



Long-term analysis of
growing grapes in
Colorado

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A long-term analysis – 2000 to 2015

The following presentation was originally given at VinCO 2015 in Grand Junction, CO. It is a state-wide review of data from all annual Colorado Grape Grower Surveys since 2000. The presentation has been updated to include data from the 2015 grape grower survey. The purpose of this presentation is to show which varieties have performed well over the long run, and which ones have not. However, as these are average numbers it does not imply that a good performing variety does well in all locations in the state, nor that a poorly performing variety does poorly in all locations.



A long-term analysis – 2000 to 2015

A large-scale review of all survey data since 2000

Performance of some of Colorado's most-planted varieties



A caution to start with

This is an analysis of YOUR data

Don't shoot the messenger



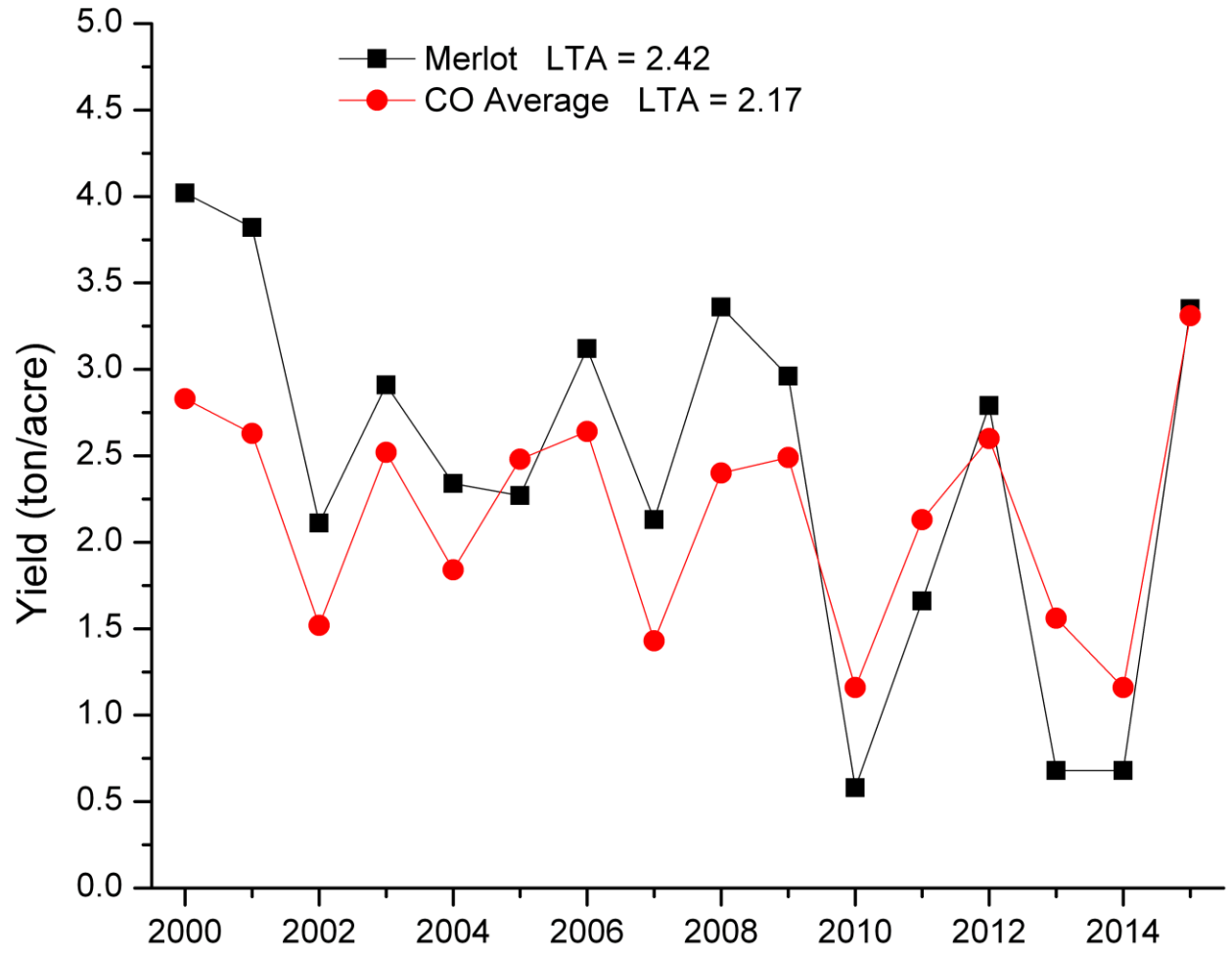
A long-term analysis – 2000 to 2015

A look at the yields of Colorado's top 9 varieties

Cabernet Franc, Cabernet Sauvignon, Chardonnay, Gewürztraminer, Merlot, Pinot noir, Riesling, Syrah, Viognier



