



# SA Winegrape Crush Survey 2024

## GI Summary Report

### Fleurieu other

*Fleurieu other in this report includes the GI regions Southern Fleurieu and Kangaroo Island, as well as any other vineyards in the Fleurieu zone that are outside the GI regions of Currency Creek, McLaren Vale and Langhorne Creek.*

**Wine Australia July 2024**

DATUM: GDA2020  
 PROJECTION: SA Lambert  
 DATE: 6 February 2024  
 SOFTWARE: ESRI ArcGIS v10.8.1  
 DATA SOURCE:  
 Vineyard Block - Vinehealth Australia  
 Wine Region - Wine Australia

Southern Fleurieu, Kangaroo Island  
 Wine Regions and Fleurieu other



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# SA Winegrape Crush Survey 2024

## Regional Summary Report

### Kangaroo Island Wine Region

*Wine Australia July 2024*

DATUM: GDA2020  
 PROJECTION: SA Lambert  
 DATE: 28<sup>th</sup> November 2019  
 SOFTWARE: ESRI ArcGIS v10.7.1  
 DATA SOURCE:  
 Vineyard Block - Vinehealth Australia  
 Wine Region - Wine Australia

### Kangaroo Island Wine Region



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# Kangaroo Island

## Winegrape intake summary table

Varieties	Tonnes purchased	Total value purchased	Average purchase value per tonne	Change in price year on year	Winery grown fruit (tonnes)	Winery grown share of crush	Total crushed (tonnes)	Estimated total value all grapes
<b>Red</b>								
Cabernet Sauvignon					22	100%	22	\$31,033
Malbec					1	100%	1	\$689
Merlot					4	100%	4	\$3,661
Montepulciano					1	100%	1	\$1,022
Pinot Noir					4	100%	4	\$10,064
Shiraz					51	100%	51	\$77,374
<b>Red Total</b>					<b>82</b>	<b>100%</b>	<b>82</b>	<b>\$123,845</b>
<b>White</b>								
Chardonnay					9	100%	9	\$12,716
Pinot Gris/Grigio					14	100%	14	\$20,265
Riesling					7	100%	7	\$10,544
Roussanne					1	100%	1	\$1,198
Sauvignon Blanc					13	100%	13	\$19,027
Other white					2	100%	2	\$3,052
<b>White Total</b>					<b>45</b>	<b>100%</b>	<b>45</b>	<b>\$66,802</b>
<b>Grand Total</b>					<b>127</b>	<b>100%</b>	<b>127</b>	<b>\$190,647</b>

There were 4 respondents to the survey who reported crushing grapes from Kangaroo Island in 2024, the same number as in 2023.

Note: Where there are fewer than three purchasers of a variety, the average price and total value are not reported to protect confidentiality.

# Kangaroo Island

## Current plantings by variety and year planted

Variety	Area (hectares)				Total area (Ha)	% planted in 2023
	Pre-2021	2021	2022	2023		
<b>Red winegrapes</b>						
Cabernet Sauvignon	43	0	0	0	43	0%
Malbec	1	0	0	0	1	0%
Merlot	4	0	0	0	4	0%
Shiraz	44	0	0	0	44	0%
Other Red	10	0	0	0	10	0%
<b>Red winegrapes Total</b>	<b>102</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>102</b>	<b>0%</b>
<b>White winegrapes</b>						
Chardonnay	9	0	0	0	9	0%
Sauvignon Blanc	9	0	0	0	9	0%
Other White	7	0	0	1	8	13%
<b>White winegrapes Total</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>26</b>	<b>4%</b>
Unknown variety	16	0	0	0	16	0%
<b>All varieties Total</b>	<b>143</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>144</b>	<b>1%</b>

Source:  
Vinehealth  
Australia



# SA Winegrape Crush Survey 2024

## Regional Summary Report

### Southern Fleurieu Wine Region

*Wine Australia July 2024*

DATUM: GDA2020  
 PROJECTION: SA Lambert  
 DATE: 28<sup>th</sup> November 2019  
 SOFTWARE: ESRI ArcGIS v10.7.1  
 DATA SOURCE:  
 Vineyard Block - Vinehealth Australia  
 Wine Region - Wine Australia

