GRAPE CRUSH REPORT

Preliminary 2009 Crop

California Department of Food and Agriculture

February 10, 2010

MAP AND DEFINITIONS OF CALIFORNIA GRAPE PRICING DISTRICTS

1. Mendocino County
2. Lake County
3. Sonoma and Marin Counties
4. Napa County
5. Solano County
6. Alameda, Contra Costa, Santa Clara, San Francisco, San Mateo, and Santa Cruz Counties
7. Monterey and San Benito Counties
8. San Luis Obispo, Santa Barbara, and Ventura Counties
9. Yolo County north of Interstate 80 to the junction of Interstate 80 and U.S. 50 and north of U.S. 50; Sacramento County north of U.S. 50; Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Shasta, Lassen, Tehama, Plumas, Glenn, Butte, Colusa, Sutter, Yuba, and Sierra Counties.
10. Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne and Mariposa Counties
11. San Joaquin County north of State Highway 4; and Sacramento County south of U.S. 50 and east of Interstate 5
12. San Joaquin County south of State Highway 4; Stanislaus and Merced Counties
13. Madera, Fresno, Alpine, Mono, Inyo Counties; and Kings and Tulare Counties north of Nevada Avenue (Avenue 192)
14. Kings and Tulare Counties south of Nevada Avenue (Avenue 192); and Kern County
15. Los Angeles and San Bernardino Counties
16. Orange, Riverside, San Diego, and Imperial Counties
17. Yolo County south of Interstate 80 from the Solano County line to the Junction of Interstate 80 and U.S. 50 and south of U.S. 50 and Sacramento County south of U.S. 50 and west of Interstate 5

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THANK YOU!

The California Office of USDA's National Agricultural Statistics Service (NASS) and the California Department of Food and Agriculture (CDFA) appreciate the timely reporting by the State's vintners in preparation of the 2009 Grape Crush Report. This report is available online at:

http://www.nass.usda.gov/Statistics_by_State/California/Publications/Grape_Crush/index.asp

NASS/CDFA also conducts an annual acreage survey in partnership with California grape growers. The Report contains information on new plantings and removals of grapes. The Grape Acreage Report is available on the NASS website at:

http://www.nass.usda.gov/Statistics_by_State/California/Publications/Grape_Acreage/index.asp

GROWERS

AND VINTNERS

Please notify NASS of any crush report corrections by February 19, 2010.

GRAPE CRUSH REPORT OVERVIEW

Information contained in this Report was supplied by processors to fulfill the reporting requirements of Section 55601.5 of the Food and Agricultural Code.

The Preliminary Grape Crush Report includes all grape tonnage crushed during the 2009 season. It also includes purchased tonnage and pricing information for grapes with final prices prior to January 10, 2010. The March 10, 2010 Final Grape Crush Report will contain any late reports or corrections to the preliminary report. **Please notify us of any corrections for the Final Grape Crush Report by February 19, 2010.**

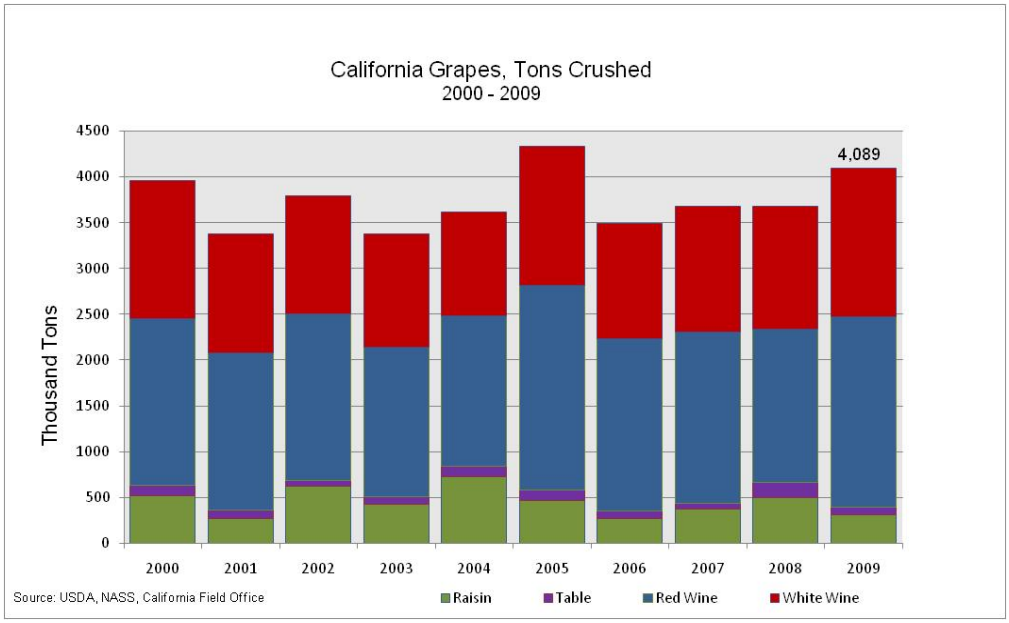
Details of the crushed tonnage, degrees Brix, and weighted average prices were reported by grape type and variety, as well as by grape pricing districts. The 17 districts refer to the area in which the grapes were grown as defined in the Administrative Code. A district map is located on the inside of the front cover.