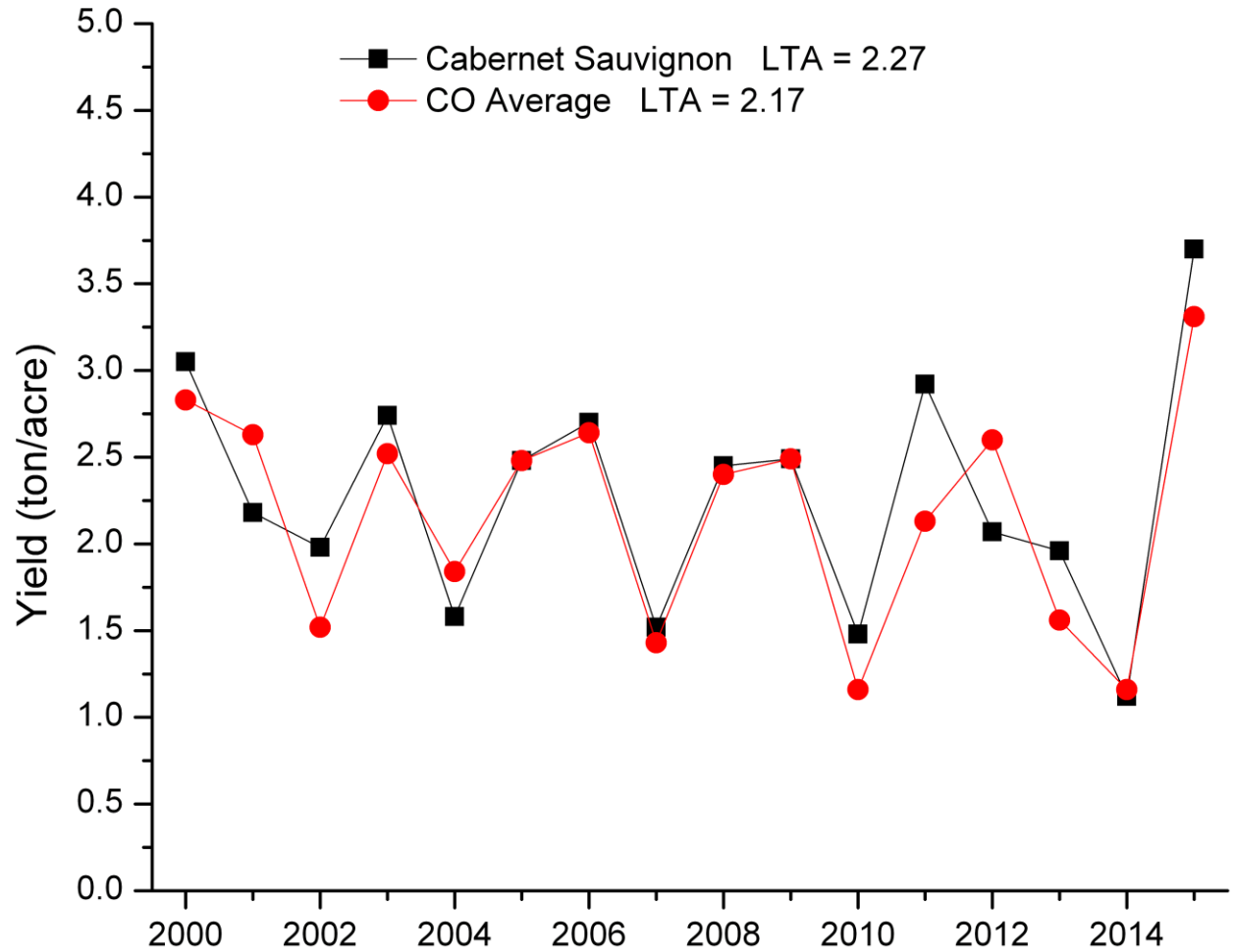
Merlot



LTA = long-term average

