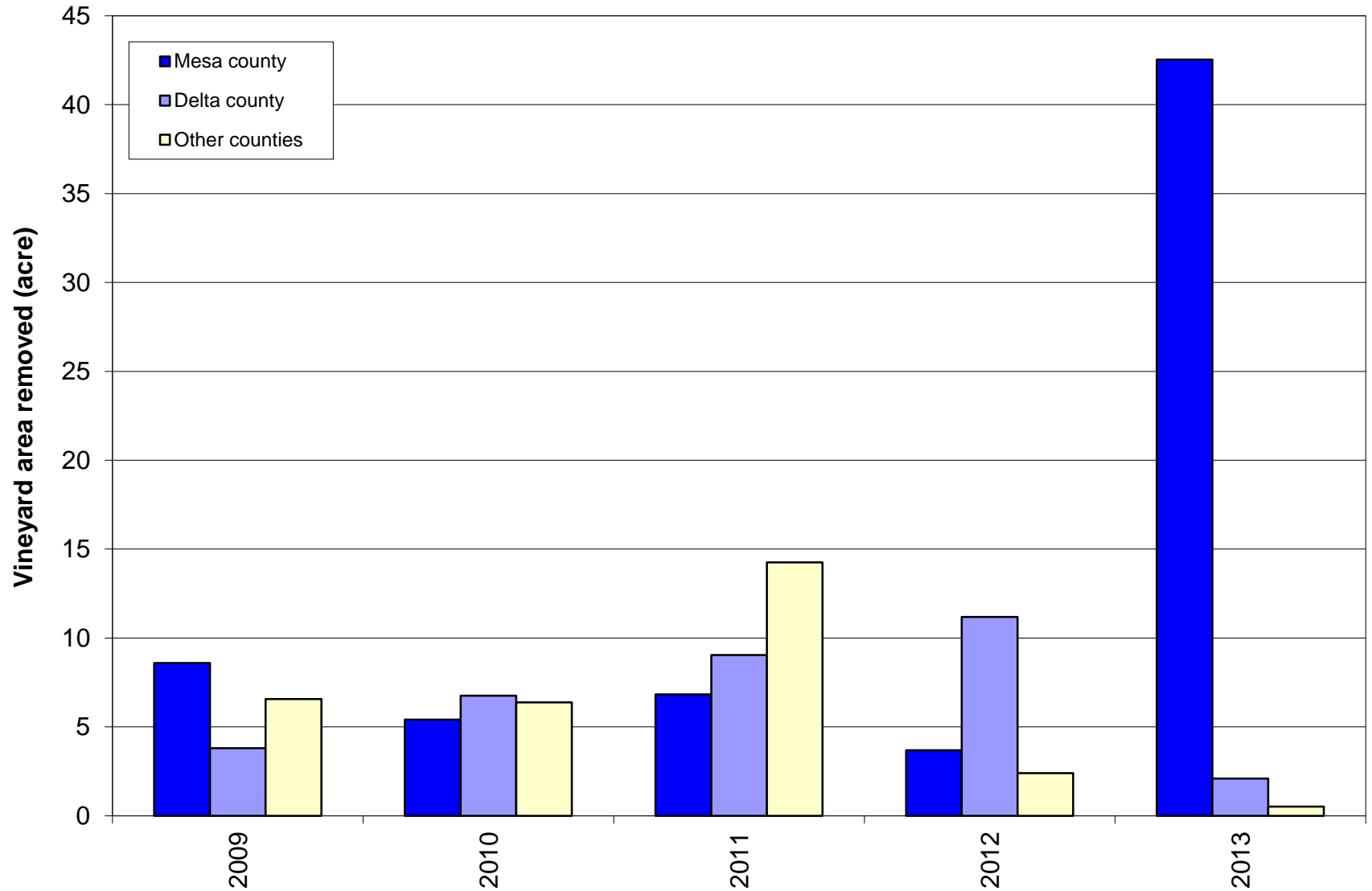


Best guess; based on all surveys since 2000

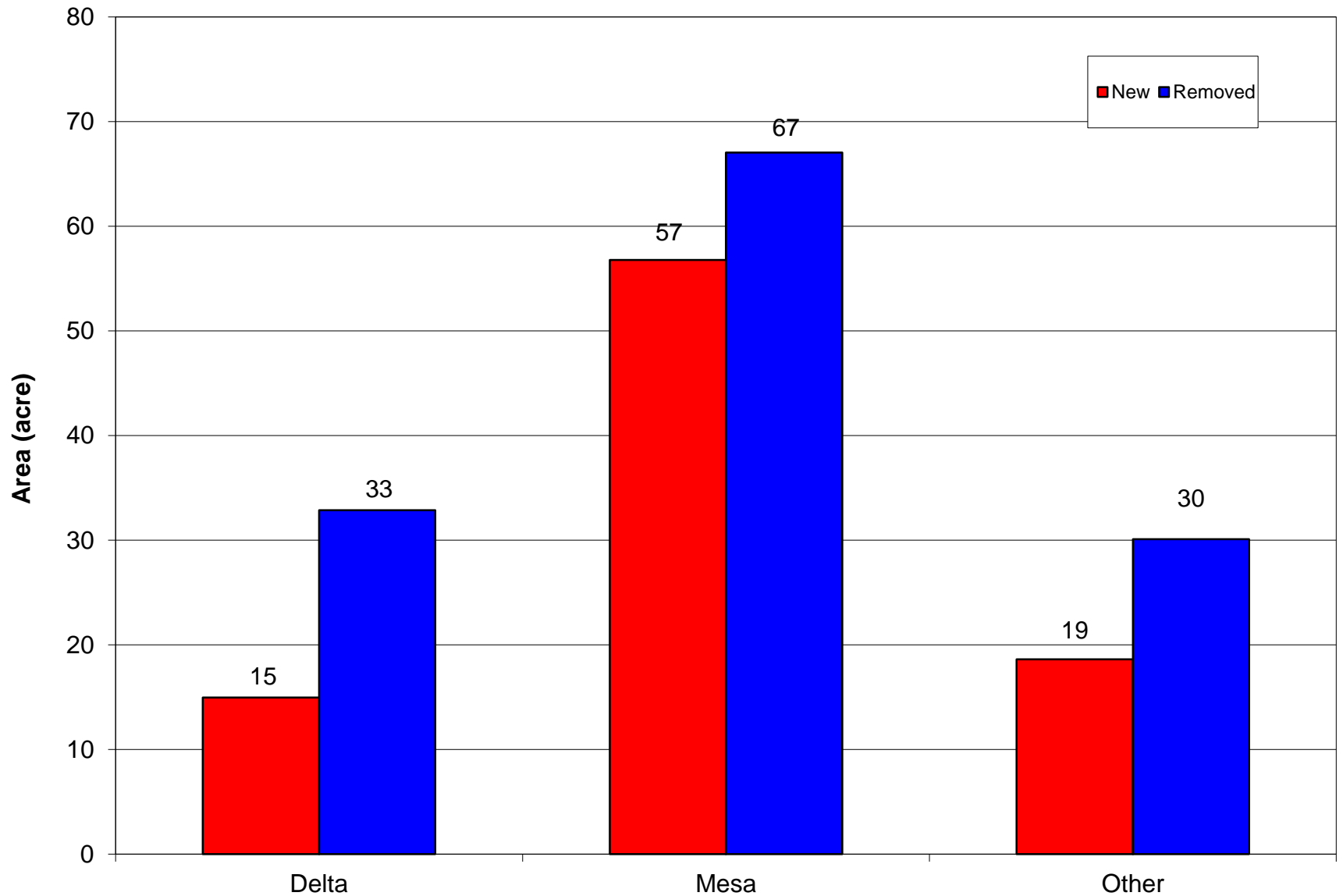
# New vineyard plantings by county, 2009-2013



