



2011 GRAPE & WINE INDUSTRY SURVEY ADDENDUM

Wisconsin Field Office P.O. Box 8934 · Madison, WI 53708-8934
(608) 224-4848 · (608) 224-4855 FAX · www.nass.usda.gov/wi E-mail: nass-wi@nass.usda.gov
Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection.

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This document serves as an addendum to the 2011 Grape & Wine Industry release. Please refer to that publication for survey methodology and explanations of results.

Vineyard Characteristics

Additional Varieties Grown Commercially

There are a total of 59 varieties that are grown commercially according to respondents. The top 9 varieties listed in the original release make up 78.6% of the planted acres of grapes. The remaining 50 varieties makeup 21.4% of planted acres. For each of those 50 varieties, the total acres planted ranges from one-tenth of an acre to just under 9 acres. The names of the 50 additional varieties are as follows:

- Arctic Riesling
- Aurore
- Baco Noir
- Baltica
- Beta
- Bluebell
- Brianna
- Buffalo
- Canadice
- Catawba
- Concord Seedless
- Corot Noir
- DeChaunac
- Delaware
- Elvira
- Esprit
- Fredonia
- Frontenac Blanc
- Gewürztraminer
- Golden Muscat
- Kay Gray
- King of the North
- La Crosse
- Lakemont
- Lemberger
- Léon Millot
- Lorelei
- Louise Swenson
- Mars
- Niagara
- Noiret
- Petite Amie
- Petite Pearl
- Pinot Noir
- Prairie Star
- Reliance
- Rkatsiteli
- Sabrevois
- Somerset Seedless
- Steuben
- Swenson Red
- Swenson White
- Traminette
- Unknown/Misc
- Valiant
- Van Buren
- Vanessa
- Venus
- Vidal Blanc
- Worden

Additional Varieties Grown Non-Commercially

Non-commercial vineyards reported growing 62 different grape varieties in 2011. The top 9 varieties listed in the original release make up 76.8% of respondents total vines planted. The remaining 53 varieties make up 23.2% of the reported grape varieties planted. The names of the 53 additional varieties are as follows:

- Aurore
- Baco Noir
- Baltica
- Beta
- Bluebell
- Cabernet Sauvignon
- Canadice
- Catawba
- Concord Seedless
- Corot Noir
- Edelweiss
- Esprit
- Fredonia
- Frontenac Blanc
- Himrod
- Interlaken
- Ivan
- Kandiyohi
- Kay Gray
- King of the North
- La Crescent
- Lakemont
- Leon Millot
- Lorelei
- Louise Swenson
- Marquis
- Mars
- MN-78
- Munson
- Neptune
- Niagara
- Noiret
- Petite Jewel
- Petite Pearl
- Prairie Star
- Reliance
- Riesling
- Sabrevois
- Seyval Blanc
- Sheridan
- Somerset Seedless
- St. Vincent
- Swenson Red
- Swenson White
- Thompson
- Traminette
- Trollhaugen
- Unknown/Misc
- Valiant
- Vanessa
- Venus
- Worden
- Zilga

Vineyard Management Issues

Vineyard Management Issues for Commercial Vineyards of up to 1 acre, Wisconsin, 2011

Management issue	Rank ¹
Disease and/or insect management	1
Canopy management ²	2
Animal control	3
Pruning	4
Weed management	5
Fertilization and/or pH adjustment	6
Trellising	7
Crop estimation before harvest	8
Winter/cold hardiness	9
Knowledgeable vineyard labor force	10
Herbicide drift	11
Marketing and contracts	12

¹Rank of 1 is most problematic, 12 is least problematic. ²Includes shoot thinning and positioning, cluster and leaf thinning.

Vineyard Management Issues for Commercial Vineyards of 1.1 – 2 acres, Wisconsin, 2011

Management issue	Rank ¹
Disease and/or insect management	1
Canopy management ²	2
Animal control	3
Weed management	4
Pruning	5
Winter/cold hardiness	6
Crop estimation before harvest	7
Knowledgeable vineyard labor force	8
Trellising	9
Fertilization and/or pH adjustment	10
Marketing and contracts	11
Herbicide drift	12

¹Rank of 1 is most problematic, 12 is least problematic. ²Includes shoot thinning and positioning, cluster and leaf thinning.

Vineyard Management Issues for Commercial Vineyards of 2.1 – 3 acres, Wisconsin, 2011

Management issue	Rank ¹
Disease and/or insect management	1
Weed management	2
Canopy management ²	3
Animal control	4
Pruning	5
Trellising	6
Winter/cold hardiness	7
Fertilization and/or pH adjustment	8
Herbicide drift	9
Knowledgeable vineyard labor force	10
Crop estimation before harvest	11
Marketing and contracts	12

¹Rank of 1 is most problematic, 12 is least problematic. ²Includes shoot thinning and positioning, cluster and leaf thinning.

Vineyard Management Issues for Commercial Vineyards of 3.1 - 7 acres, Wisconsin, 2011

Management issue	Rank ¹
Weed management	1
Disease and/or insect management	2
Pruning	3
Canopy management ²	4
Knowledgeable vineyard labor force	5
Animal control	6
Fertilization and/or pH adjustment	7
Trellising	8
Herbicide drift	9
Winter/cold hardiness	10
Marketing and contracts	11
Crop estimation before harvest	12

¹Rank of 1 is most problematic, 12 is least problematic. ²Includes shoot thinning and positioning, cluster and leaf thinning.

