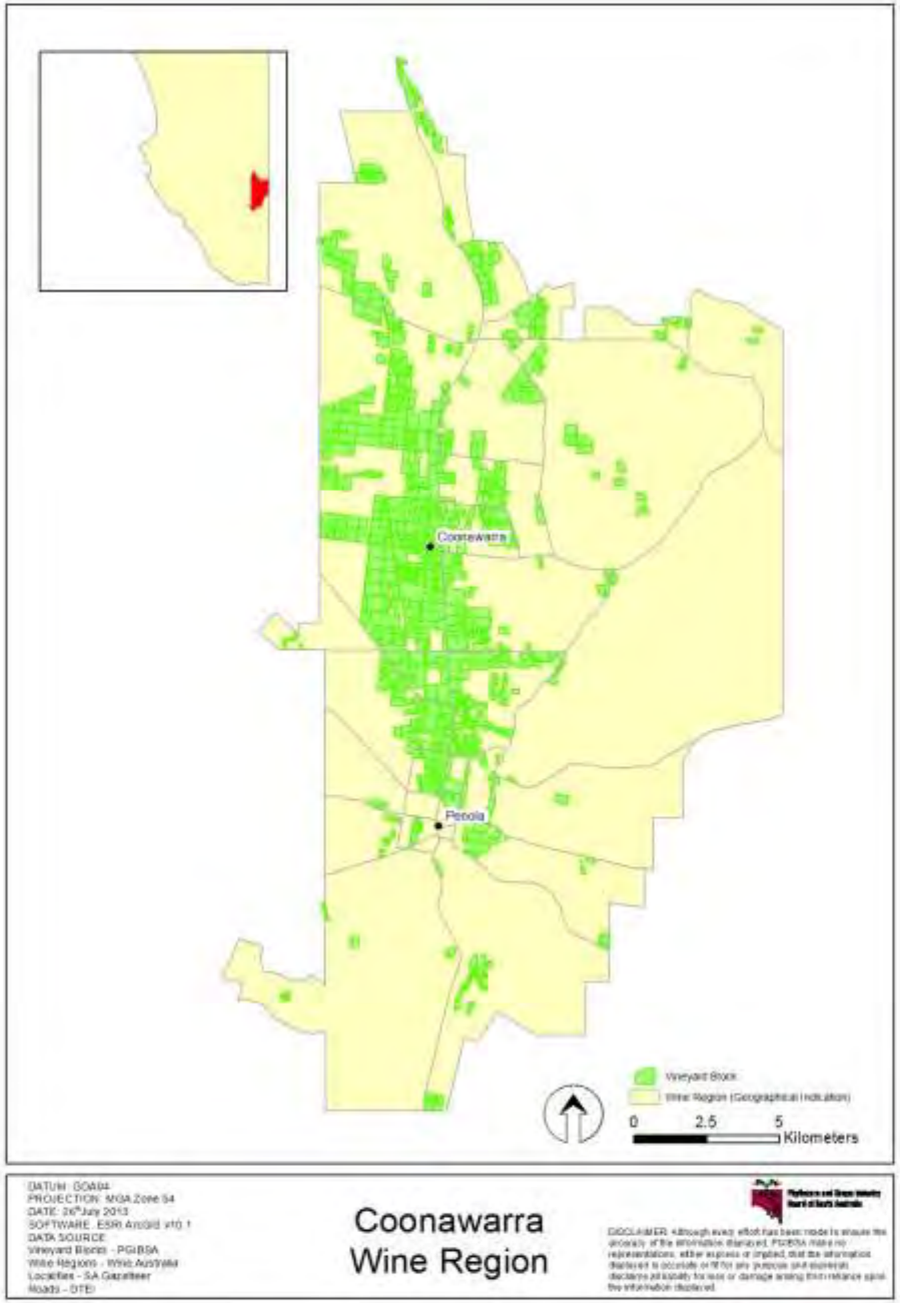


SA Winegrape Crush Survey

Regional Summary Report - 2014

Coonawarra 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.

Coonawarra

Vintage overview

Vintage report

Season 2014 in Coonawarra will be described by most as one of the longest on record starting mid February and finishing in the first week of May. The season started with the winter season which was the second wettest in the last 28 years providing a very welcome recharge to the underground aquifer.

Spring in Coonawarra saw the rainfall continue with almost double the long term average falling, a blessing in disguise with the warm weather that was to follow during summer.

Flowering from late November to mid-December was cold and windy, similar to vintages 2009 and 2012, and consequently fruit set was impacted. Cabernet was the variety most affected and has more moderate yields as a result.