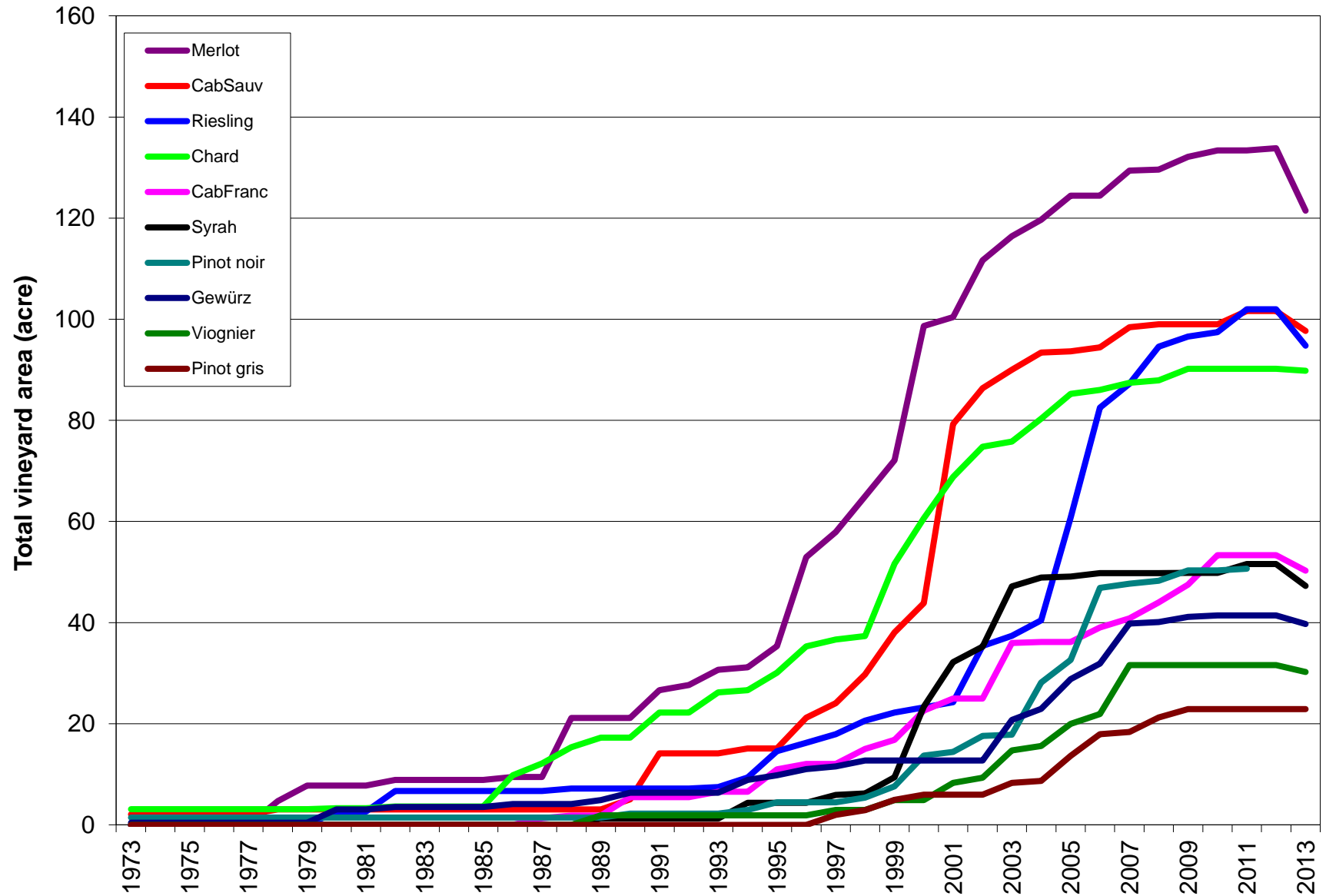
# Vineyard area removed by county



# Vineyard area planted or removed by county, 2009-2013



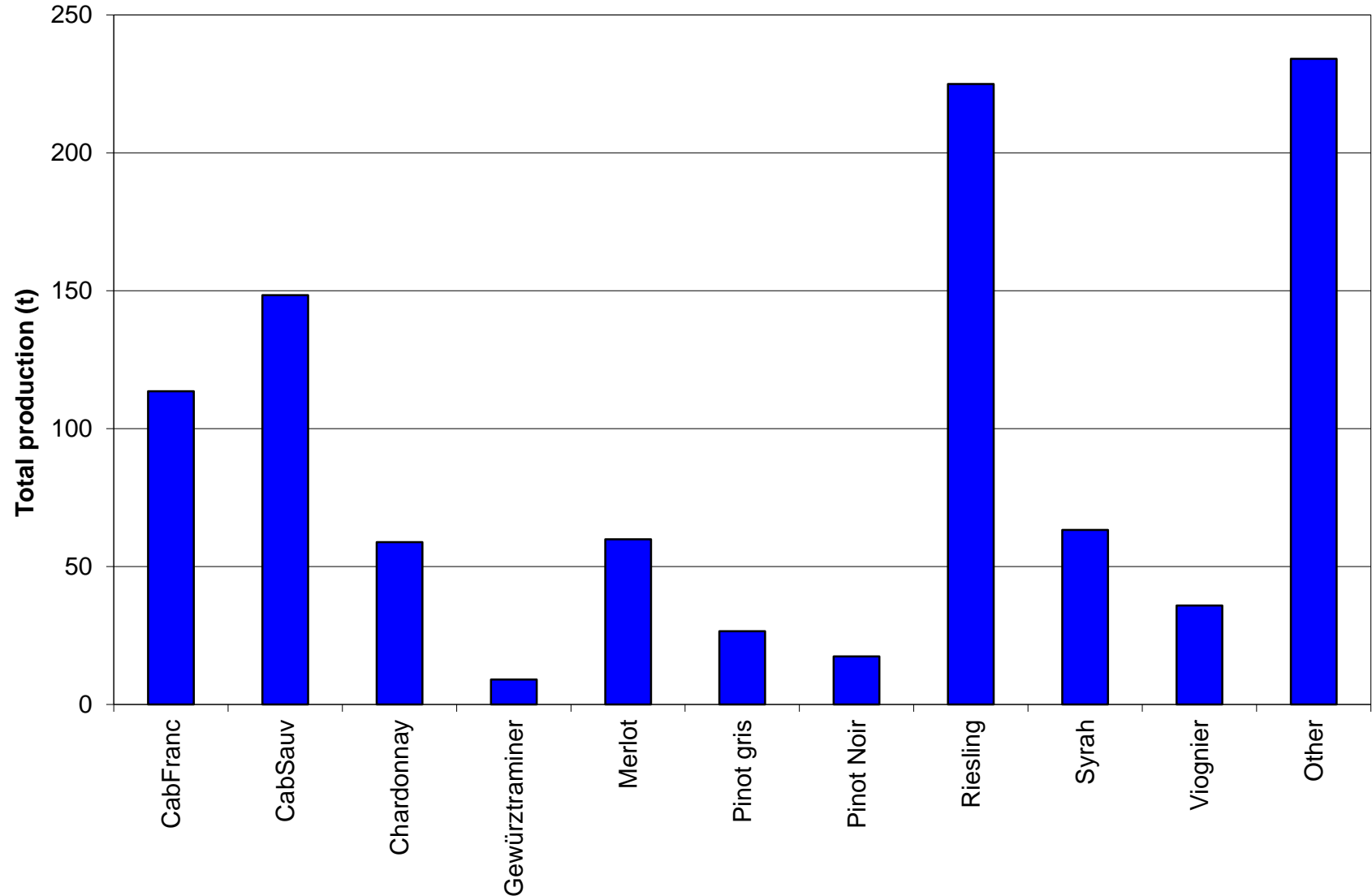