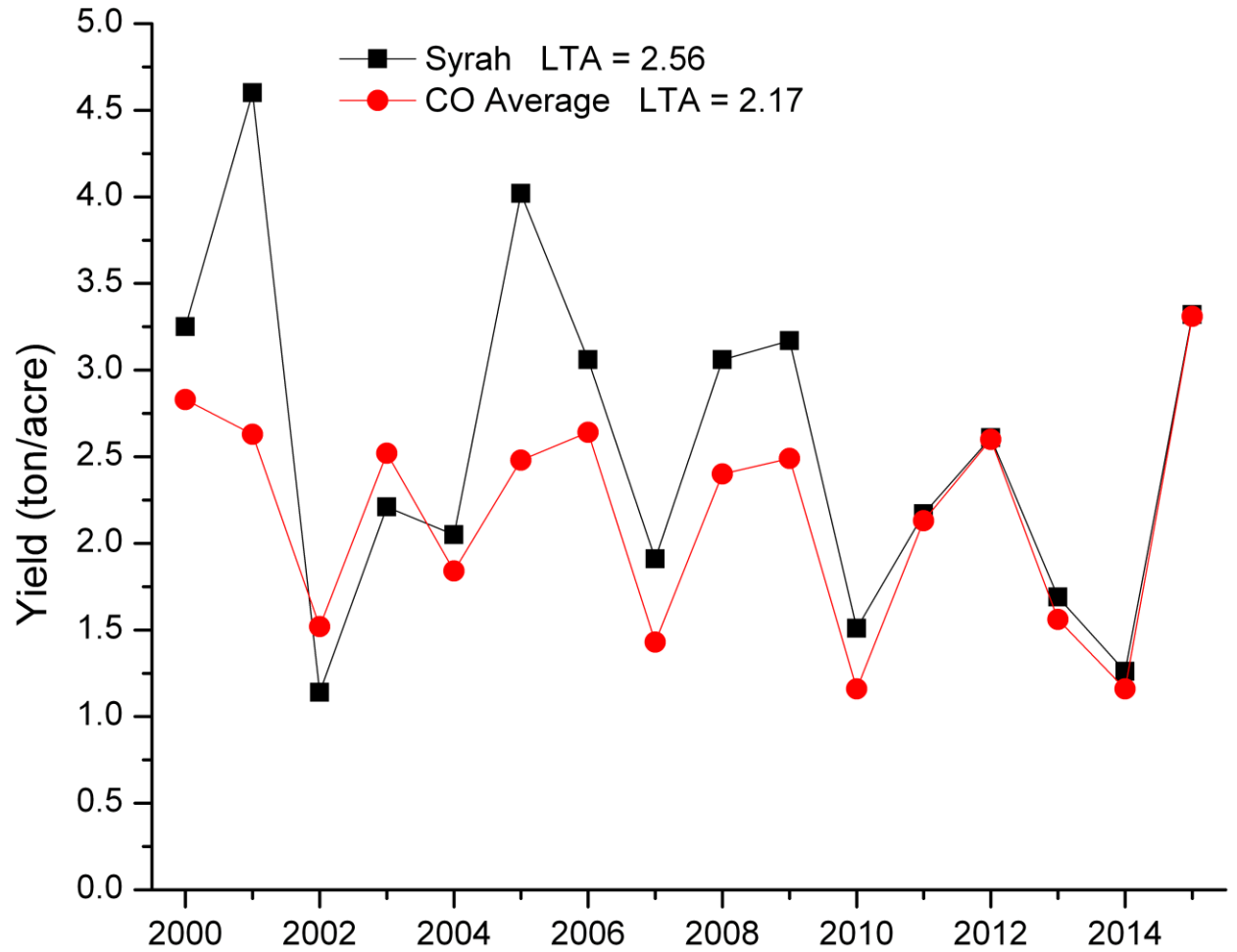
Cabernet Sauvignon