SUMMARY OF GRAPE TONNAGES AND PRICES

The 2009 crush totaled 4,089,160 tons, up 11 percent from the 2008 crush of 3,673,858 tons. This is only the second time in 10 years that California's crush has exceeded 4 million tons. Red wine varieties accounted for the largest share of all grapes crushed, at 2,073,703 tons, up 24 percent from 2008. The 2009 white wine variety crush totaled 1,623,190 tons, up 21 percent from 2008. Tons crushed of raisin type varieties totaled 307,360, down 38 percent from 2008, and tons crushed of table type varieties totaled 84,907, down 49 percent from 2008. (See chart below.)

Beginning with the 1999 season, the Grape Crush Report includes the total number of tons crushed for concentrate production. In determining grape tonnage crushed for concentrate production, each processor was required to report the estimated equivalent tons of grapes crushed for grape concentrate. For the 2009 season, this total was 499,323 tons, approximately 12 percent of the 2009 grape crush total. This report provides only the aggregate figure for grapes crushed for concentrate production and does not include information by district, type, or variety.

The 2009 average price of all varieties was $570.64, up 4 percent from 2008. Average prices for the 2009 crop by type were as follows: red wine grapes, $664.06, up less than 1 percent from 2008; white wine grapes, $534.65, down 1 percent from 2008; raisin grapes, $171.02, down 24 percent; and table grapes, $143.10, down 21 percent. These price levels have not been adjusted for inflation. The large increase in higher priced wine grapes crushed, coupled with the decline in less expensive raisin and table grape varieties crushed, results in the average price increase from 2008.



