



2010 Texas Grape Production and Variety Survey



Cooperating with Texas Department of Agriculture

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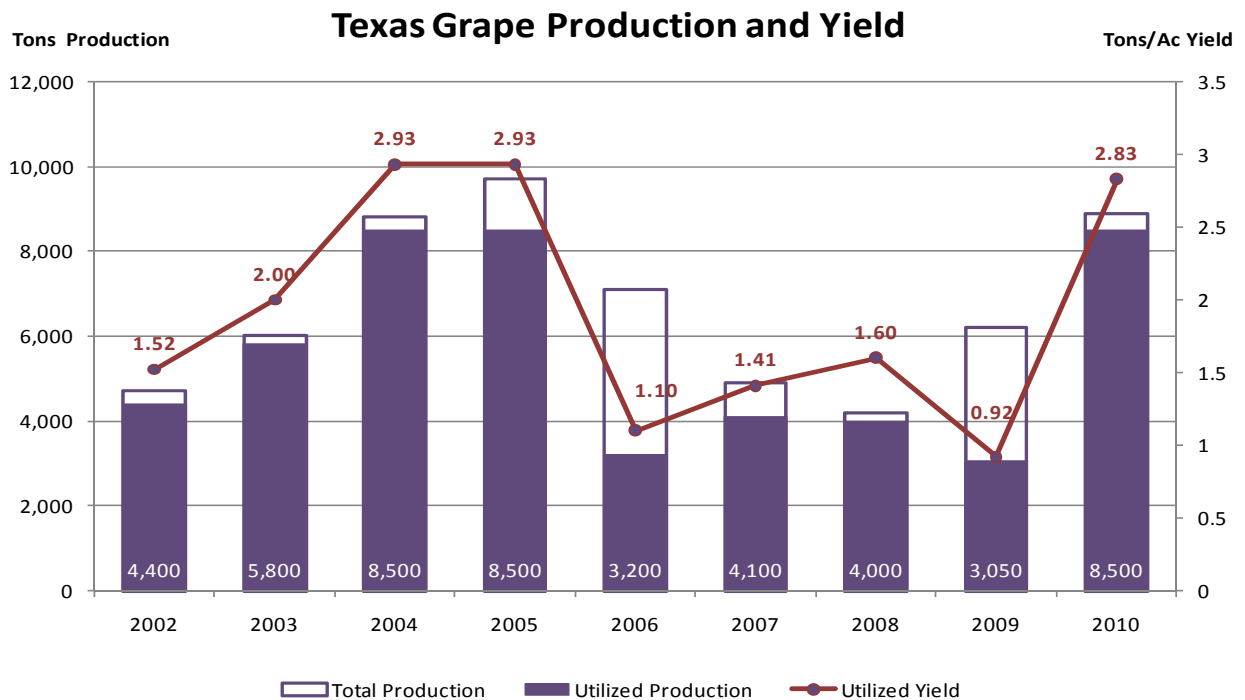
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State Production and Yield

In the fall of 2010, the Texas Field Office of USDA-NASS conducted a grape variety survey in cooperation with the Texas Wine Marketing Research Institute at Texas Tech University. This is the fourth survey of Texas grape varieties since 2000, the other surveys were in 2002, 2005 and 2008. All known grape producers were contacted and asked to participate in this survey.

This past year, 2010, was the best grape production year in Texas since the 2004 and 2005 seasons. In all three years there was an estimated 8.5 million tons of utilized production with a yield of just under 3 tons per acre. However, the total production was higher in 2005 (see chart on next page). This year’s utilized production is greater than the sum of the previous two years utilized production.



