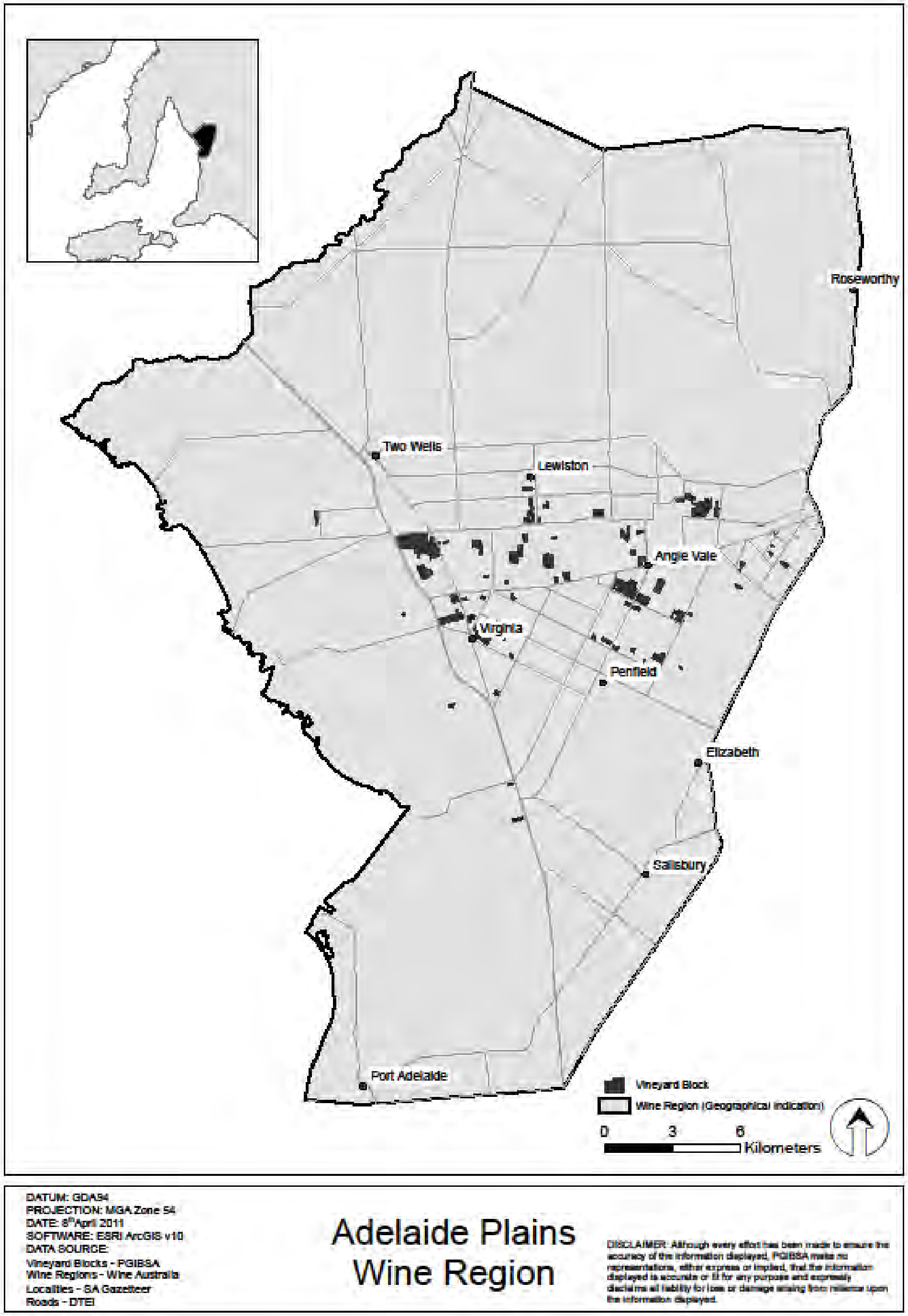

Adelaide Plains Wine Region

Regional summary report

2011

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.

PLANTING DATA

Derivation of planting data tables

Planting data is **not** derived from the 2011 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 2011 and include all plantings from the 2010 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 2011 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 report

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

A relatively wet and cool growing season meant high pest and disease pressure early, which resulted in an increase in frequency in fungicide spraying. Vineyard monitoring was regular and extremely thorough. A number of Downy Mildew events throughout the growing season meant that if you weren't keeping a good eye on your vineyards there was a good chance you may have been caught out.