CALIFORNIA GRAPE CRUSH TONNAGE AND PRICE, 1988-2009

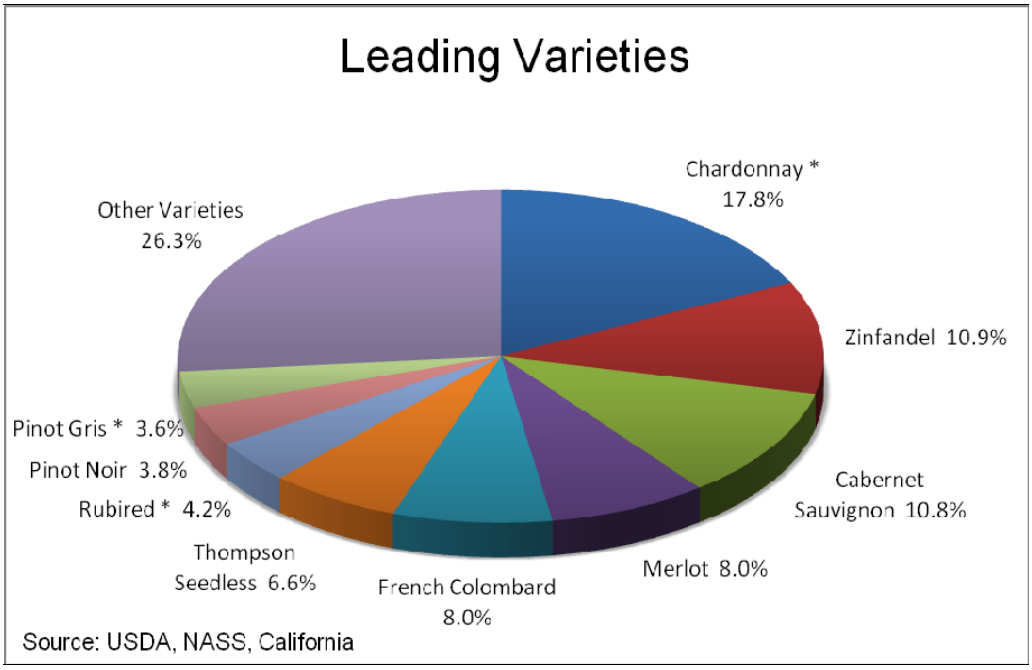
Crop Year	Red Wine Type		White Wine Type		Total Wine Type		Raisin Type		Table Type		All Types	
	Thousand Tons	$/Ton	Thousand Tons	$/Ton	Thousand Tons	$/Ton	Thousand Tons	$/Ton	Thousand Tons	$/Ton	Thousand Tons	$/Ton
1988	760	409	1,356	238	2,117	297	415	116	312	131	2,843	253
1989	872	410	1,272	297	2,144	342	370	132	211	128	2,725	297
1990	804	355	1,331	277	2,135	306	268	126	170	127	2,573	276
1991	840	383	1,289	319	2,129	344	284	150	157	141	2,570	310
1992	888	438	1,209	364	2,097	395	785	182	217	170	3,099	325
1993	979	430	1,327	316	2,306	365	452	152	137	147	2,895	323
1994	936	462	1,242	317	2,177	379	239	118	123	136	2,540	344
1995	1,052	515	1,175	351	2,277	429	432	164	170	162	2,829	372
1996	1,079	611	1,094	469	2,172	540	618	191	117	188	2,908	452
1997	1,461	656	1,433	546	2,893	603	786	185	212	169	3,891	497
1998	1,333	643	1,194	521	2,527	586	506	164	135	150	3,169	502
1999	1,422	649	1,195	518	2,617	590	419	200	149	187	3,185	525
2000	1,816	628	1,503	500	3,319	571	513	125	120	118	3,951	504
2001	1,706	680	1,300	491	3,006	601	262	86	101	87	3,368	555
2002	1,817	614	1,288	432	3,105	538	622	76	61	80	3,787	462
2003	1,634	609	1,230	429	2,864	534	422	95	84	91	3,370	471
2004	1,639	627	1,136	487	2,775	571	727	200	113	199	3,615	482
2005	2,235	634	1,521	507	3,756	583	467	164	106	121	4,330	533
2006	1,874	637	1,263	503	3,136	583	267	154	86	137	3,489	548
2007	1,875	627	1,372	482	3,248	565	364	155	63	138	3,674	522
2008	1,676	661	1,338	543	3,015	609	494	224	165	180	3,674	547
2009	2,074	664	1,623	535	3,697	608	307	171	85	143	4,089	571