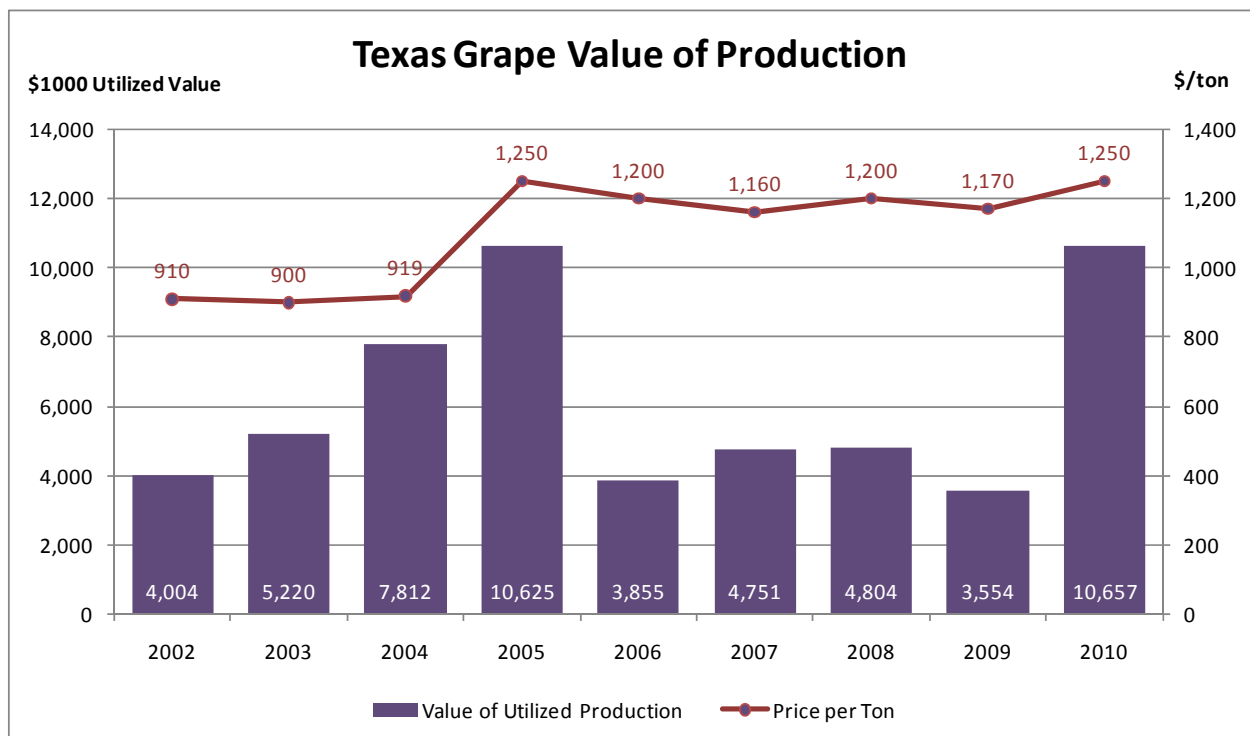
Texas Grape Acreage, Production and Value 2005, 2008, 2010 ^{1 2}

Item	2002	2003	2004	2005	2006	2007	2008	2009	2010
Bearing acreage <i>Acres</i>	2,900	2,900	2,900	2,900	2,900	2,900	2,500	3,300	3,000
Yield per acre ³ <i>Tons</i>	1.62	2.07	3.03	3.34	2.45	1.69	1.68	1.88	2.97
Utilized Yield <i>Tons</i>	1.52	2	2.93	2.93	1.1	1.41	1.6	0.92	2.83
Total <i>Tons</i>	4,700	6,000	8,800	9,700	7,100	4,900	4,200	6,200	8,900
Utilized production <i>Tons</i>	4,400	5,800	8,500	8,500	3,200	4,100	4,000	3,050	8,500
Price per ton <i>Dollars</i>	910	900	919	1,250	1,200	1,160	1,200	1,170	1,250
Utilized production value <i>\$1,000</i>	4,004	5,220	7,812	10,625	3,855	4,751	4,804	3,554	10,657

¹ Processed grapes only for years 2002-2005, both processed and fresh grapes for 2006 and later. ² Total production is the quantity actually harvested plus quantities which would have been acceptable for fresh market or processing but were not harvested because of economic or natural reasons. Utilized production is the amount sold plus the quantities used at home or held in storage. ³ Yield is based on total production.

Value of Production

The value of the Texas grape utilized production was estimated to be \$10,657,000 in 2010. This is the highest value in at least ten years and more than twice the value of each of the last four years. The value of grapes per ton has been near \$1200 for the last six years. This year it is estimated at \$1,250 per ton, which equals the highest estimated value per ton which was estimated in 2005.