# Colorado vineyard area, top 10 varieties



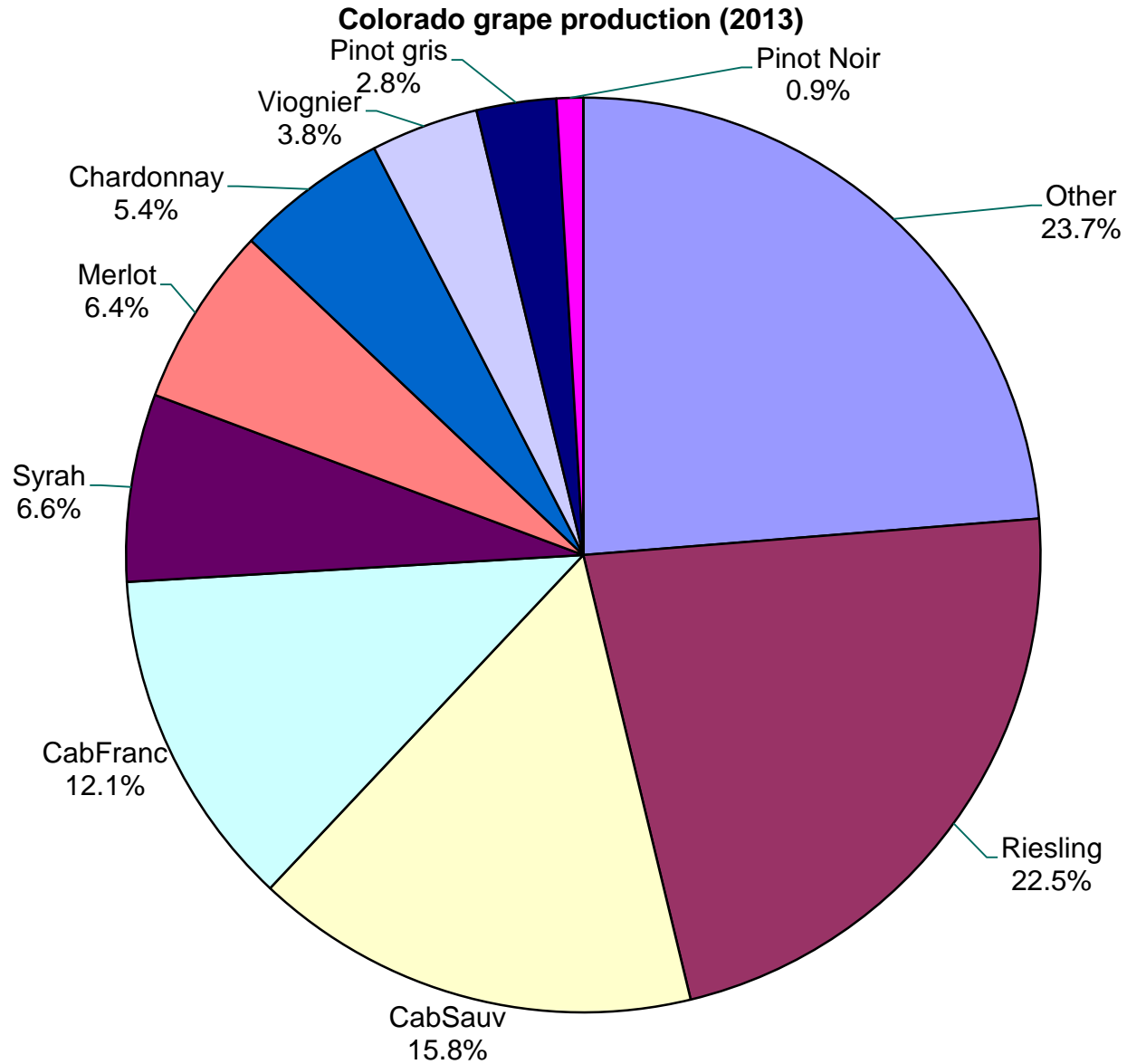
Best guess; based on all surveys since 2000