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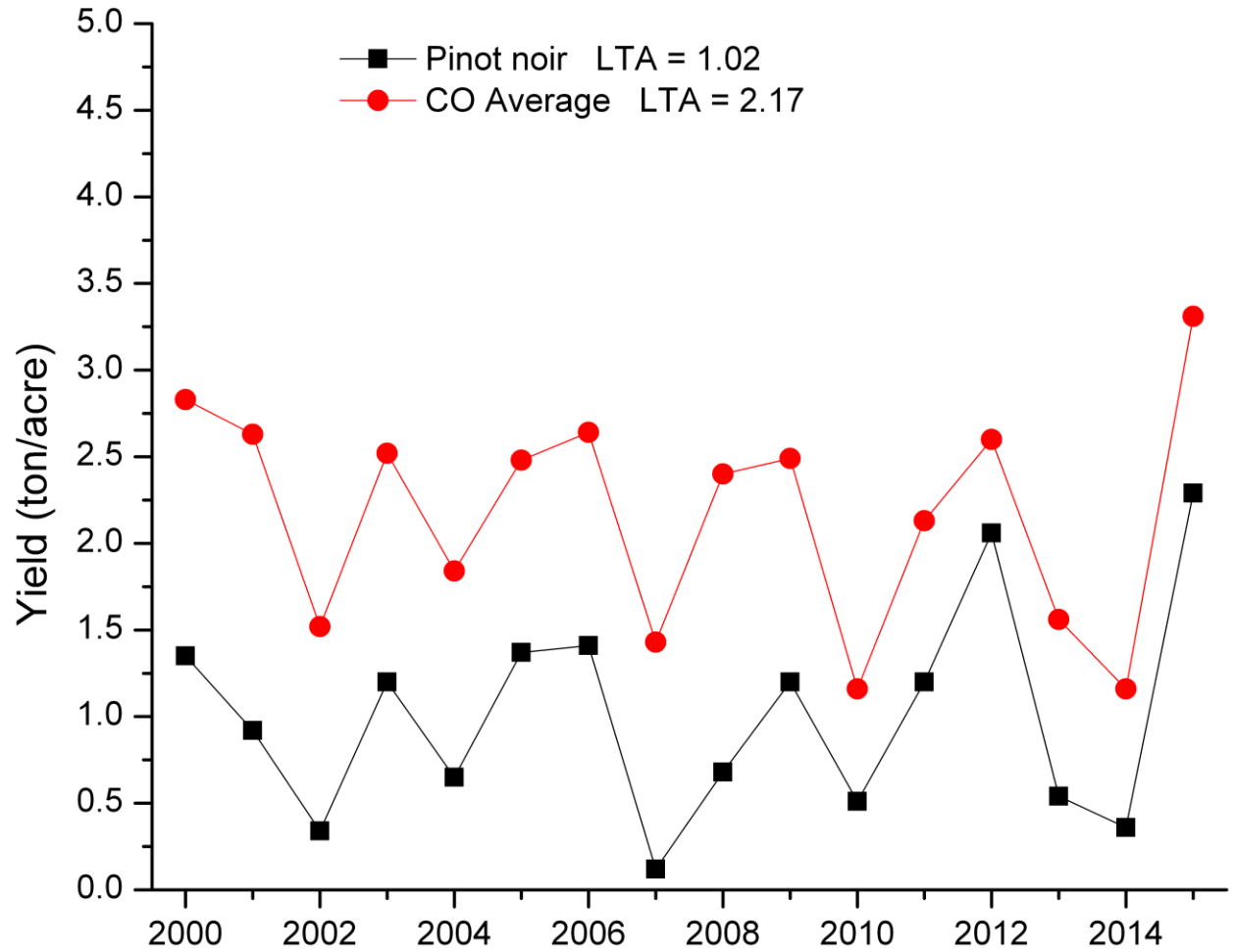