Source: USDA-NASS, California Field Office

LEADING GRAPE VARIETIES AND DISTRICTS

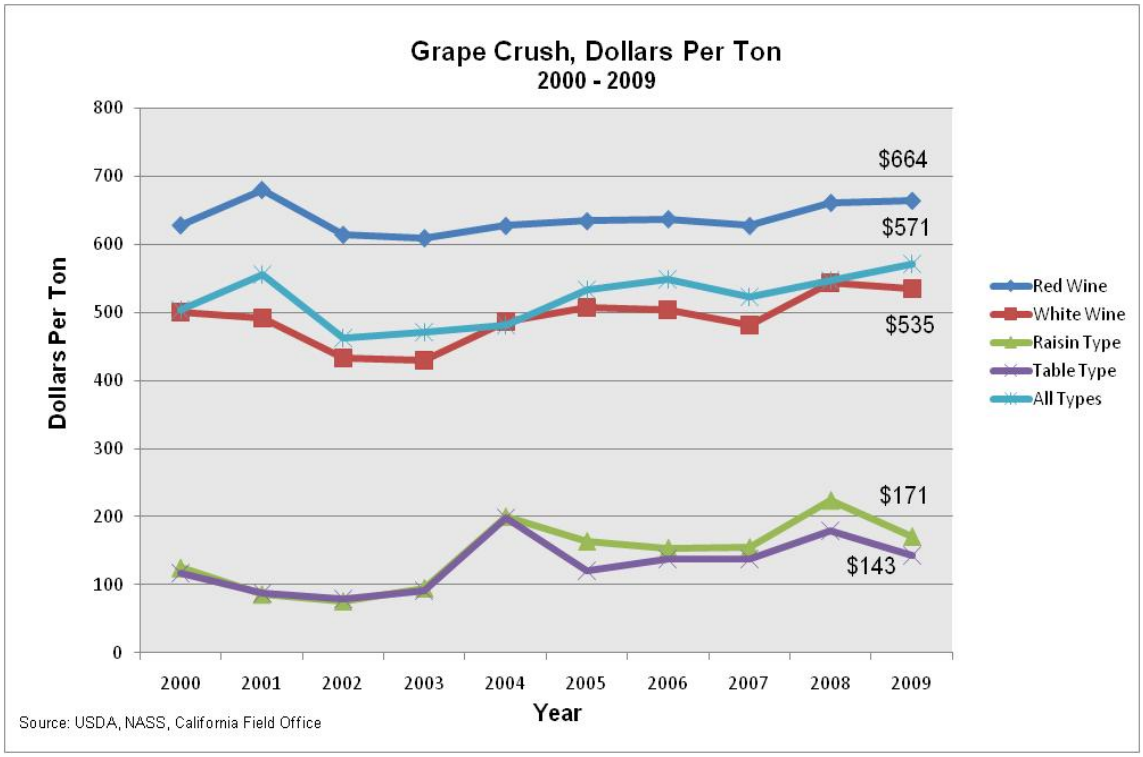
In 2009, Chardonnay accounted for the largest percentage of the total crush volume with 17.8 percent. Zinfandel accounted for the second leading percentage of crush with 10.9 percent of the total crush. The next eight highest percentages of grapes crushed were all wine varieties, with the exception of Thompson Seedless.

District 13, (Madera, Fresno, Alpine, Mono, Inyo Counties; and Kings and Tulare Counties north of Nevada Avenue (Avenue 192)), had the largest share of the State's crush, at 1,344,513 tons. The average price per ton in District 13 was $247.87.



*Synonyms for variety names are shown on Page 5.

Grapes produced in District 4 (Napa County) received the highest average price of $3,400.85 per ton, down less than 1 percent from 2008. District 3 (Sonoma and Marin counties) received the second highest return of $2,180.28, down 3 percent from 2008. The 2009 Chardonnay price of $756.12 was down 7 percent from 2008, and the Cabernet Sauvignon price of $1,068.23 was down 4 percent from 2008. The 2008 average price for Zinfandel was $457.11, down 1 percent from 2008, while the Merlot average price was down 4 percent from 2008 at $624.25 per ton.



EXPLANATION OF TABLES

TABLE 1 is a summary of the 2009 crop State totals by grape type and varieties that are shown in detail by grape pricing districts in Tables 2 through 6. State totals and averages for 2008 are shown for comparison.

TABLE 2 includes over-the-scale fresh tonnage of all grapes crushed by California processors from the 2009 crop. Over-the-scale fresh weight tonnage includes materials other than grapes (MOG) and defects. This table is broken down by the 17 grape pricing districts and by variety. State totals for 2008 are shown for comparison. Crushed tonnage includes all grapes crushed whether: grown and crushed by processors; purchased and crushed by processors; crushed by cooperatives, juice manufacturers, etc.; or crushed for others, including growers.

TABLE 3 shows the weighted average degrees Brix for all grapes crushed (TABLE 2) by California processors from the 2009 crop. The weighted average degrees Brix is reported by grape pricing districts and variety. State averages for 2008 are shown for comparison.