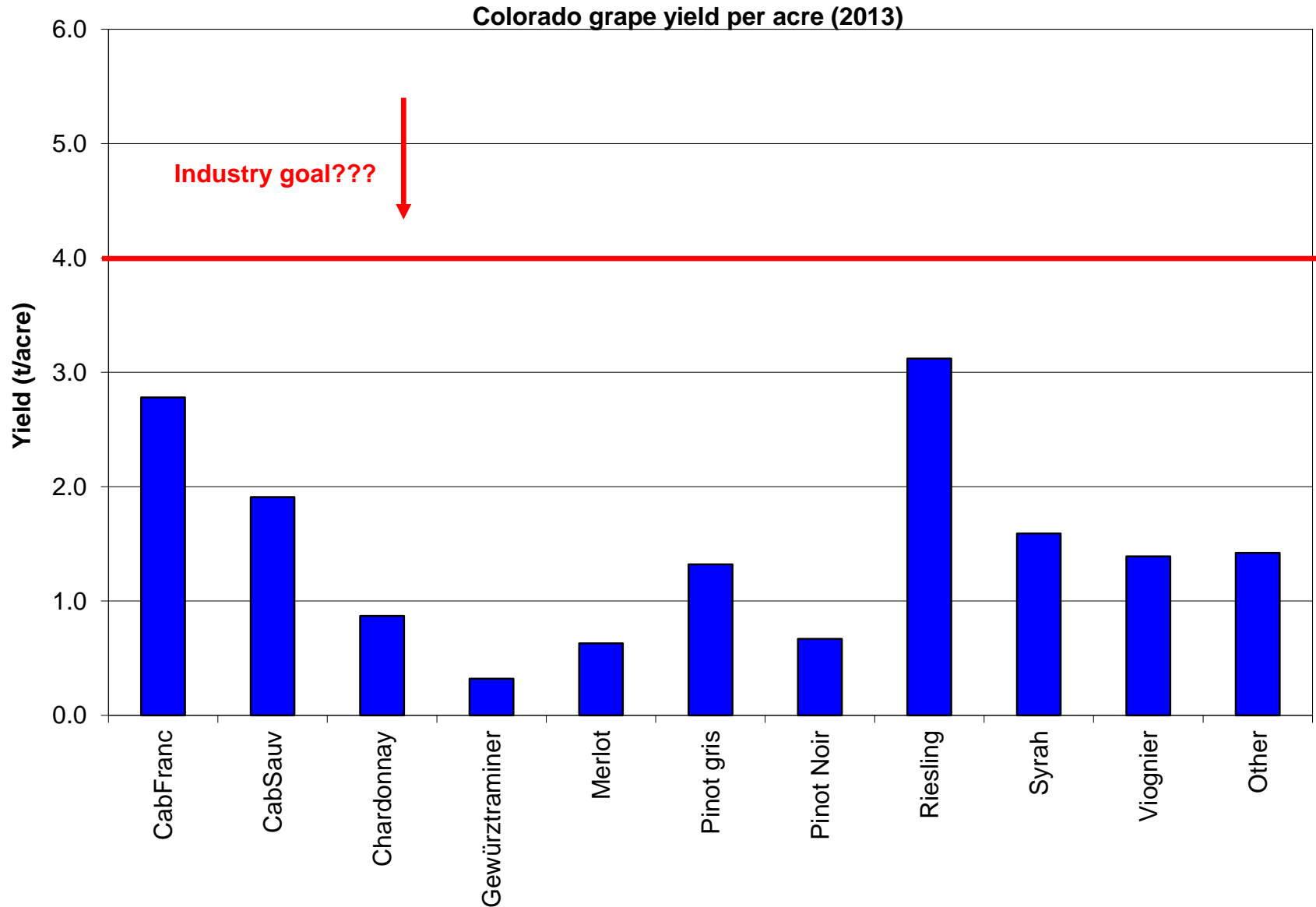
# 2013 Colorado grape production by variety