### Southern Fleurieu Wine Region



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# Southern Fleurieu

## Winegrape intake summary table

Varieties	Tonnes purchased	Total value purchased	Average purchase value per tonne	Change in price year on year	Winery grown fruit (tonnes)	Winery grown share of crush	Total crushed (tonnes)	Estimated total value all grapes
<b>Red</b>								
Cabernet Sauvignon	15				15	51%	30	\$29,580
Pinot Noir	19				6	24%	25	\$41,903
Shiraz	55						55	\$51,873
Tempranillo	3						3	\$4,410
<b>Red Total</b>	<b>91</b>	<b>\$102,847</b>	<b>\$1,124</b>	<b>-14%</b>	<b>21</b>	<b>19%</b>	<b>112</b>	<b>\$127,766</b>
<b>White</b>								
Chardonnay	46						46	\$29,284
Pinot Gris/Grigio	12						12	\$12,929
Sauvignon Blanc	8						8	\$5,908
<b>White Total</b>	<b>66</b>	<b>\$48,121</b>	<b>\$726</b>	<b>-35%</b>			<b>66</b>	<b>\$48,121</b>
<b>Grand Total</b>	<b>158</b>	<b>\$150,968</b>	<b>\$957</b>	<b>-22%</b>	<b>21</b>	<b>12%</b>	<b>179</b>	<b>\$175,886</b>

There were 7 respondents to the survey who reported crushing grapes from Southern Fleurieu in 2024, compared with 8 in 2023.

Note: Where there are fewer than three purchasers of a variety, the average price and total value are not reported to protect confidentiality.

# Southern Fleurieu

## Price dispersion – purchased grapes

Tonnes purchased in each segment						
Varieties	<\$600	\$600-<\$900	\$900-<\$1500	\$1500-<\$2000	>\$2000	Total purchased
<b>Red</b>						
Cabernet Sauvignon			15			15
Pinot Noir			8	8	4	19
Shiraz		33	22			55
Tempranillo				3		3
<b>Red Total</b>		<b>33</b>	<b>44</b>	<b>11</b>	<b>4</b>	<b>91</b>
<b>White</b>						
Chardonnay	33	13				46
Pinot Gris/Grigio			12			12
Sauvignon Blanc		8				8
<b>White Total</b>	<b>33</b>	<b>22</b>	<b>12</b>			<b>66</b>
<b>Total purchased</b>	<b>33</b>	<b>54</b>	<b>56</b>	<b>11</b>	<b>4</b>	<b>158</b>

# Southern Fleurieu

## Current plantings by variety and year planted

Variety	Area (hectares)				Total area (Ha)	% planted in 2023
	Pre-2021	2021	2022	2023		
<b>Red winegrapes</b>						
Cabernet Sauvignon	73	0	0	0	73	0%
Malbec	1	0	0	0	1	0%
Merlot	35	0	0	0	35	0%
Pinot Noir	27	0	0	0	27	0%
Shiraz	127	0	0	0	127	0%
Other Red	4	0	0	0	4	0%
<b>Red winegrapes Total</b>	<b>266</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>266</b>	<b>0%</b>
<b>White winegrapes</b>						
Chardonnay	67	0	0	0	67	0%
Pinot Gris	25	0	0	0	25	0%
Sauvignon Blanc	61	0	0	0	61	0%
Savagnin	3	0	0	0	3	0%
Semillon	13	0	0	0	13	0%
Viognier	9	0	0	0	9	0%
Other White	3	0	0	0	3	0%
<b>White winegrapes Total</b>	<b>181</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>181</b>	<b>0%</b>
<b>All varieties Total</b>	<b>447</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>447</b>	<b>0%</b>

Source:  
Vinehealth  
Australia





# SA Winegrape Crush Survey 2024

## Regional Summary Report

### Fleurieu zone - other

*Wine Australia July 2024*

DATUM: GDA2020  
 PROJECTION: SA Lambert  
 DATE: 21<sup>st</sup> December 2021  
 SOFTWARE: ESRI ArcGIS v10.8.1  
 DATA SOURCE:  
 Vineyard Block - Vinehealth Australia  
 Wine Region - Wine Australia