January and early February were hot and dry, however with good water availability and accurate early weather forecasts the fruit was well protected by healthy canopies and heat damage to the vines and fruit was minimal.

The warm weather brought the ripening of many of the varieties on rapidly. But the cool nights and moderate days that the Coonawarra region is famous for soon rolled in around mid to late February, to preserve the acid and flavour of the whites.

The reds, especially Cabernet have benefited significantly from the cool slow ripening period. Leaf condition held well for most of the season with autumnal yellowing of older leaves starting early April and some very cool nights at the start of May finishing leaf drop. The region was also blessed to have only received small falls of rain over this period meaning fruit quality has been very sound right to the end.

Winemakers are excited by initial assessments of Cabernet and Shiraz wine quality from the region. The flavours seen in the field have translated well to the progressing wines.

Overall, a perfect extended dry and mild ripening season for flavour, colour and tannin development which will deliver a classic Coonawarra vintage.

Allen Jenkins, President, Coonawarra Grape and Wine Incorporated
Daniel Newson, Vice President, Coonawarra Grape and Wine Incorporated
Renee Harrison, Marketing and Events Manager, Coonawarra Grape and Wine Incorporated

Overview of vintage statistics

The harvest from Coonawarra was 23,480 tonnes in 2014, down by 10,820 tonnes (31.5%) from the 2013 harvest of 34,300 tonnes. There was an estimated non-response rate of 3.4% across the region. The total value of grapes decreased from $46.7 million to $33 million. The average purchase value for the three major varieties increased – Cabernet Sauvignon up by $38 per tonne to $1,594 per tonne; with Shiraz slightly down by $7 per tonne to $1,409 per tonne. Of the white varieties, Chardonnay was up by $60 per tonne to $719 per tonne.

There were 30 hectares of new plantings in Coonawarra in spring 2013 (including top-working and replacements) compared with 41 hectares planted in 2012. Cabernet Sauvignon accounted for all of the new plantings. The total planted area of vines in the region decreased by 83 hectares to 5,603 hectares.

Over the last 5 years, the average Coonawarra production was 31,015 tonnes, with a low of 23,920 tonnes in 2012 and a high of 36,094 tonnes in 2010. The 2014 crush is down by 32.1% against the last 5 year average. For 2015, the estimated committed intake is 31,225 tonnes.