Grape Varieties

Three varieties, Cabernet Sauvignon, Merlot and Chardonnay still accounted for a large portion, 41%, of the total bearing acreage of grapes in the state. However, that percentage has fallen from over 50%, in 2002 and 2005, and 44% in 2008. Three varieties which had small bearing acreage in previous surveys each increased to 50 acres or more. Those varieties were Malbec (50 ac), Muscat Canelli (110 ac) and Viognier (90 ac). In addition to these three varieties, Carbernet Sauvignon, Merlot, Sauvignon Blanc, Tepranillo and Zinfandel acreage increased significantly from 2005. The varieties with a significant decrease in bearing acreage include Black Spanish, Chenin Blanc and Sangiovese.

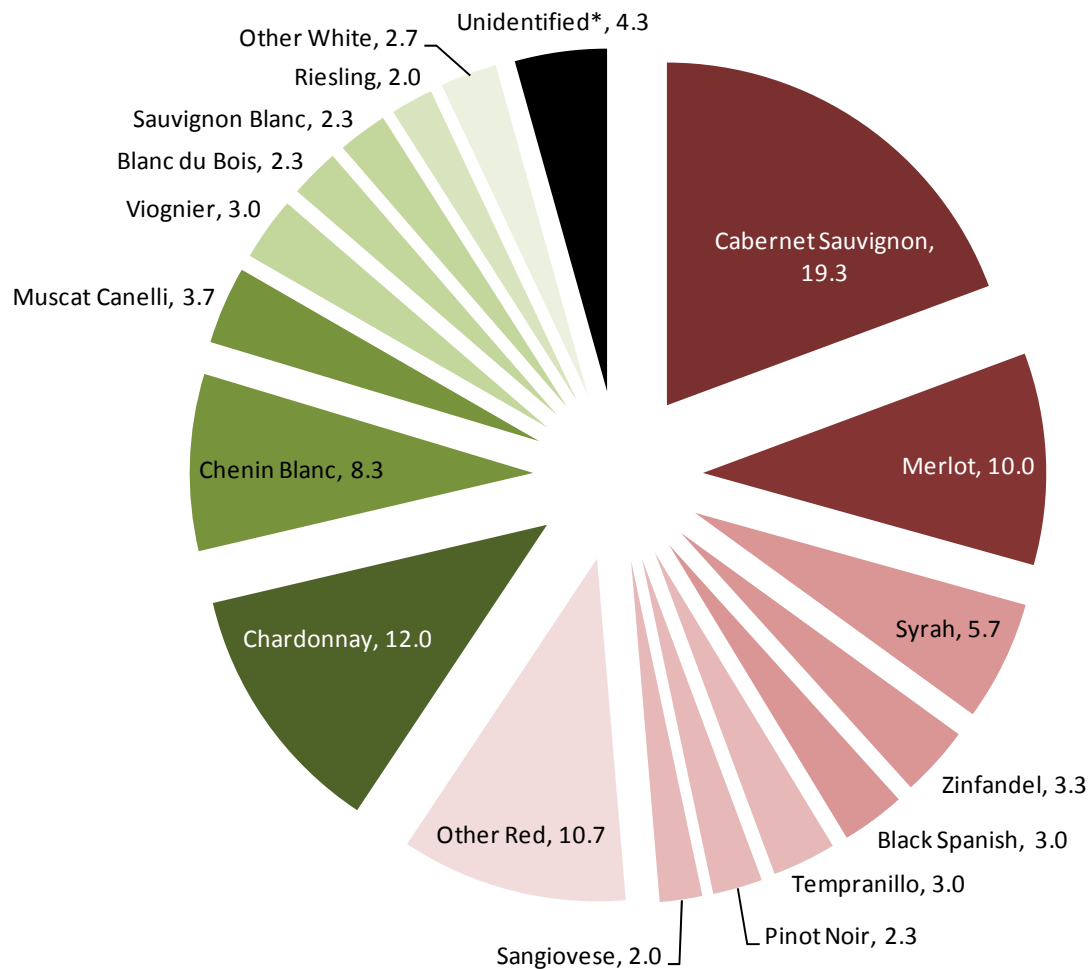
Production of most varieties increased significantly from two years ago, given the much better year for grapes that it was in 2010 versus 2008. Carbernet Sauvignon, Chenin Blanc and Chardonnay were the three leading varieties in terms of production accounting for about 35% of the state's utilized production. As a comparison, these three varieties were the leading producers in 2005 with 55% of the total production and in 2008 with 43% of the total production.