Syrah



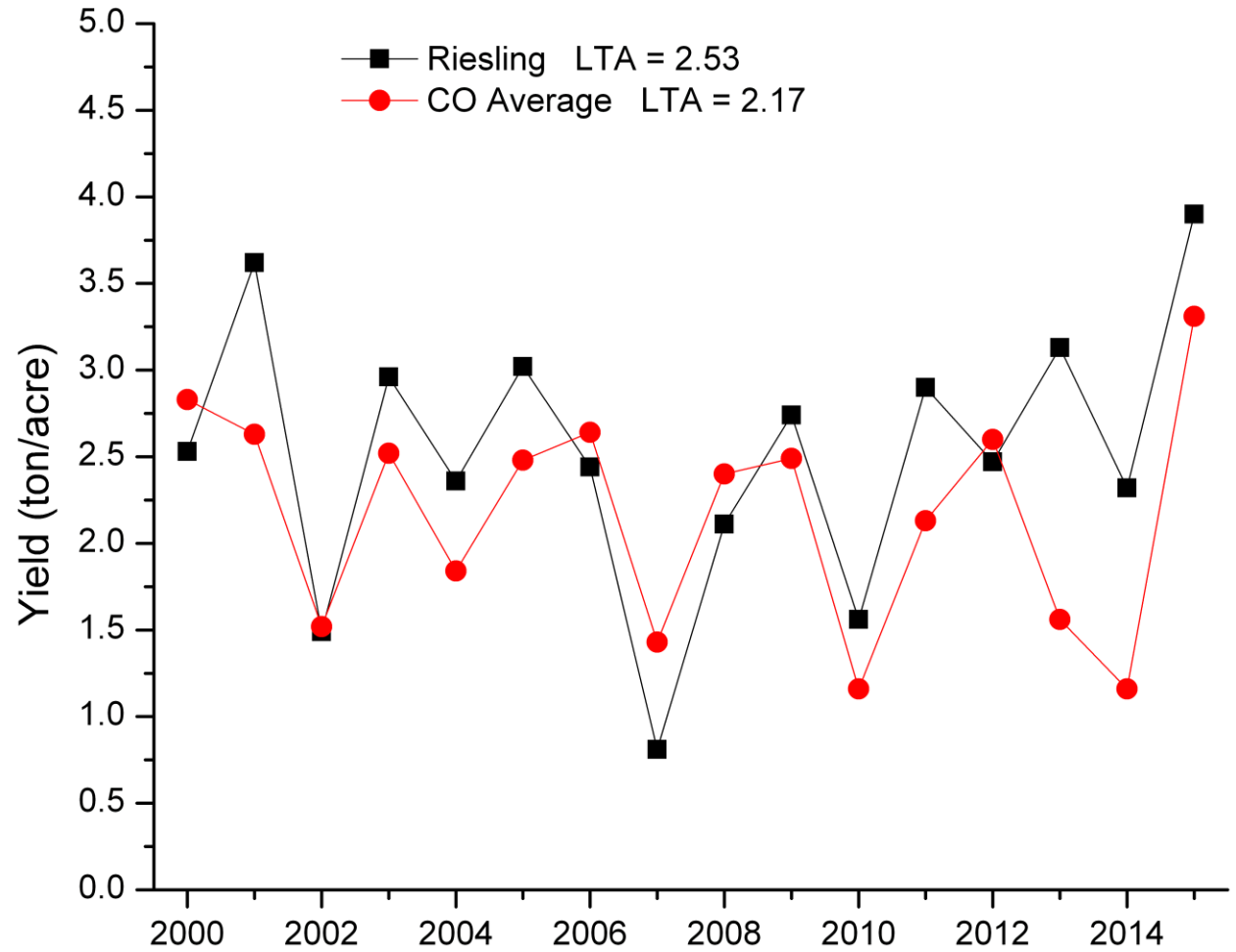


Pinot noir