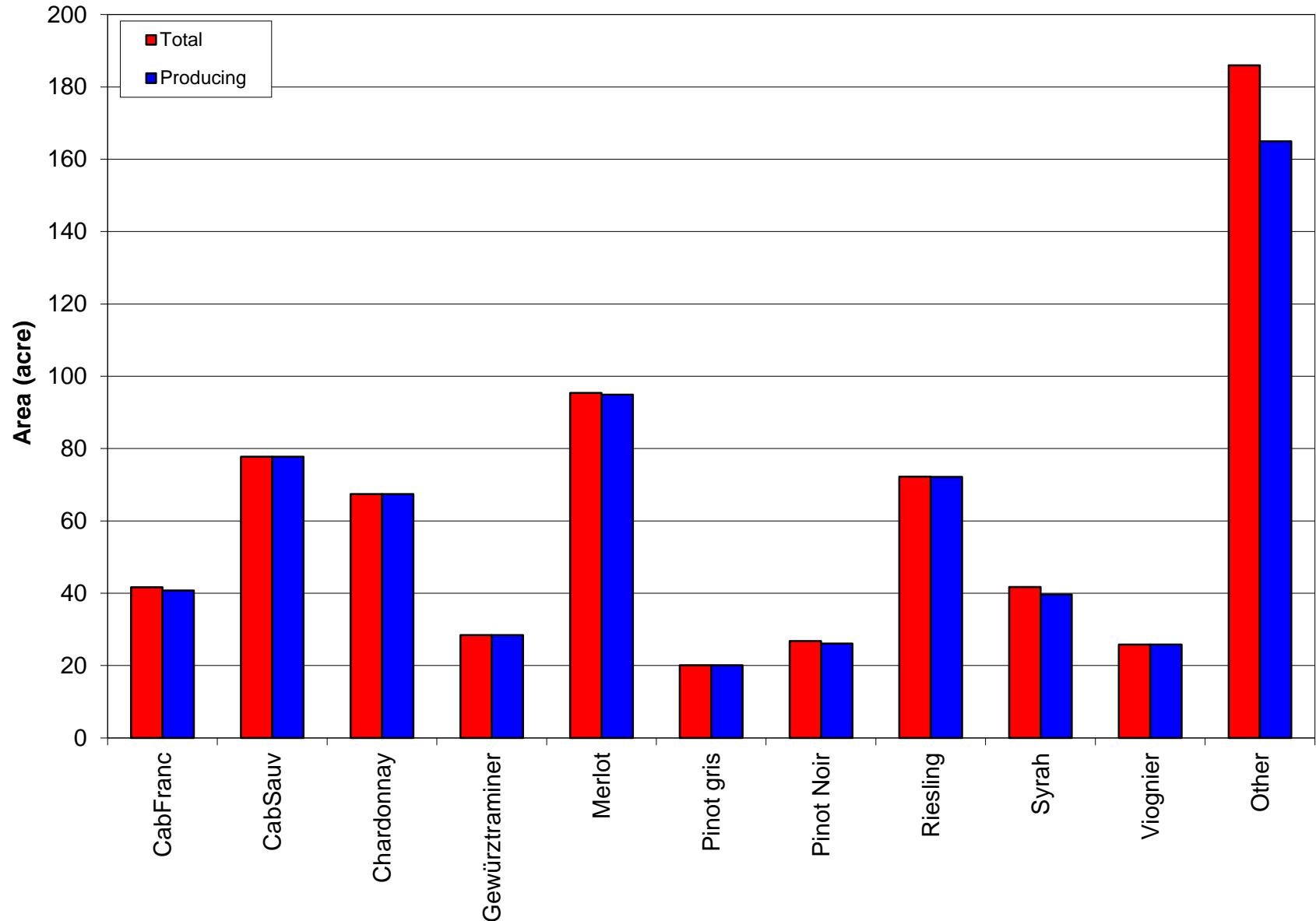
# Colorado grape production by variety



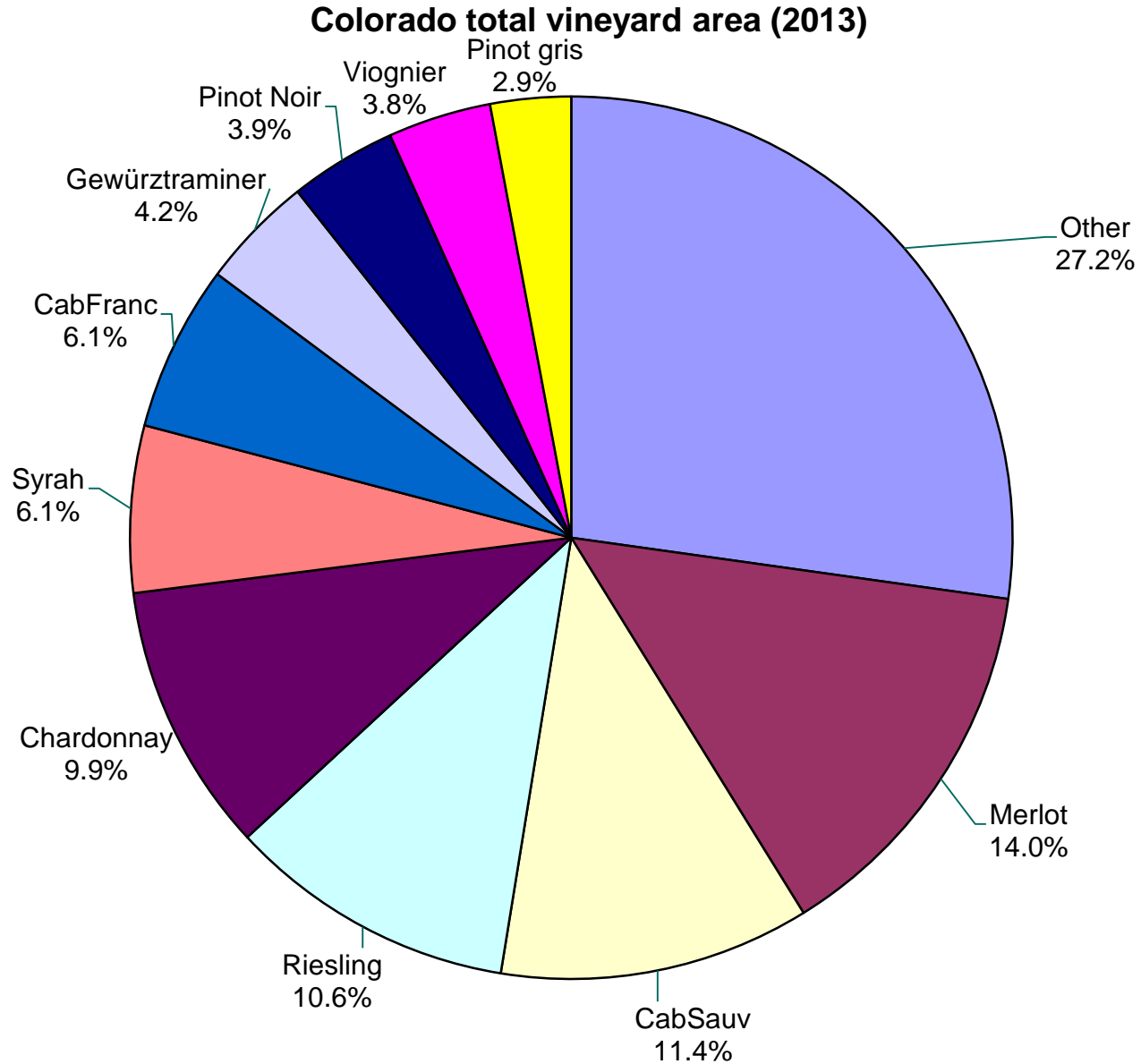
# Colorado grape yield per acre by variety