Leading Varieties 2005, 2008, 2010

Variety	Bearing Acreage			Non Bearing Acreage			Yield			Total Production			Price per Ton		
	2005	2008	2010	2005	2008	2010	2005	2008	2010	2005	2008	2010	2005	2008	2010
	Acres			Acres			Tons			Tons			Dollars		
Black Spanish	60	130	90	20	*	20	1.67	1.00	2.22	100	130	200	1,060	1,110	990
Blanc Du Bois	*	60	70	*	*	20	*	1.33	2.71	*	80	190	*	960	920
Carbernet Sauvignon	690	460	580	60	60	70	3.19	1.78	2.10	2,200	820	1,220	1,360	1,380	1,400
Chardonnay	470	360	360	50	10	30	2.34	0.94	2.36	1,100	340	850	1,450	1,290	1,460
Chenin Blanc	310	300	250	10	*	*	4.52	1.87	3.76	1,400	560	940	860	730	890
Malbec	*	*	50	*	*	*	*	*	3.40	*	*	170	*	*	1,470
Merlot	330	280	300	30	10	40	2.73	1.46	2.43	900	410	730	1,480	1,380	1,420
Muscat Canelli	70	40	110	60	30	70	2.86	1.25	5.09	200	50	560	1,120	1,150	1,230
Pinot Noir	*	70	70	*	*	20	*	1.00	1.29	*	70	90	*	1,340	1,220
Riesling	70	70	60	10	20	10	1.8	1.86	2.33	100	130	140	980	930	970
Ruby Cabernet	60	*	40	10	*	*	3.33	2.00	5.00	200	40	200	980	1,350	1,060
Sangiovese	80	80	60	20	10	20	4.64	1.13	3.50	400	90	210	1,390	1,300	1,400
Sauvignon Blanc	300	40	70	10	*	10	2	2.00	3.00	600	80	210	990	930	800
Syrah	70	150	170	10	30	30	4.29	1.60	2.41	300	240	410	1,190	1,430	1,550
Tempranillo	*	50	90	*	20	20	*	2.80	4.67	*	140	420	*	1,670	1,460
Viognier	*	*	90	*	*	30	*	*	3.44	*	*	310	*	*	1,260
Zinfandel	90	80	100	10	*	20	3.33	2.13	3.40	300	170	340	1,350	950	930
All Other ¹	300	330	440	100	250	170	2.33	1.97	2.98	700	650	1,310	1,220	1,200	1,260
TOTAL	2,900	2,500	3,000	400	440	580	2.93	1.60	2.83	8,500	4,000	8,500	1,250	1,200	1,250

* Did not meet publication standards for disclosure. ¹ Includes those varieties listed in the table with an asterisk.

Texas Grape Varieties as a Percent of Bearing Acres¹



¹Red varieties are shown in shades of red and white varieties in shades of green. *Unidentified includes acres for which a variety was not identified.

