



General Information about the U.S. Wine Industry

Grape Facts

- Grapes are the highest value fruit crop in the nation and the sixth largest crop overall.
- In 2008, the grape crop was valued at \$3,341,758,000. (USDA NASS)
- Grapes account for about 30% of the value of all fruit grown in the United States.
- Grapes processed in agricultural areas for wine and juice make up 67% of the entire national crop compared with about 30% in 1969.
- More than 23,000 farms grow grapes. (MKF Research)
- The federal government does not subsidize grape growing.
- In 2008, there were 938,550 acres of grape-bearing land (wine, raisins, and table grapes) in the U.S. producing 7,434,910 tons of grapes. (USDA_NASS)
- Grapes and grape products contribute about \$162 billion to the U.S. economy, along with 1.1 million jobs, which account for \$33 billion in wages and \$17 billion in state and local tax revenues. (MKF Research)

Production Facts

- From July 2006 to June 2007, 661,288,503 gallons of wine was produced in the U.S.
- California produces almost 90% of the volume of wine in the U.S.
- The U.S. accounts for 9.9% of the world grape production (4th after Italy, France and Spain), but only occupies 4.8% of the world's vineyard acreage.
- The U.S. represents about 8.4% of the world wine production (4th after Italy, France and Spain).
- The U.S. is 3rd in wine consumption but only 56th in per capita consumption.
- In the U.S., there are more than 430,000 places where wine can be purchased, both on-premise (eating and drinking places) and off-premise (retail stores).
- There are more than 5,500 wineries in the U.S. and wineries are located in all 50 states.

Exports

- Exports of American table grapes, grape juice products, raisins, and wine, amounting to more than \$1.5 billion, are the largest horticultural export from the U.S.
- Exports of American in 2008 surpassed \$1 billion for the first time. (Wine Institute)
- California produces 95% of all wine exported from the U.S. (Wine Institute)
- The European Union receives nearly half of exported American wine, followed by Canada, Japan, Hong Kong, and Mexico.
- About a third of the raisin crop is exported.

Imports

- In 2006, imports of grapes and products from grapes amounted to over \$5.7 billion.
- Imports have grown by 76% in the five years leading up to 2006. Most of that growth has been in wine imports.
- Approximately 30% of wine sold in the U.S. is imported.
- The top three countries from which wine is imported into the U.S. are Italy, Australia, and France.

Tourism

- An estimated 27 million winery visits currently take place annually, providing employment to 49,710 people.
- In 2005, California had about 19.7 million visits, generating approximately \$2 billion in revenue. In 2004, New York had 4.1 million visits and generated \$312 million. (MKF Research)

Sustainable Practices

- Formal sustainable practice programs are geared to lead the wine industry as a whole to engage in practices that are environmentally friendly and that reinforce the connection between wine and the community.
- Programs include New York's Wine Balance; Napa Green; Lodi Rules and the Winegrowers' Workbook; Central Coast Vineyard Team's Positive Point System; Oregon LIVE (Low Input Viticulture and Enology); and, Washington Vine Wise.
- In 2001, the Wine Institute and the California Association of Winegrape Growers (CAWG) developed the Code of Sustainable Winegrowing Practices to evaluate wine-producing practices that are sensitive to the environment, responsive to the needs and interest of society-at-large, and are economically feasible to maintain. Nearly 2,000 growers and vintners have participated representing 60% of the state's acreage and case production. A follow-up to the *2004 California Wine Community Sustainability Report* is scheduled for late 2009.

Top 10 Wine Producing States (from July 2006 to June 2007)

Rank	State	Gallons
1	California	589,632,004
2	New York	28,551,434
3	Washington	20,264,144
4	Oregon	4,905,231
5	New Jersey	1,691,943
6	Florida	1,667,618
7	Kentucky	1,260,615
8	Michigan	1,233,247
9	Ohio	1,194,311
10	Missouri	1,077,875

Statistics gathered from the U.S. Tax & Trade Bureau

Top 10 Wineries by State (2008)

Rank	State	Number of Wineries
1	California	2,593
2	Washington	566
3	Oregon	345
4	New York	280
5	Virginia	181
6	Texas	179
7	Pennsylvania	144
8	Michigan	142
9	Ohio	135
10	Illinois	103

Prepared from U.S. Tax & Trade Bureau Data by Wine America

Top 10 Grape Acreage States (2008)

Includes wine, table grapes, juice grapes and raisins

Rank	State	Acreage
1	California	789,000
2	Washington	58,000
3	New York	37,000
4	Oregon	14,500
5	Michigan	14,200
6	Pennsylvania	13,600
7	Texas	2,500
8	Virginia	2,500
9	Ohio	1,900
10	North Carolina	1,700

Statistics gathered from USDA-NASS