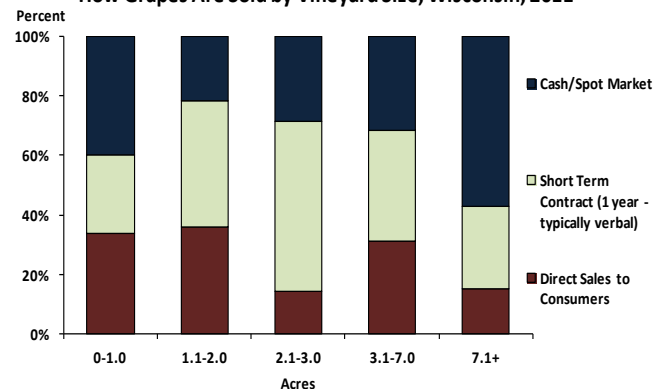
Vineyard Management Issues for Commercial Vineyards of 7.1 acres and up, Wisconsin, 2011

Management issue	Rank ¹
Disease and/or insect management	1
Herbicide drift	2
Animal control	3
Crop estimation before harvest	4
Canopy management ²	5
Knowledgeable vineyard labor force	6
Winter/cold hardiness	7
Pruning	8
Weed management	9
Trellising	10
Marketing and contracts	11
Fertilization and/or pH adjustment	12

¹Rank of 1 is most problematic, 12 is least problematic. ²Includes shoot thinning and positioning, cluster and leaf thinning.

Vineyard Sales

How Grapes Are Sold by Vineyard Size, Wisconsin, 2011



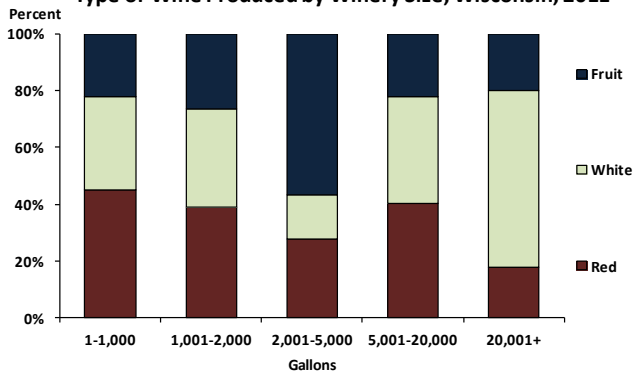
Winery Characteristics

Commercial Winery Characteristics, by Wine Capacity, Wisconsin, 2011

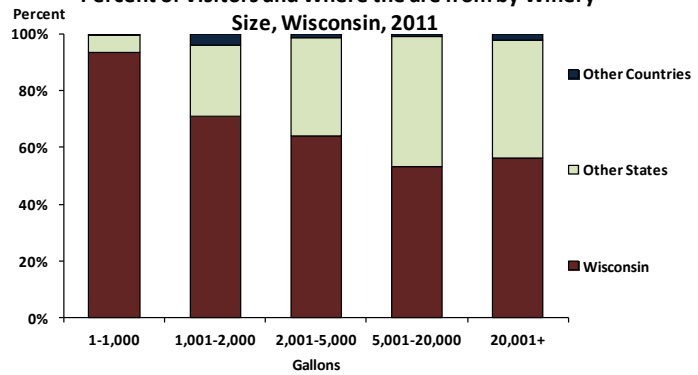
Winery Fermentation Tank Capacity (gallons)	Number of operations	Total Gallons of Wine Fermented ¹	Total Capacity (gallons)	Bottles Red Wine Produced ²	Bottles White Wine Produced ²	Bottles Fruit Wine Produced ²	Total Planned Capacity Expansion Over Next 5 Years (gallons)	Avg. FTEs ³	Avg. number of visitors
Up to 1,000	11	8,831	5,510	17,240	12,535	8,350	11,975	1.23	1,764
1,001 – 2,000	9	14,020	14,225	21,287	19,022	14,549	38,448	1.80	2,667
2,001 – 5,000	9	37,542	35,103	33,732	18,431	68,833	29,045	2.80	7,700
5,001 – 20,000	15	93,455	142,800	154,476	145,543	84,804	84,900	2.83	11,567
20,001+	6	409,234	461,195	258,021	891,542	287,743	57,020	15.46	55,250
Overall	50	563,084	658,833	484,756	1,087,073	469,895	242,388	3.88	13,962

¹Imputed based on production from good reports ²Bottles are 750ml equivalents ³Full time equivalent employee

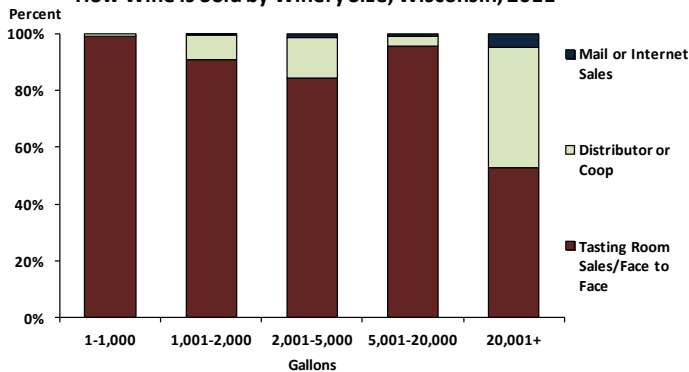
Type of Wine Produced by Winery Size, Wisconsin, 2011



Percent of Visitors and Where they are from by Winery Size, Wisconsin, 2011



How Wine is Sold by Winery Size, Wisconsin, 2011



Thank you to all the grape growers and wine makers who answered this survey. Your input is vital to show policy makers and industry leaders the current state of Wisconsin's grape and wine industry.

Release results, including more breakdowns by vineyard and winery size, can be found at <http://www.nass.usda.gov/wi/>