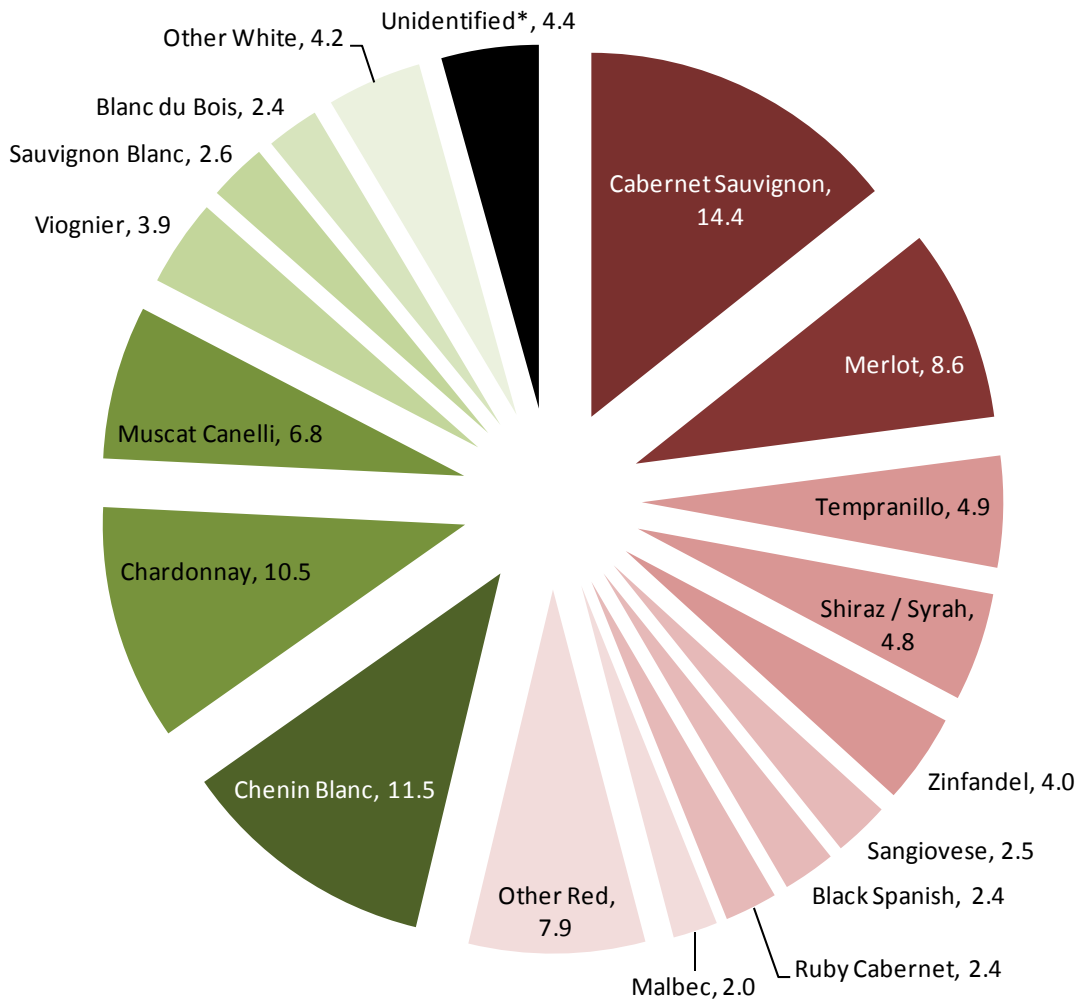
Red Varieties with Less Than Two Percent of Estimated Acres

Malbec	Grenache	Dolcetto
Ruby Cabernet	Norton	Chambourcin
Mourvèdre	Alicante Bouschet	Barbera
Cabernet Franc	Champanel	Concord
Petit Verdot	Touriga Nacional	Venus
Muscadine	Mustang Grape	Carignan

White Varieties with Less Than Two Percent of Estimated Acres

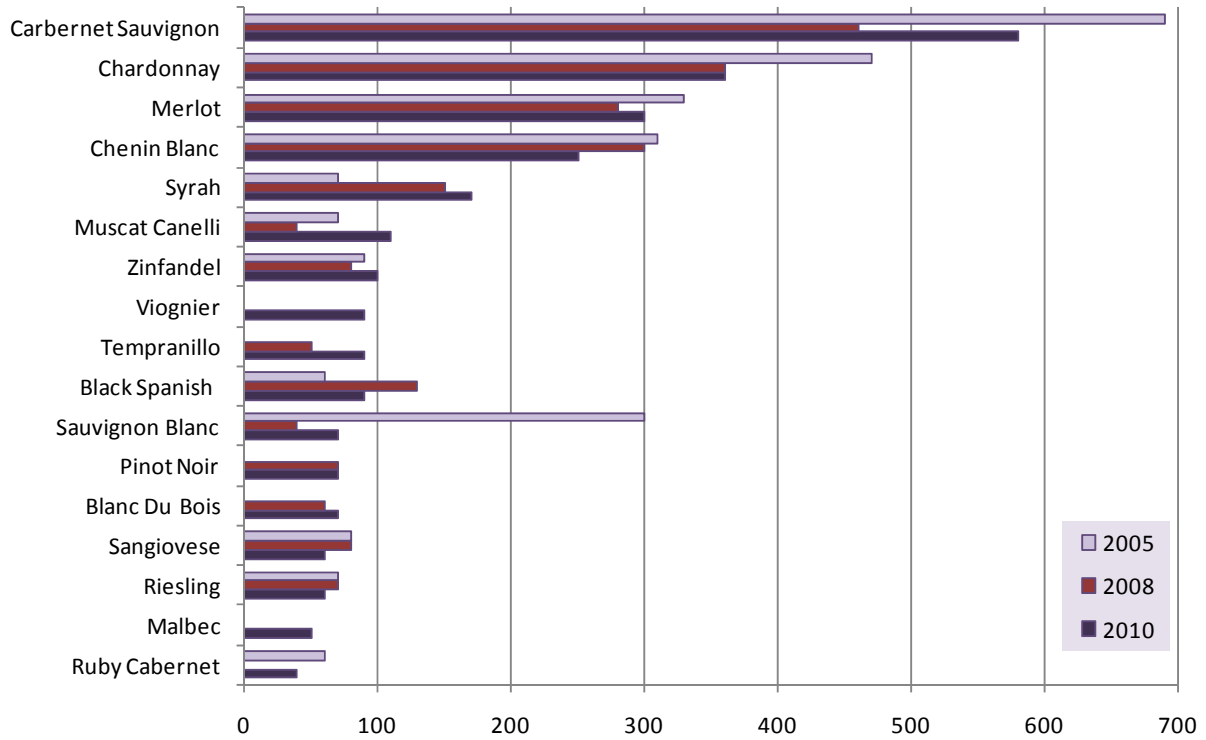
Pinot Grigio	Gewurtztraminer	Tinta Madeira
Orange Muscat	Favorita	Thompson Seedless
Roussanne	Pinot Blanc	Herbemont
Pinot Gris	Muscat d'Alexandrie	Muscat Blanc
Sémillon	Chardonnell	Vidal Blanc
	Lake Emerald	