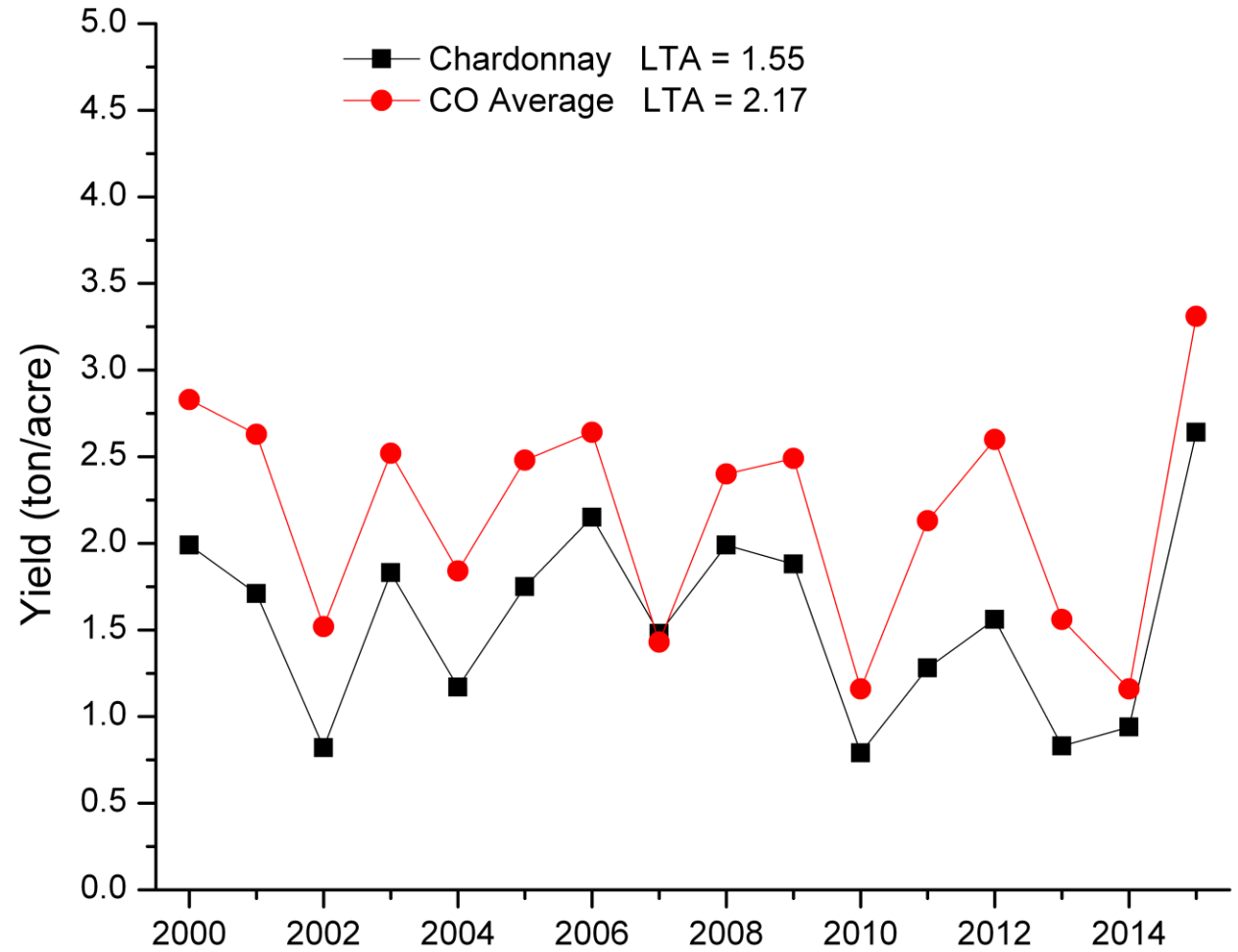


Riesling



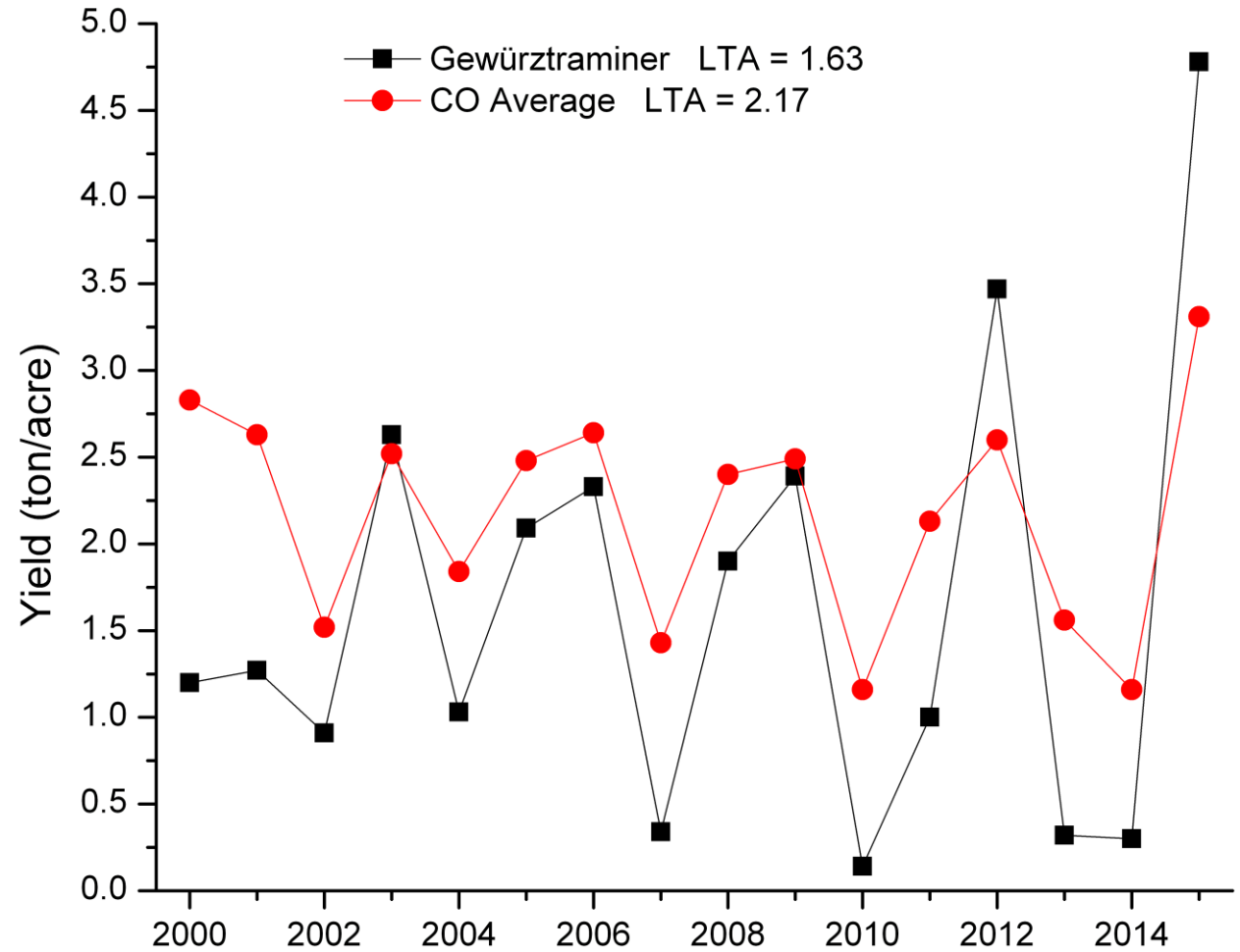