Harvesting commenced on the 15 February and finished on the 5 April, which was later than usual. By the time vintage started, the vineyards were looking very healthy.

Generally, yields were higher than average across the board. The quality of fruit picked in late February, early March was very high. There was very good natural acidity from the cooler growing season, with no sunburn/sun affected fruit or vines and sugar levels were increasing steadily.

A large rain event in early March (90mm in some areas) had a major effect. Sugar levels dropped dramatically as a result and many vineyards experienced Downy Mildew and Botrytis infections. Further rain events in March followed by a significant cooling in the weather meant ripening slowed dramatically and botrytis was seen in almost all vineyards. Harvesting fruit early to avoid further Botrytis problems was a good option. Letting the fruit 'hang' to try and achieve optimal ripeness was risky. Each vineyard had to be assessed individually to decide when the optimal harvest date would be. Continual monitoring of vineyards was extremely important as botrytis infection was spreading at a rapid pace. The disease risk varied from vineyard to vineyard. Some growers/wineries sent crews of workers through prior to harvesting to remove infected bunches, leaves to increase airflow and in some instances, hand harvest in place of machine harvesting to avoid Botrytis affected bunches being sent to the wineries.

Overall vintage 2011 was extremely challenging. It was labour intensive and vineyard costs were higher than normal.

The quality of the 2011 Adelaide Plains wines from Primo Estate is high, mainly due to the fact that we harvested almost all of our fruit early in the season. We were in a fortunate position where we could spend the extra money and time in the vineyards and we didn't leave any fruit in the vineyard longer than what was necessary.

The challenges faced in the lead up to and during vintage 2011 are rarely seen in South Australian wine regions. As a result, many wineries and growers are inexperienced in dealing with pest and disease pressure of this magnitude. It highlights how we cannot become complacent and the need to monitor and understand individual vineyards is paramount. A lot can be learnt from this vintage and no doubt it will be one that won't be forgotten.

Daniel Zuzolo
Primo Estate Wines

Overview of vintage statistics

The harvest from the Adelaide Plains was 5,204 tonnes, up 9% on the 2010 harvest, but to the 2007 harvest. The total value of grapes increased slightly by 1.6% 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 2011, with Chardonnay falling a further $117 tonnes to $540 tonnes.

For a second year in a row, there were no new plantings (including top-working and replacements) recorded in the Adelaide Plains region in spring 2010. The total planted area of vines in the region fell from 707 hectares to 663 hectares.

The estimated production from the Adelaide Plains vineyards for 2012 is 5,800 tonnes according to the supply forecast, which is 650 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 by 850 tonnes in 2016.

Adelaide Plains

Winegrape intake summary - vintage 2011

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	345	$500	$2,238	$257,754	$748	23	367	$274,885
Grenache	201	$300	$1,000	$76,360	$380	0	201	$76,360
Mataro	58			$47,520	$824	0	58	$47,520
Merlot	446	$500	$700	$291,789	$654	67	514	$335,864
Other Red	7			$6,134	$827	0	7	$6,134
Petit Verdot	27			$21,296	$800	10	37	$29,296
Pinot Noir	147			$102,914	$700	0	147	$102,914
Sangiovese	2			$2,441	$1,000	27	29	$29,021
Shiraz	1,547	$300	$1,200	$995,113	$643	82	1,629	$1,048,171
Tempranillo	17			$25,950	$1,500	0	17	$25,950
Zinfandel	27			$13,400	$500	0	27	$13,400
Total Red winegrapes	**2,824**			**$1,840,671**		**209**	**3,033**	**$1,989,515**
WHITE								
Chardonnay	690	$380	$725	$372,553	$540	47	737	$397,844
Colombard	55			$38,500	$700	141	196	$137,410
Muscat Gordo Blanco	29			$14,550	$502	0	29	$14,550
Pinot Gris	305			$305,240	$1,000	13	318	$318,282
Riesling	39			$11,748	$300	0	39	$11,748
Sauvignon Blanc	708			$482,263	$681	10	718	$488,856
Semillon	91			$41,426	$454	0	91	$41,426
Viognier	42			$29,098	$688	0	42	$29,098
Total White winegrapes	**1,960**			**$1,295,378**		**211**	**2,171**	**$1,439,214**
Total All winegrapes	**4,784**			**$3,136,049**		**420**	**5,204**	**$3,428,729**

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 3.5%.