**Fleurieu  
 Wine Zone**



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# Fleurieu zone - other

## Winegrape intake summary table

Varieties	Tonnes purchased	Total value purchased	Average purchase value per tonne	Change in price year on year	Winery grown fruit (tonnes)	Winery grown share of crush	Total crushed (tonnes)	Estimated total value all grapes
<b>Red</b>								
Cabernet Sauvignon	10						10	\$9,620
Grenache	10						10	\$9,950
Malbec	4						4	\$4,320
Shiraz	17						17	\$18,345
Tempranillo	10						10	\$18,594
<b>Red Total</b>	<b>51</b>						<b>51</b>	<b>\$60,829</b>
<b>White</b>								
Chardonnay	327	\$208,747	\$638	-0%			327	\$208,747
Pinot Gris/Grigio	182						182	\$183,114
Prosecco	10						10	\$13,585
Sauvignon Blanc	114						114	\$127,683
Vermentino	12						12	\$15,418
<b>White Total</b>	<b>645</b>	<b>\$548,547</b>	<b>\$851</b>	<b>1%</b>			<b>645</b>	<b>\$548,547</b>
<b>Grand Total</b>	<b>696</b>	<b>\$609,376</b>	<b>\$876</b>	<b>4%</b>			<b>696</b>	<b>\$609,376</b>

There were 8 respondents to the survey who reported crushing grapes from Fleurieu Zone – other in 2024, the same number as in 2023.

Note: Where there are fewer than three purchasers of a variety, the average price and total value are not reported to protect confidentiality.

# Fleurieu zone - other

## Price dispersion – purchased grapes

Tonnes purchased in each segment					
Varieties	<\$600	\$600-<\$900	\$900-<\$1500	\$1500-<\$2000	Total purchased
<b>Red</b>					
Cabernet Sauvignon			10		10
Grenache			10		10
Malbec			4		4
Shiraz	8		2	7	17
Tempranillo				10	10
<b>Red Total</b>	<b>8</b>		<b>26</b>	<b>17</b>	<b>51</b>
<b>White</b>					
Chardonnay		327			327
Pinot Gris/Grigio			182		182
Prosecco			10		10
Sauvignon Blanc			107	7	114
Vermentino			12		12
<b>White Total</b>		<b>327</b>	<b>311</b>	<b>7</b>	<b>645</b>
<b>Total purchased</b>	<b>8</b>	<b>327</b>	<b>337</b>	<b>24</b>	<b>696</b>

# Fleurieu zone - other

## Current plantings by variety and year planted

Variety	Area (hectares)				Total area (Ha)	% planted in 2023
	Pre-2021	2021	2022	2023		
<b>Red winegrapes</b>						
Cabernet Sauvignon	17	0	0	0	17	0%
Grenache	1	0	0	0	1	0%
Shiraz	68	0	0	0	68	0%
Other Red	3	0	0	0	3	0%
<b>Red winegrapes Total</b>	<b>89</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>89</b>	<b>0%</b>
<b>White winegrapes</b>						
Chardonnay	29	0	0	0	29	0%
Other White	36	0	0	0	36	0%
<b>White winegrapes Total</b>	<b>65</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>65</b>	<b>0%</b>
<b>All varieties Total</b>	<b>154</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>154</b>	<b>0%</b>

Source:  
Vinehealth  
Australia

# 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 Wine Australia.

### *Total crush*

The **total crushed** is the total tonnes of grapes reported to have been crushed from a particular source region, whether processed in that region, another region in SA or interstate. All wineries in Australia are included in the survey collection process. However, not all wineries respond to the survey - therefore the total tonnage reported may underestimate the true crush. It is estimated that the overall response rate for the survey in 2024 is 88 per cent; however, individual regions may vary. Generally, regions will have a higher response rate when there is a high proportion of purchased winegrapes within the region.