TABLE 4 includes net weight fresh tonnage of all grapes purchased for wine, concentrate, juice, vinegar, and beverage brandy by California processors from the 2009 crop. Net weight fresh tonnage does not include material other than grapes (MOG) and defects or other weight adjustments deducted from gross weight. The purchased tonnage is reported by variety and grape pricing districts. State totals for 2008 are shown for comparison. TABLE 4 does not include tonnage purchased as distilling material other than beverage brandy; this is shown in TABLE 7. Prices for all tonnage shown in this table are final and not subject to change. Grapes pooled by cooperatives, those grown by processors and used for their own production and grapes crushed to growers' accounts are not included.

TABLE 5 shows the weighted average degrees Brix for all grapes purchased for wine, concentrate, juice, vinegar, and beverage brandy (TABLE 4) by California processors from the 2009 crop. The weighted average degrees Brix is reported by grape pricing districts and variety. State averages for 2008 are shown for comparison. TABLE 5 does not include degrees Brix of tonnage purchased as distilling material other than beverage brandy; this is shown in TABLE 7. Grapes pooled by cooperatives, those grown by processors and used for their own production and grapes crushed to growers' accounts are not included.

TABLE 6 gives the weighted average price per ton, delivered basis, of all tonnage purchased for wine, concentrate, juice, vinegar, and beverage brandy (TABLE 4) by California processors from the 2009 crop. The weighted average prices are reported by variety, and grape pricing districts. State averages for 2008 are shown for comparison. TABLE 6 does not include prices of tonnage purchased as distilling material other than beverage brandy; this is shown in TABLE 7. Prices shown in this table are final and not subject to change. Grapes pooled by cooperatives, those grown by processors and used for their own production and grapes crushed to growers' accounts are not included.

Weighted average prices reflect final prices through January 10, 2009 and include any Brix adjustments, bonuses or allowances. Prices are equivalent to delivered basis in the area grown including normal within-area hauling allowances. Purchases made on a roadside basis include the usual hauling allowance for local delivery in the area grown. Out-of-area purchases made on a delivered basis do not include extra hauling allowances for delivery outside the area.

The next example indicates the method used for calculating weighted averages.

The following two purchases were made.

Variety	District	Tons	Degrees Brix	Base Price	Price Paid Per Ton	Acceptable Brix Limits	Brix Adjustment Factors	Brix Adjustment Limits
Petite Sirah	*1*	**155.5**	**20.6**	*$450.00*	**$364.50**	*19 - 25*	+ or - 10%	*Base 22, Min 20, Max 24*
Petite Sirah	*1*	**20.5**	**19.0**	*$450.00*	**$418.50**	*19 - 25*	+ or - 10%	*Base 22, Min 20, Max 24*

Note: The variety, district, base price, and Brix Adjustment Factors (including Brix limits) are the same. The tons purchased, degrees Brix, and price paid per ton are the only differences in this example.

Step 1: Multiply the tons by the Brix for each lot purchased and then add the products to get the total. Also, add the tons purchased.

Variety	District	Tons	Degrees Brix	Total *(Tons X Brix)*
Petite Sirah	*1*	**155.5**	**20.6**	**155.5 X 20.6 = 3,203.3**
Petite Sirah	*1*	**20.5**	**19.0**	**20.5 X 19.0 = 389.5**
TOTALS		**176.0**		**3,592.8**

Step 2: Divide the total (3,592.8) by the total tons purchased (176.0) to get the **Weighted Average Degrees Brix**.

$$\frac{3{,}592.8}{176.0} = 20.4$$

Step 3: Multiply the purchased tons by the Price Paid Per Ton for each lot purchased and then add the products to get the total.

Variety	District	Tons	Price Paid Per Ton	Total *(Tons X Brix)*
Petite Sirah	*1*	**155.5**	**$364.50**	**155.5 X 364.50 = 56,679.8**
Petite Sirah	*1*	**20.5**	**$418.50**	**20.5 X 418.50 = 8,579.3**
TOTALS		**176.0**		**65,259.1**

Step 4: Divide the total (65,259.1) by the total tons purchased (176.0) to get the **Weighted Average Price Per Ton**:

$$\frac{65{,}259.1}{176.0} = \$370.79$$

TABLE 7 shows all grape tonnage purchased as distilling material other than beverage brandy by California processors from the 2009 crop. The tonnage, weighted average degrees Brix and price per ton are shown by grape type and variety. State totals and averages for 2008 are given for comparison.