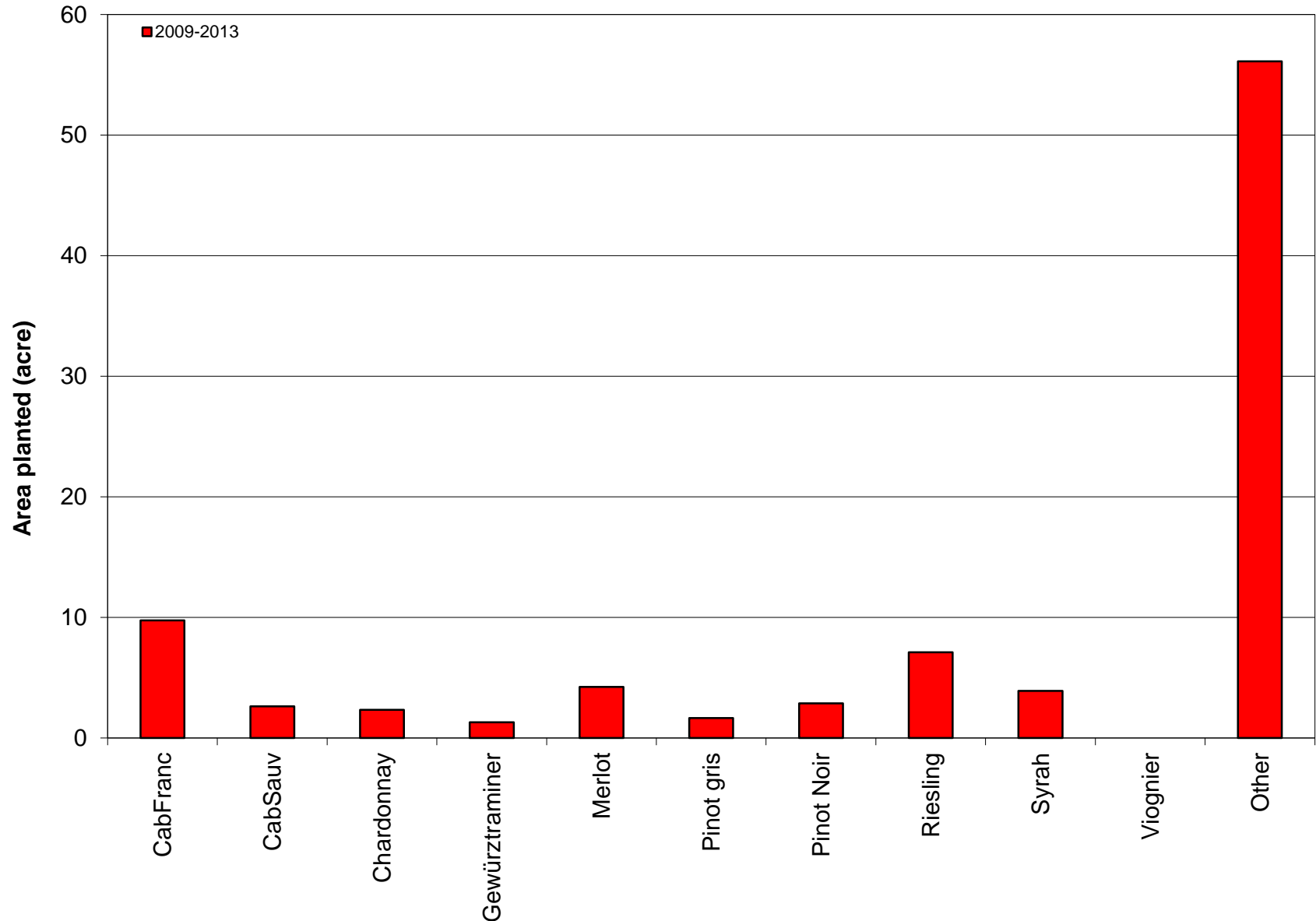
# Colorado grape growing area by variety



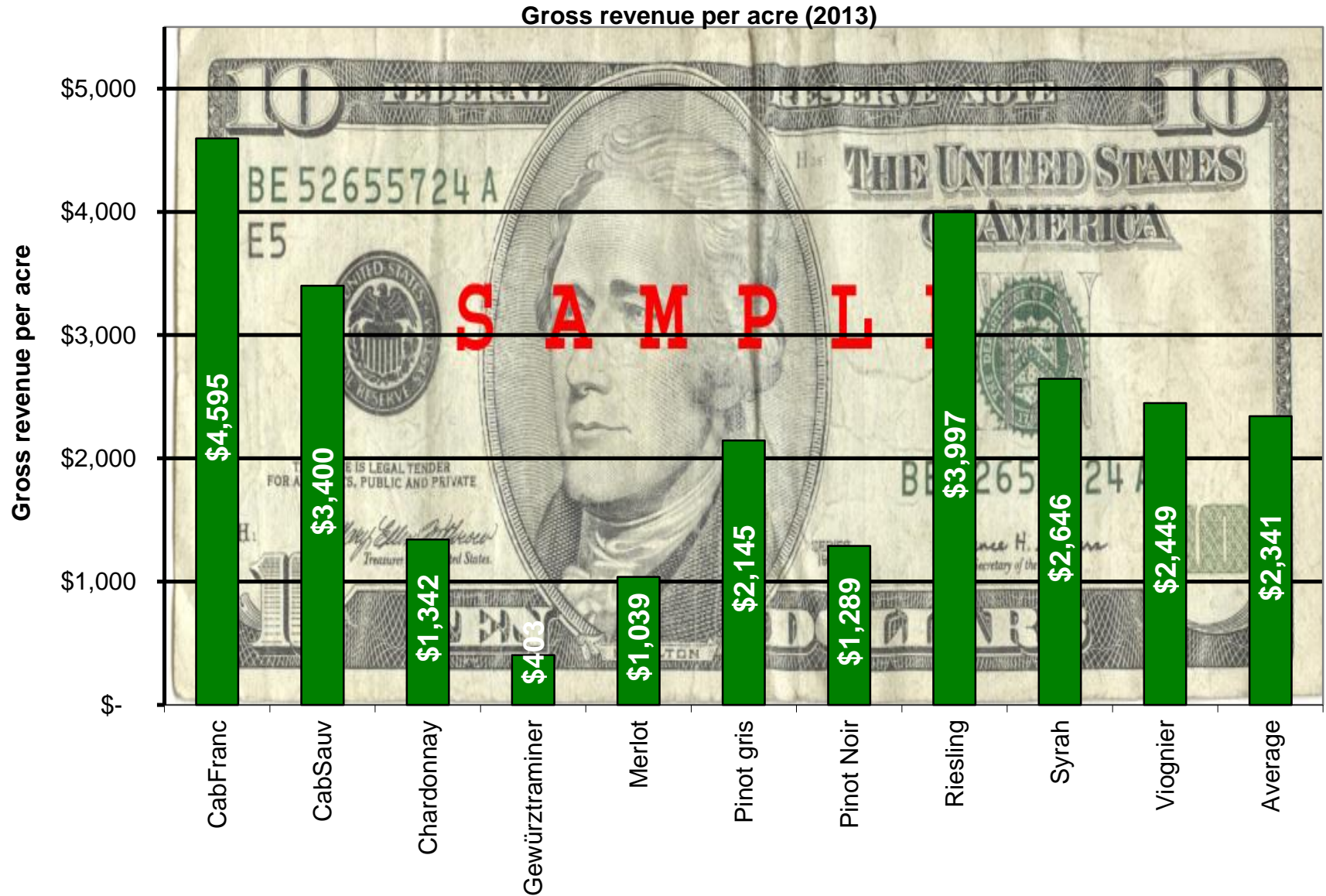
# Colorado grape growing area by variety