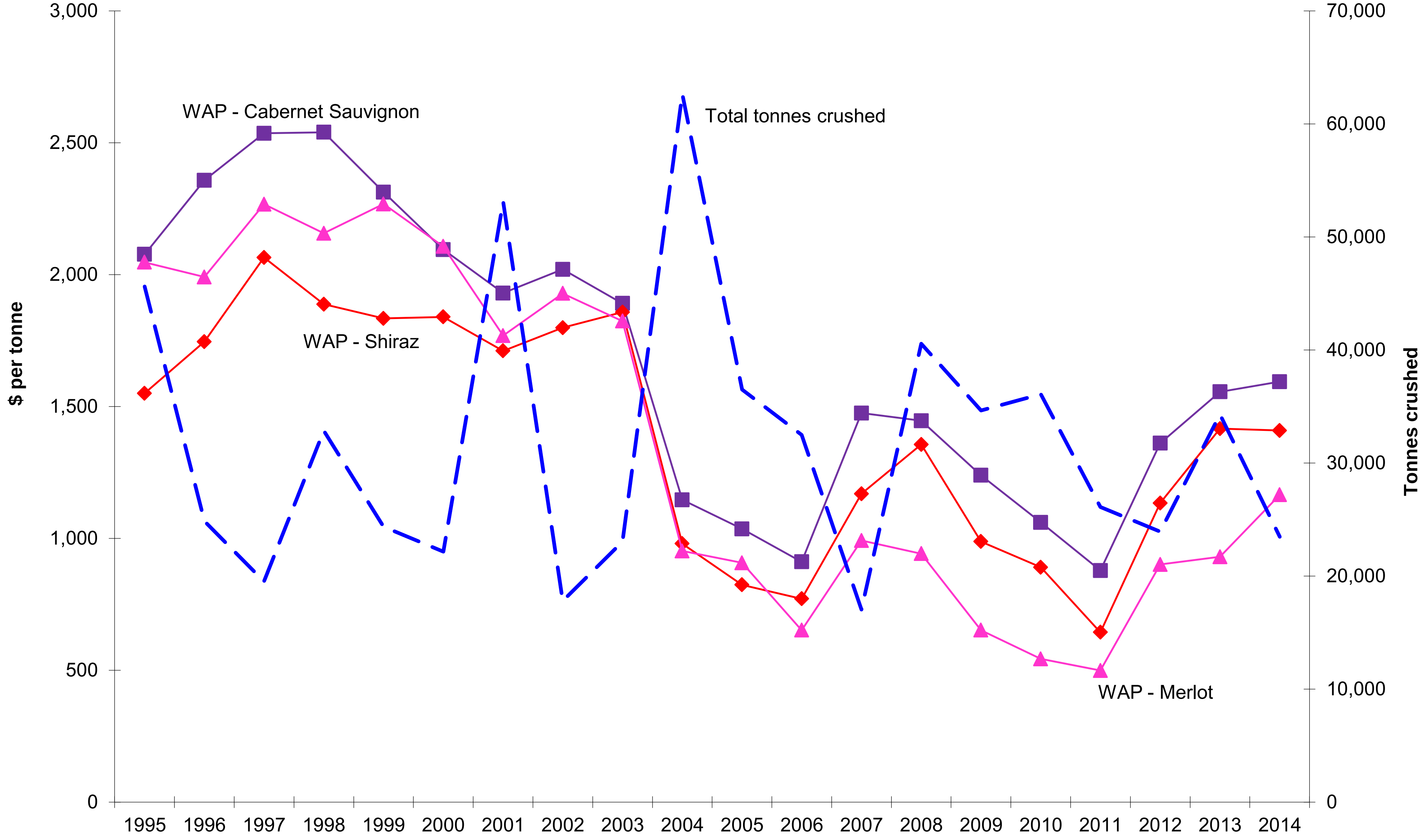
Winegrape intake summary - vintage 2014

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	15			$13,660	$917	46	61	$55,813
Cabernet Sauvignon	4,635	$700	$3,500	$7,387,237	$1,594	7,360	11,995	$19,118,753
Merlot	367	$600	$1,800	$427,855	$1,165	1,092	1,459	$1,699,619
Other red	17			$18,942	$1,101	65	82	$109,618
Petit Verdot	20			$21,934	$1,102	150	170	$187,411
Pinot Noir	47			$51,095	$1,086	138	185	$200,502
Shiraz	1,570	$700	$2,100	$2,212,801	$1,409	5,248	6,818	$9,608,751
Total Red winegrapes	**6,671**			**$10,133,524**		**14,098**	**20,769**	**$30,980,469**
WHITE								
Chardonnay	359	$525	$1,200	$258,540	$719	1,303	1,662	$1,195,677
Other white	0			$0	$0	164	164	$123,627
Pinot Gris	16			$15,800	$1,000	0	16	$15,800
Riesling	10			$10,098	$990	373	383	$379,586
Sauvignon Blanc	100	$600	$1,035	$82,089	$824	387	487	$401,304
Total White winegrapes	**485**			**$366,527**		**2,227**	**2,712**	**$2,115,993**
Grand Total All winegrapes	**7,156**			**$10,500,051**		**16,325**	**23,480**	**$33,096,462**

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 Coonawarra is 3.4%.

Coonawarra **Historical Weighted Average Price vs tonnes crushed**



Coonawarra

Current plantings by variety and year planted

	Current area in hectares					
Variety	*Pre-2011*	*2011*	*2012*	*2013*	*Total area*	*% planted in 2013*
Red winegrapes						
Cabernet Franc	28	0	0	0	28	*0%*
Cabernet Sauvignon	3,357	22	43	30	3,452	*1%*
Malbec	11	6	0	0	17	*0%*
Merlot	370	1	0	0	371	*0%*
Other Red	6	0	1	0	7	*0%*
Petit Verdot	18	0	0	0	18	*0%*
Pinot Noir	42	0	0	0	42	*0%*
Shiraz	1,141	0	5	0	1,146	*0%*
Total red varieties	**4,973**	**29**	**49**	**30**	**5,080**	***1%***
White winegrapes						
Chardonnay	306	0	0	0	306	*0%*
Other White	7	0	0	0	7	*0%*
Riesling	79	0	0	0	79	*0%*
Sauvignon Blanc	96	2	5	0	103	*0%*
Semillon	10	0	2	0	12	*0%*
Traminer (Gewurztraminer)	2	0	0	0	2	*0%*
Viognier	3	0	0	0	3	*0%*
Total white varieties	**502**	**2**	**7**	**0**	**511**	***0%***
Unknown variety	12	0	0	0	12	*0%*
Total all varieties	**5,487**	**31**	**56**	**30**	**5,603**	***1%***