

WRATTONBULLY VINTAGE OVERVIEW



Vintage report

Wrattobully bounced back from the lower yielding previous vintages with very good crops across all varieties, and a relatively easy growing period. Vine vigour matched fruitfulness to find that crops matured adequately – even if slightly later than normal. For those who crop thinned, there were some outstanding results with a lot learned from the exercise.

The vibrant season saw vine canopies in excellent condition, very few pests and diseases of note, and a very much reduced requirement for supplementary irrigation. Heat Degree Day units = 1393 against a long term average of 1508, with low figures every other month indicating a 'see-saw' type of growing season benefiting the early ripening varieties the most. Cabernet proved to be the pick of the reds – the 'Indian summer' conditions at the end, a key factor.

Rain always creates some anxiety during harvest, with conditions in late March causing some late Botrytis – very close to the point of picking.

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Overview of vintage statistics

Wrattobully produced 28,451 tonnes in 2004 – more than double the previous vintage. As in many regions, there was a surplus of red varieties (nearly 6,000 tonnes) but whites were in balance. NB Whites account for less than 10% of the production of this region.

While the calculated average purchase value of Shiraz and Cabernet Sauvignon each fell by around \$300 per tonne, the total income to growers from red varieties doubled because of the large tonnages, and the total estimated value of grapes from the region increased from \$20 million in 2003 to \$36.5 million in 2004.

The forecast is for intake of red varieties to remain at around 20,000 tonnes, and white varieties at 2,000 tonnes. There has been a substantial downward revision in the wineries' preferred intake figure compared with last year's survey. Last year there was a 14,000 tonne shortfall between estimated and preferred intake of red varieties in 2008, whereas this year there is a 1,000 tonne surplus.

There was a significant amount of new planting in the region in 2003: in particular 27 hectares (17% increase) of Chardonnay and 41 hectares (7% increase) of Shiraz. Production estimates show that, based on current plantings, the region can be expected to produce around 23,000 tonnes in 2009, giving an approximate surplus of 3,000 tonnes (mainly red varieties) between production and preferred intake. However, as illustrated above, demand forecasts can change substantially from year to year in accordance with changes in market conditions.

WRATTONBULLY CURRENT PLANTINGS BY VARIETY AND YEAR PLANTED

Table 14.1

Variety	Current area in hectares by year planted						Total area	% planted in 2003
	Pre-1999	1999	2000	2001	2002	2003		
RED WINEGRAPES								
BARBERA	0	0	0	1	0	0	1	0%
CABERNET FRANC	1	0	0	0	0	0	1	0%
CABERNET SAUVIGNON	713	106	54	107	10	2	993	0%
MALBEC	1	3	0	2	0	0	6	0%
MERLOT	149	32	16	44	7	7	256	3%
PETIT VERDOT	5	0	0	0	1	0	6	0%
PINOT NOIR	15	0	0	0	0	0	15	0%
SANGIOVESE	0	2	2	0	0	0	4	0%
SHIRAZ	327	63	31	80	46	41	588	7%
TEMPRANILLO	0	0	1	1	6	0	9	0%
OTHER RED	3	0	0	2	0	0	5	0%
TOTAL RED WINEGRAPES	1215	207	104	238	70	50	1883	3%
WHITE WINEGRAPES								
CHARDONNAY	51	0	7	36	36	27	157	17%
MARSANNE	2	0	0	0	0	0	2	0%
RIESLING	1	0	0	0	0	7	8	83%
SAUVIGNON BLANC	20	0	4	0	0	5	29	17%
SEMILLON	3	3	0	0	0	0	6	0%
VIOGNIER	0	5	0	3	2	0	9	0%
TOTAL WHITE WINEGRAPES	77	7	11	39	37	39	211	18%
TOTAL ALL VARIETIES	1293	214	115	277	108	89	2094	4%