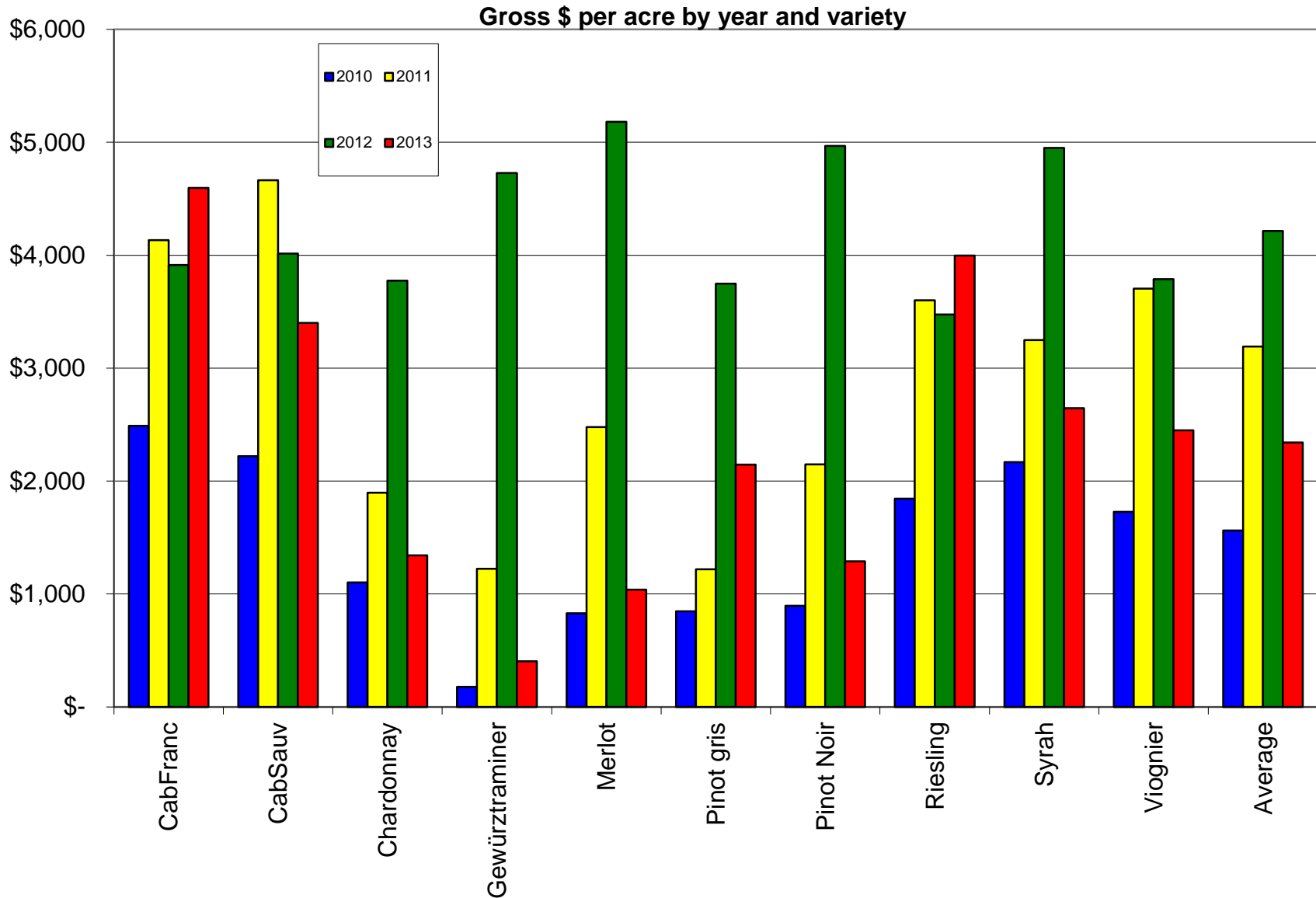
# Total plantings 2009 - 2013



# Gross revenue per acre, 2013

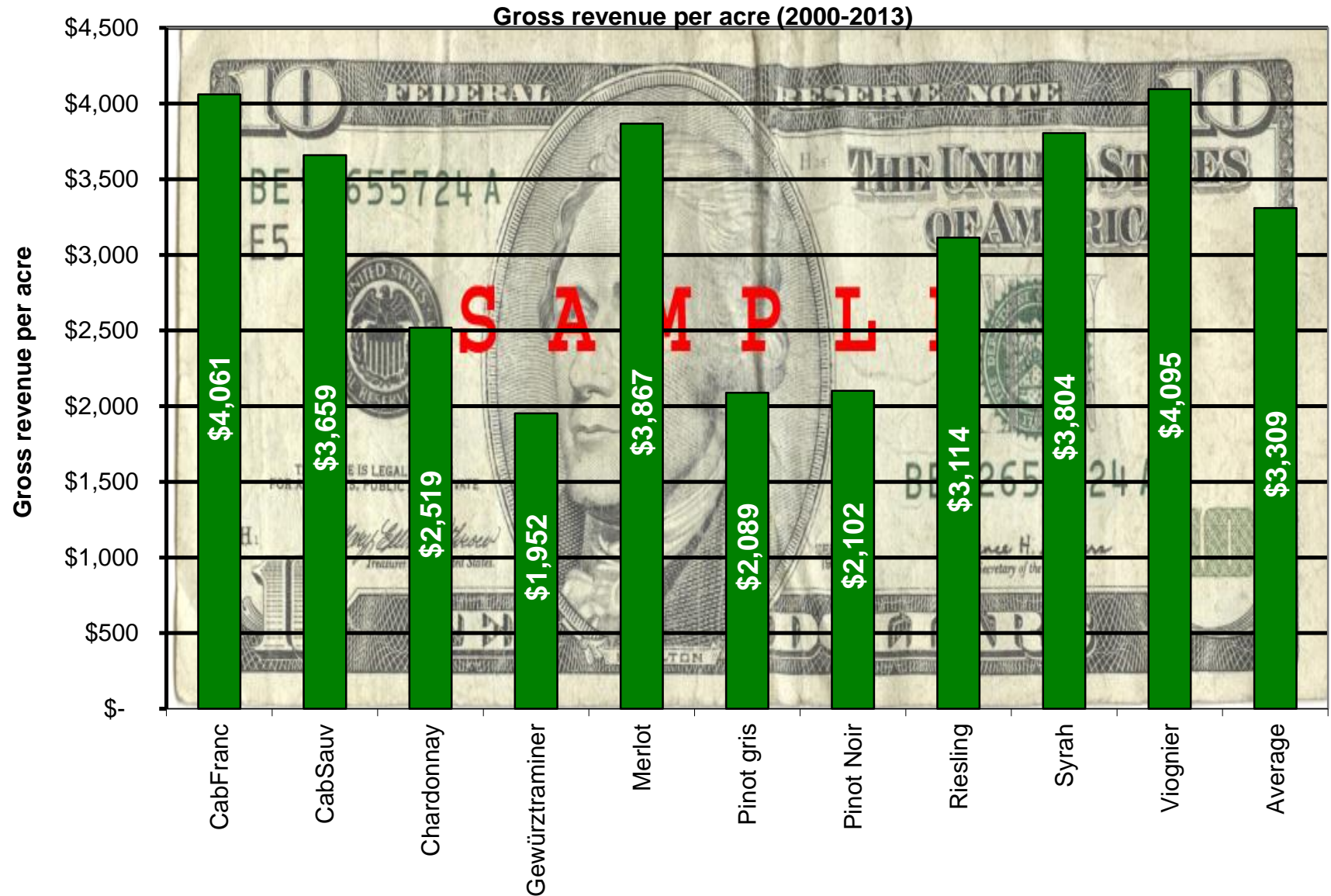


# Gross revenue per acre, 2010-2013

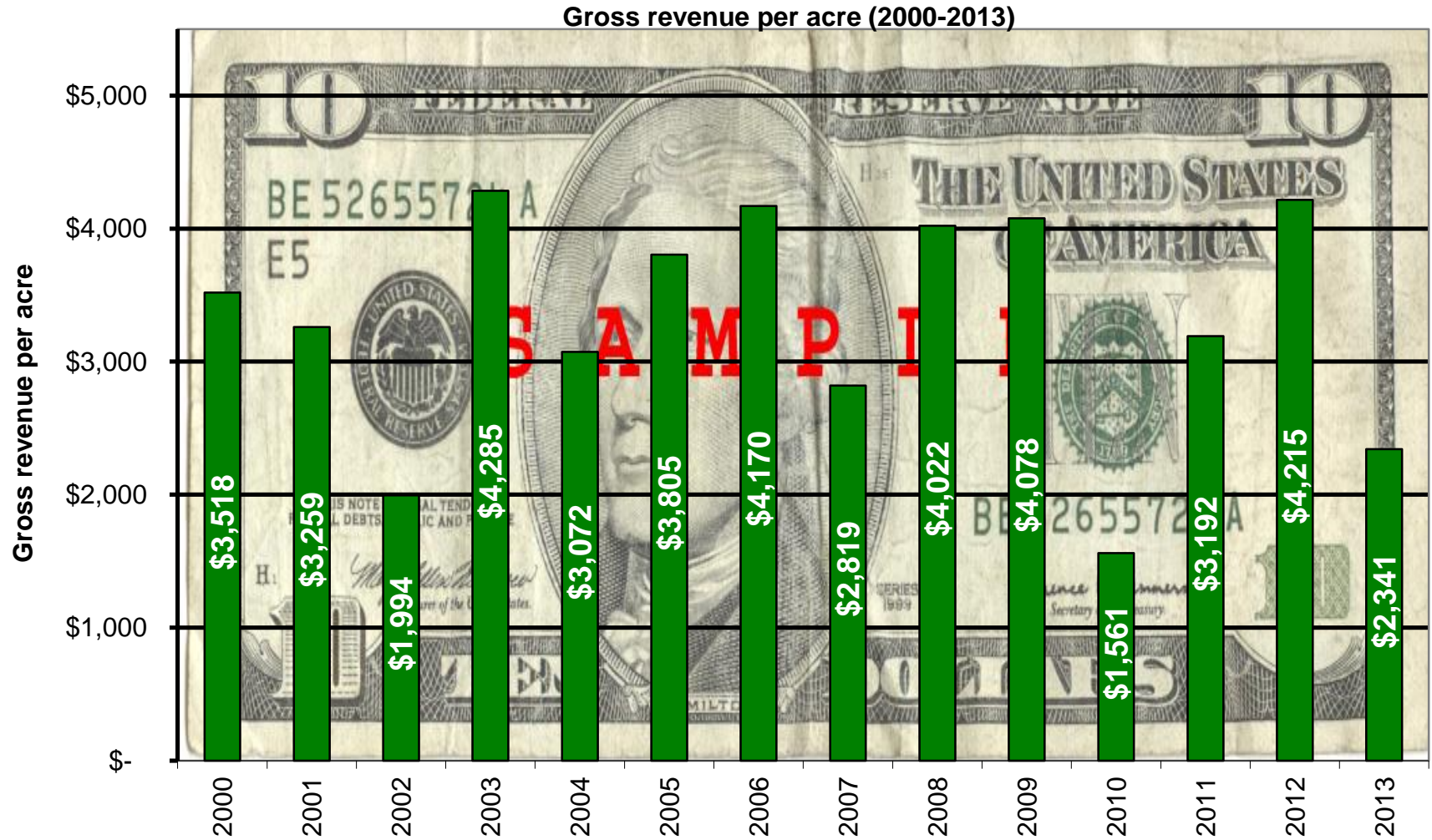




# Average gross revenue per acre, 2000-2013



# Average gross revenue per acre, 2000-2013



The 14-year average across all varieties is \$3,309

# 2013 Grape Grower Survey “Highlights”

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- Significant cold temperature damage (Jan 2013)
- Merlot, the state’s leading variety, as well as Gewürztraminer and Tempranillo among the varieties with the most cold injury
- After disappointing yields in 3 out of the last 4 years, growers are reducing Merlot acreage

# 2013 Grape Grower Survey “Highlights”

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- Cabernet Franc and Riesling did well
- The vineyard area removed exceeds the new area planted – now three years in a row

# “Guesstimate” of Colorado grape growing area

Total vineyard area (acre)	~1,000
Wineries	45 %
Growers	55 %
Producing vineyard area (acre)	950
Wineries	45 %
Growers	55 %
Average vineyard size (acre)	7.5-8.0

Note: This “guesstimate” was prepared from data provided in the 1999 to 2013 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 2013 of ~1,000 acres.

## Incomplete list of varieties included in “Other” category

Albarino, Arandell, Aromella, Aurora, Barbera, Bianca, Brianna, Cabernet Crimson, Canadice, Carmenera, Carmine, Catawba, Cayuga White, Chambourcin, Chancellor, Chardonel, Chenin blanc, Concord, Corot Noir, Counoise, Cynthiana, Dolcetto, Edelweiss, Esprit, Fredonia, French Columbard, Frontenac, Frontenac Gris, Gamay Noir, Graciano, Grenache, Himrod, Isabella, La Crescent, La Crosse, Lemberger, Leon Millot, Louise Swenson, Malbec, Marechal Foch, Marquette, Montepulciano, Mourvedre, Muscat blanc, Muscat Hamburg, Muscat Ottonel, Nebbiolo, Noiret, Norton, Orange Muscat, Petite Pearl, Petit Verdot, Petite Sirah, Pinot Blanc, Pinot Meunier, Prairie Star, 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

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Thanks to

- All growers who responded to the survey
- CWIDB for funding the survey