Chardonnay



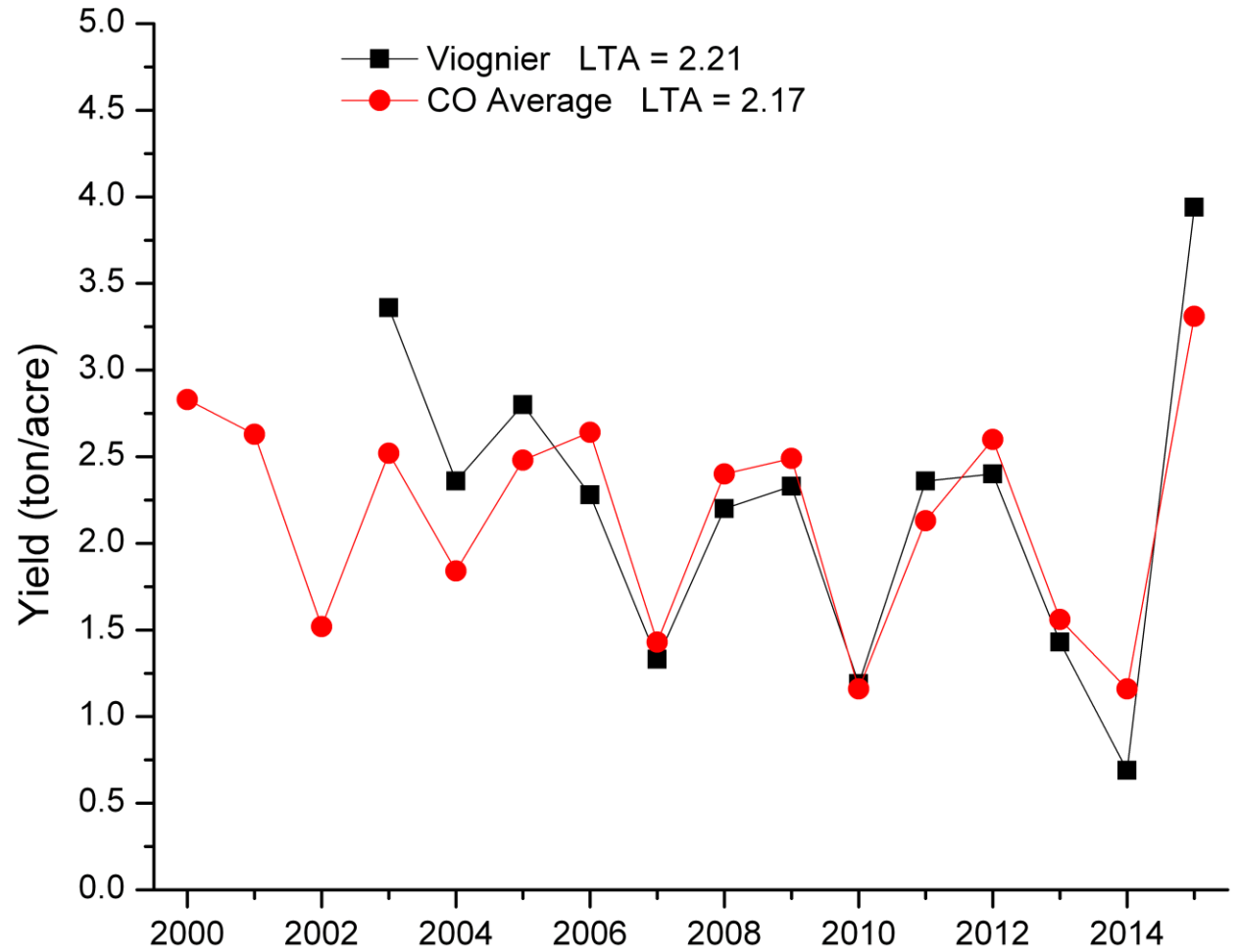