TABLE 8 shows base prices paid to growers by Brix adjustment factors, purchased tonnage, type, variety and reporting district where grown. Weighted average base prices and total purchased tonnage are included.

The Brix adjustment factors determine adjustments to base prices to compensate for sugar variations. In this report, adjustments are expressed in dollars per ton, or percent of base price per degree variance from the established Brix base. Occasional lots are traded on price per degree Brix as delivered.

TABLE 9 includes tonnage of all grapes crushed to growers' accounts by California processors from the 2009 crop. Growers retained ownership of these grapes at the time of crushing. This tonnage is reported by grape pricing district and variety. Comparisons with 2008 are shown. ***(Table 9 only appears in the Final Grape Crush Report.)***

TABLE 10 gives the weighted average price per ton, delivered basis, of all tonnage purchased from non-related sources for wine, concentrate, juice, vinegar, and beverage brandy (TABLE 4) by California processors from the 2009 crop. The weighted average prices are reported by variety, and grape pricing districts. State averages for 2008 are shown for comparison. TABLE 10 does not include prices of tonnage purchased as distilling material other than beverage brandy, this is shown in TABLE 7. Prices shown in this table are final and not subject to change. Grapes pooled by cooperatives, those grown by processors and used for their own production and grapes crushed to growers' accounts are not included.

Non-Related Purchased Tons: Excludes tonnage of grapes purchased from a grower if:

(a) The grower or an affiliate of the grower, or both the grower and the affiliate of the grower, owned, directly or indirectly, at least 5 percent of the indicia of ownership or voting authority of the winery (processor);

(b) The winery (processor) or an affiliate of the winery, or both the winery and the affiliate of the winery, owned, directly or indirectly, at least 5 percent of the indicia of ownership or voting authority of the grower;

(c) The winery (processor) or an affiliate of the winery, or both the winery and the affiliate of the winery, provided long-term financing to the grower in exchange for rights or options to purchase a significant portion of the grower's harvest.

Grape Variety Synonyms

Alicante Bouschet - Alicante
Beauty Seedless - Black Beauty
Black Corinth - Zante Current
Black Prince - Rose of Peru
Red Blaufraenkisch - Lemberger
Burger - Monbadon
Chardonnay - Pinot Chardonnay, Chardonnay Musque
Cinsaut - Black Malvoisie, Black Malvasia
Crimson Seedless - Red Crimson
Emerald Seedless - Black Seedless
Flame Seedless - Red Flame
Red Gamay (Napa) - Gamay, Valdiguie
White Gray Riesling - Trousseau Gris
Red Grenache - Grenache Noir
Italia - Muscat Italia
Malaga - White Malaga
Mataro - Mourvedre
Meunier - Pinot Meunier
Moscato Gaillo - Muscat Yellow
Muscat Blanc - Muscat Canelli, Muscat Blanc A Petits Grains
Muscat Hamburg - Black Muscat
Negrette - Pinot St. George
Nero D'Avola - Calabrese
Palomino - Golden Chasselas
Pinot Gris - Pinot Grigio
Princess - Melissa
Red Globe - Rose Ito
Red Refosco - Mondeuse
White Ribolla Gialla - Rebolla
Red Rubired - Tintoria
Ruby Seedless - King Ruby
Red Sangiovese - Sangioveto, Brunello
White Sauvignon Vert - Muscadelle
White St. Emilion - Ugni Blanc, Trebbiano
Sugraone - (PROPRIETARY NAME WAS REMOVED)
Syrah - French Syrah, Shiraz, Syrah Noir
Tempranillo - Tinta Roriz, Valdepenas
Touriga Nacional - Touriga
Trousseau - Bastardo
Vermentino - Vennentino
White Riesling - Johannisberg Riesling, Riesling