Texas Grape Varieties as a Percent of Production¹

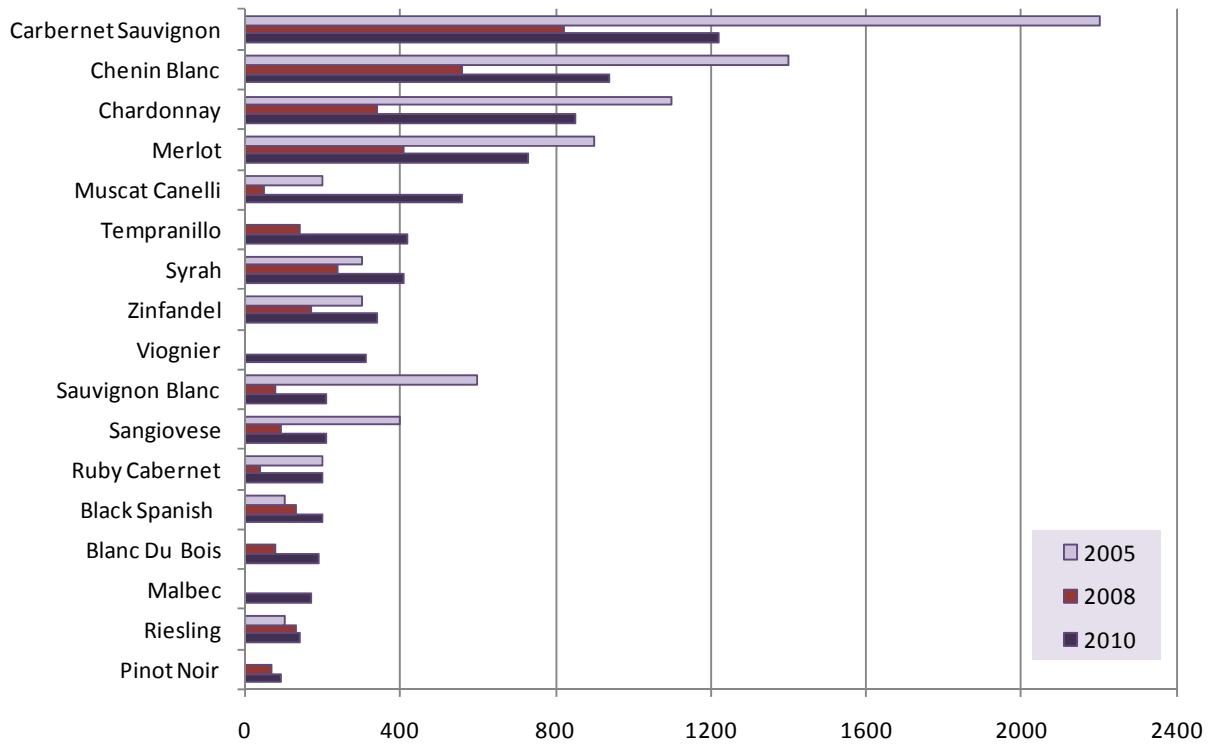


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Grape Varieties by Bearing Acres