Adelaide Plains

Current plantings by variety and year planted

	Current area in hectares					
Variety	*Pre-2008*	*2008*	*2009*	*2010*	*Total area*	*% planted in 2010*
Red winegrapes						
Cabernet Sauvignon	69	0	0	0	69	*0%*
Grenache	38	0	0	0	38	*0%*
Malbec	6	0	0	0	6	*0%*
Mataro (Mourvedre)	9	0	0	0	9	*0%*
Merlot	46	0	0	0	46	*0%*
Other red	12	0	0	0	12	*0%*
Pinot Noir	18	0	0	0	18	*0%*
Sangiovese	6	0	0	0	6	*0%*
Shiraz	241	0	0	0	241	*0%*
Tempranillo	2	0	0	0	2	*0%*
Zinfandel	2	0	0	0	2	*0%*
Total red varieties	**449**	**0**	**0**	**0**	**449**	***0%***
White winegrapes						
Chardonnay	70	0	0	0	70	*0%*
Chenin Blanc	5	0	0	0	5	*0%*
Colombard	12	0	0	0	12	*0%*
Menindee Seedless	2	0	0	0	2	*0%*
Muscat Gordo Blanco	3	0	0	0	3	*0%*
Pinot Gris	13	13	0	0	26	*0%*
Riesling	15	0	0	0	15	*0%*
Sauvignon Blanc	54	0	0	0	54	*0%*
Semillon	8	0	0	0	8	*0%*
Viognier	16	0	0	0	16	*0%*
Total white varieties	**198**	**13**	**0**	**0**	**211**	***0%***
Unknown	4				4	*0%*
Total all varieties	**650**	**13**	**0**	**0**	**663**	***0%***

Adelaide Plains

Estimated supply and committed intake 2012 - 2016

	2012				2014				2016			
	Est Supply [1]	Committed intake[2]			Est Supply [1]	Committed intake[2]			Est Supply [1]	Committed intake[2]		
Variety		*Winery grapes*	*Contract purchases*	*Total committed intake*		*Winery grapes*	*Contract purchases*	*Total committed intake*		*Winery grapes*	*Contract purchases*	*Total committed intake*
Red winegrapes												
Cabernet Sauvignon	549	41	213	255	549	41	182	224	549	41	182	224
Grenache	306	0	218	218	306	0	0	0	306	0	0	0
Mataro	78	0	62	62	78	0	41	41	78	0	41	41
Merlot	368	88	342	430	368	88	342	430	368	88	342	430
Other Red	94	0	5	5	94	0	5	5	94	0	5	5
Petit Verdot	21	10	26	36	21	10	26	36	21	10	26	36
Pinot Noir	178	0	176	176	178	0	176	176	178	0	176	176
Sangiovese	53	26	0	26	53	26	0	26	53	26	0	26
Shiraz	1,929	119	1,145	1,264	1,929	119	580	699	1,929	119	580	699
Tempranillo	18	0	16	16	18	0	16	16	18	0	16	16
Zinfandel	0	0	26	26	0	0	26	26	0	0	26	26
Total red winegrapes	**3,702**	**285**	**2,229**	**2,514**	**3,702**	**285**	**1,395**	**1,679**	**3,702**	**285**	**1,395**	**1,679**
White winegrapes												
Chardonnay	703	127	808	936	703	127	808	936	703	127	808	936
Colombard	169	145	62	207	169	145	62	207	169	145	62	207
Muscat Gordo Blanco	25	0	30	30	25	0	30	30	25	0	30	30
Pinot Gris	217	13	466	480	255	13	466	480	255	13	466	480
Riesling	154	0	0	0	154	0	0	0	154	0	0	0
Sauvignon Blanc	538	10	850	860	538	10	850	860	538	10	850	860
Semillon	90	0	62	62	90	0	62	62	90	0	62	62
Viognier	163	0	62	62	163	0	62	62	163	0	62	62
Total white winegrapes	**2,111**	**296**	**2,341**	**2,637**	**2,149**	**296**	**2,341**	**2,637**	**2,149**	**296**	**2,341**	**2,637**
All winegrapes	**5,812**	**581**	**4,569**	**5,150**	**5,851**	**581**	**3,735**	**4,316**	**5,851**	**581**	**3,735**	**4,316**

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

[2] *A raising factor of 1.04 has been applied to committed intake to allow for non-respondents*