Reported fruit is separated into fruit produced from the winery's own, leased or associated vineyards ("own grown") and fruit purchased from other grape producers ("purchased").

### *Calculated average purchase value*

The survey requests wineries to provide the total amount paid for each parcel of fruit purchased (or the price per tonne). This is the price paid for fruit of a particular variety at the point of receipt – not including specific amounts paid for 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 (May-June 2024).

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.

Average and total purchase values are not reported where there are fewer than three purchasers of a variety in a particular region. However, the values are included in the calculation of totals for each region.

### **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 (price dispersion), differences in quality or variables that go into individual contracts.

### *Price dispersion data*

All purchases for each variety are grouped into price segments according to the price paid for that batch of fruit. The sum of tonnes in all the price segments may not match the total tonnes purchased where there are tonnes reported without an associated price.

### *Estimated total value of all grapes*

The estimated total value of all 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 for the same variety across similar regions, or across all other varieties of the same colour in the same region is used to determine an estimated value for the own grown grapes.

# Explanations and definitions - continued

## PLANTING DATA

### *Source of planting data tables*

Planting data is obtained from the vineyard register maintained by Vinehealth Australia.

Vinehealth Australia is required under the *Phylloxera and Grape Industry Act 1995* to maintain a complete and accurate register of vineyard owners in the state. Vineyard owners with plantings of 0.5 hectares or more are required to register with Vinehealth Australia, and provide details of any changes made to these vineyard plantings within three months of any such change. This information is kept strictly confidential and provided for this survey in a deidentified and aggregated manner.

For more information on the planting data in this report or about registration of vineyards, please contact the Vinehealth Australia office on (08) 8273 0550.

### **Explanatory notes for planting data tables**

To protect confidentiality, the following rules are applied to reporting varieties:

- Where there are fewer than 10 registered owners with plantings of a particular variety across the state, that variety is not separately identified in either the state or the regional reports but is grouped with “other red/white”, AND
- Where there are fewer than three registered owners with a particular grape variety in a given region, that variety is not separately identified in the regional report but is grouped with “other red/white” unless it is a white variety listed in the top seven, or red variety in the top five by planted area for the state for the current year.
- Planting data tables are current as at 30 April 2024 and include all plantings from the 2023–24 planting season.
- Reference to “other varieties” includes rootstock, multi-purpose and table-grape plantings.

- Vines planted in a particular year may include top-worked or replaced vines, as well as new plantings in virgin ground. Where vines have been replaced or top-worked, the old variety record is removed. This explains why the area planted for earlier years may be different in the current report compared with previous reports.
- The totals by year planted may not align with the total areas, as new plantings without a year are captured in the pre-2021 bucket, but not against the individual reported years.
- 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 slight discrepancies in totals.



# Acknowledgements

## AUSTRALIAN NATIONAL VINTAGE SURVEY

The information for this report has been collected and analysed by Wine Australia as part of the Australian wine sector National Vintage Survey. The SA Winegrape Crush Survey Report has been prepared by Wine Australia on behalf of the South Australian Wine Industry Association and Wine Grape Council SA.

The survey publication is available on the Vinehealth Australia website [vinehealth.com.au](http://vinehealth.com.au) and via links from the Wine Grape Council SA website [wgcsa.com.au](http://wgcsa.com.au) and the South Australian Wine Industry Association website [www.winesa.asn.au](http://www.winesa.asn.au).

Survey results from 2015 onwards are available on the Wine Australia interactive Vintage Survey Dashboard:  
<https://marketexplorer.wineaustralia.com/vintage-survey>

## Disclaimer

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Note: data published in this report supercedes that in earlier reports. Minor variations in reported figures can occur due to data revisions.

Any questions about the report should be directed to:

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+61 8 8228 2000  
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## About Wine Australia

Wine Australia supports a competitive wine sector by investing in research and innovation, growing domestic and international markets, protecting the reputation of Australian wine.

Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for research development and adoption investments.

## Credits

Image (Fleurieu vineyard) – Nigel Wood  
GI maps – Vinehealth Australia