WRATTONBULLY TONNES CRUSHED BY VARIETY - VINTAGE 2004

Table 14.2

Variety	Total winery grown	Total other growers	Total crushed	Total preferred	Tonnes from other growers as % of total	% of demand supplied	Number of wineries reporting tonnages (> 0) for		
							Own	Other	Preferred
RED									
Cabernet Franc	0	0	0	4		0%	0	0	1
Cabernet Sauvignon	6426	7912	14338	11051	55%	130%	4	15	14
Malbec	0	26	26	25	100%	102%	0	1	1
Merlot	2106	1671	3777	2048	44%	184%	2	9	9
Meunier	52	0	52	52	0%	101%	1	0	1
Other red	13	0	13	13	0%	98%	1	0	1
Petit Verdot	69	0	69	0	0%		1	0	0
Pinot Noir	316	0	316	316	0%	100%	1	0	1
Sangiovese	71	8	79	81	10%	98%	1	1	2
Shiraz	2924	4208	7132	6511	59%	110%	4	14	15
Tempranillo	0	6	6	10	100%	60%	0	1	1
Total RED	11978	13830	25809	20111	54%	128%			
WHITE									
Chardonnay	699	981	1679	1631	58%	103%	2	8	8
Marsanne	28	0	28	28	0%	100%	1	0	1
Riesling	6	0	6	17	0%	36%	1	0	1
Sauvignon Blanc	710	30	740	740	4%	100%	1	1	2
Semillon	74	0	74	74	0%	100%	1	0	1
Viognier	115	0	115	115	0%	100%	1	0	1
Total WHITE	1631	1011	2642	2605	38%	101%			
Total for region	13609	14841	28451	22715					

WRATTONBULLY CROP VALUE DATA - VINTAGE 2004

Table 14.3

Variety	Grower grown	Total crushed (1)	estimated total value		lowest price (2)	highest price (2)	calc average purchase value per tonne (3)	
			purchased grapes	total grapes				
RED								
Cabernet Sauvignon	7912	14338	\$10,578,119	\$19,168,705	\$200	\$2,009	\$1,337	100%
Malbec	26	26	\$28,928	\$28,928			\$1,130	100%
Merlot	1671	3777	\$2,364,407	\$5,345,692	\$350	\$1,904	\$1,415	100%
Sangiovese	8	79	\$8,000	\$79,060			\$1,000	100%
Shiraz	4208	7132	\$5,048,404	\$8,557,045	\$200	\$1,904	\$1,200	100%
Tempranillo	6	6	\$6,000	\$6,000			\$1,000	100%
Total RED	13830	25358	\$18,033,858	\$33,185,430				
WHITE								
Chardonnay	981	1679	\$1,431,867	\$2,451,912	\$800	\$2,000	\$1,460	100%
Sauvignon Blanc	30	740	\$45,150	\$1,113,249			\$1,505	100%
Total WHITE	1011	2419	\$1,477,017	\$3,565,161				

(1) Only includes varieties where some fruit was purchased. Varieties where all fruit is winery grown are not shown in this table.

(2) The absence of lowest and highest prices means that fewer than three wineries supplied pricing data for each variety.

(3) This does not include end use bonuses or other adjustments determined post-receival.



WRATTONBULLY ESTIMATED AND PREFERRED FUTURE INTAKE OF GRAPES 2005 TO 2009

Table 14.4

Variety	2005		2006		2007		2008		2009	
	estimated	preferred	estimated	preferred	estimated	preferred	estimated	preferred	estimated	preferred
RED										
Cabernet Franc	7	7	7	7	7	7	7	7	7	7
Cabernet Sauvignon	10743	9622	10980	9941	10848	10296	10150	10480	9334	10588
Malbec	18	18	18	18	18	18	18	18	18	18
Merlot	2804	1772	2953	1860	2967	1894	2826	1760	2652	1586
Meunier	32	32	32	32	32	32	0	0	0	0
Other red	10	10	12	12	12	12	12	12	12	12
Petit Verdot	66	0	75	0	75	0	75	0	75	0
Pinot Noir	185	185	185	185	185	185	185	185	185	185
Sangiovese	36	36	36	36	36	36	36	36	36	36
Shiraz	5691	5579	6038	5740	6567	5973	6109	6032	5861	6061
Tempranillo	52	52	89	89	89	89	89	89	89	89
Total for RED	19643	17313	20424	17920	20836	18542	19507	18619	18269	18582
WHITE										
Chardonnay	1310	1152	1609	1303	1514	1179	1499	1119	1545	1119
Marsanne	10	10	10	10	10	10	10	10	10	10
Riesling	25	25	30	30	35	35	35	35	35	35
Sauvignon Blanc	400	400	425	425	425	425	425	425	425	425
Semillon	42	42	42	42	42	42	42	42	42	42
Viognier	40	40	40	40	40	40	40	40	40	40
Total for WHITE	1827	1669	2156	1850	2066	1731	2051	1671	2097	1671
Total for region	21470	18982	22580	19770	22902	20273	21558	20290	20366	20253

WRATTONBULLY PAST PRODUCTION AND PROJECTIONS FOR MAJOR VARIETIES 2001 - 2009

Figure 14.1 Past production and projections (major varieties)