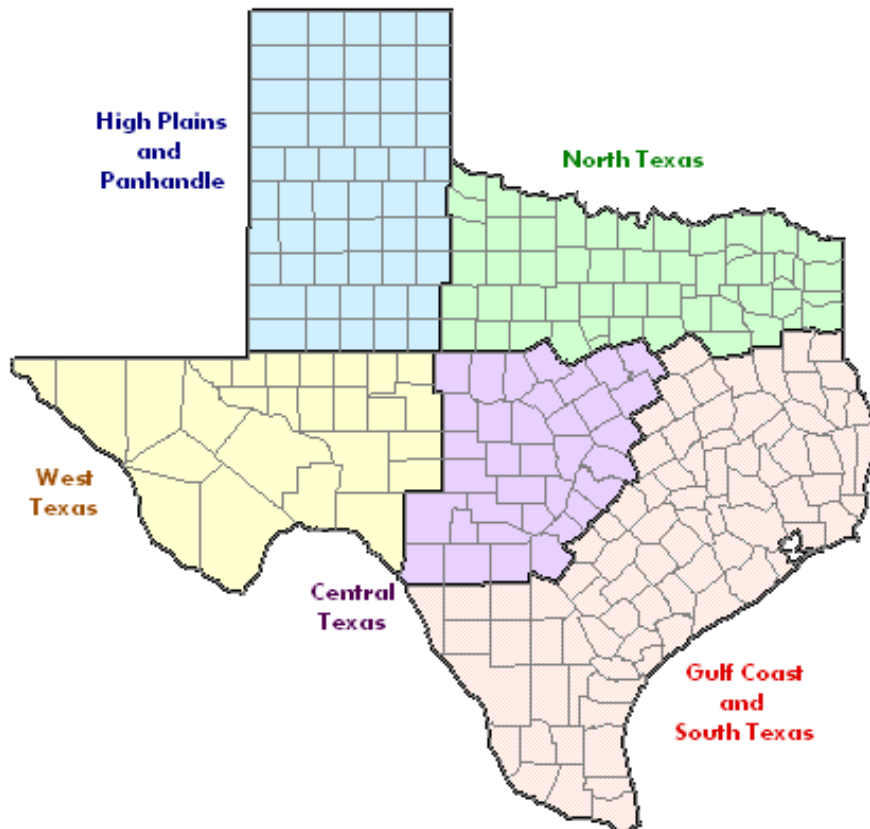
Grape Varieties by Tons of Production



Texas Grape Variety Acreage by Region ¹

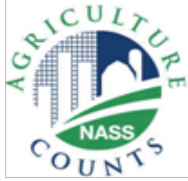
Region and Leading Varieties	Acres	Region and Leading Varieties	Acres
High Plains	1,040	North Texas	280
Cabernet Sauvignon	260	Syrah	50
Chardonnay	110	Cabernet Sauvignon	40
Merlot	110	Blanc du Bois	30
Muscat Canelli	80		
Tempranillo	60	Central Texas	610
Viognier	50	Cabernet Sauvignon	100
		Merlot	90
West Texas	900	Syrah	70
Chenin Blanc	*	Chardonnay	40
Chardonnay	*		
Cabernet Sauvignon	170	Gulf Coast and South Texas	170
Merlot	*	Black Spanish	40
Zinfandel	*	Blanc du Bois	40

¹ Only varieties with highest acreage in each region reported, they will not sum to region total. * Did not meet publication standards for disclosure.





The 2010 Texas Grape Production and Variety Survey took place in the fall of 2010. The survey was conducted by the Texas Field Office of the National Agricultural Statistics Service of the USDA. Funding for the variety portion was provided by the Texas Wine Marketing Research Institute at Texas Tech University.



All known wine growers in Texas were sent a questionnaire and asked to participate in the survey. Those that did not initially respond by mail were contacted by phone or by a personal visit from an enumerator.



Some estimates were not published to prevent disclosure of data from individual operations or because there was insufficient data for a statistically defensible estimate. Acreage for varieties was rounded to the nearest ten acres and production was rounded to the nearest ten tons.

Thank you to all producers who participated in this survey.