Gewürztraminer



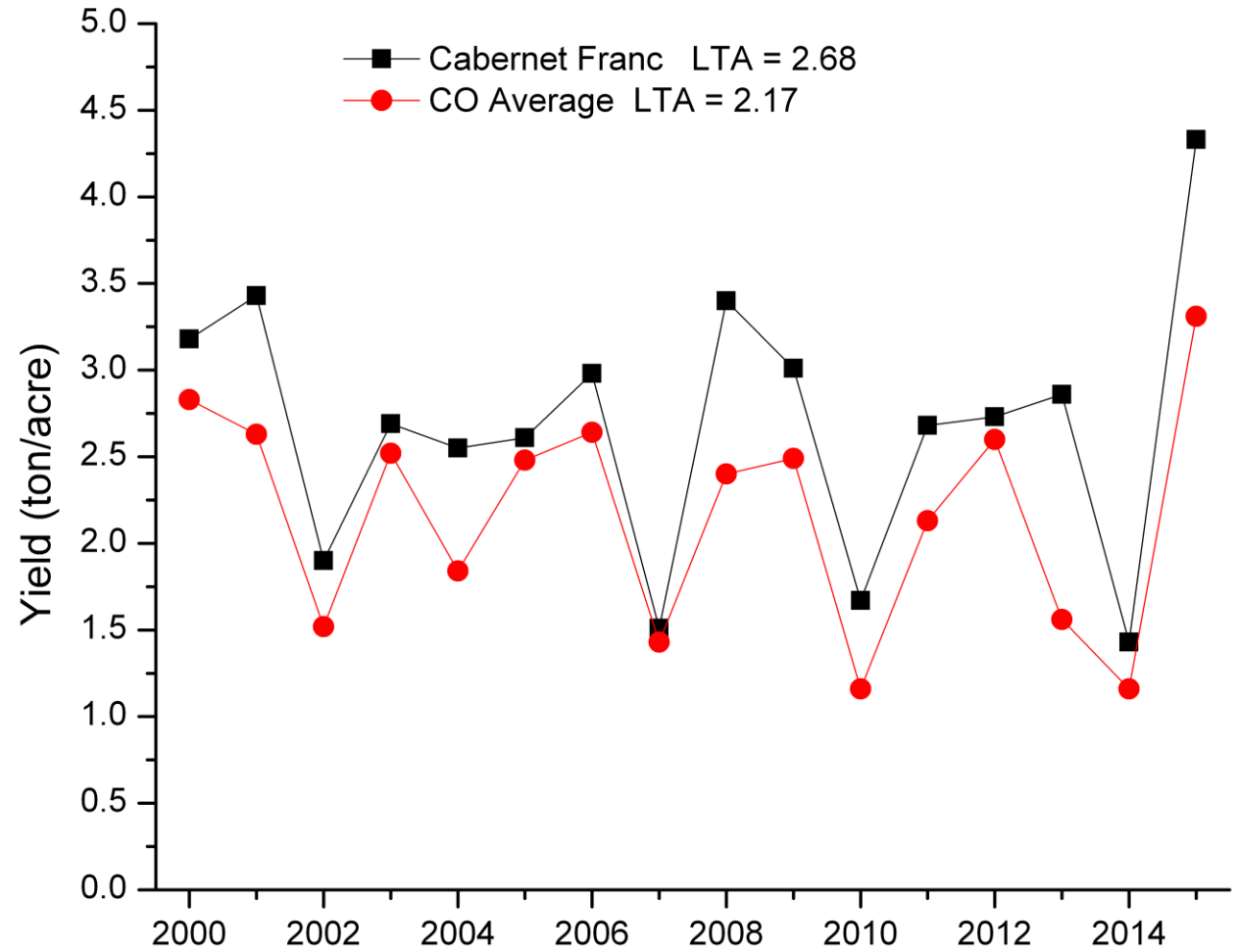


Viognier



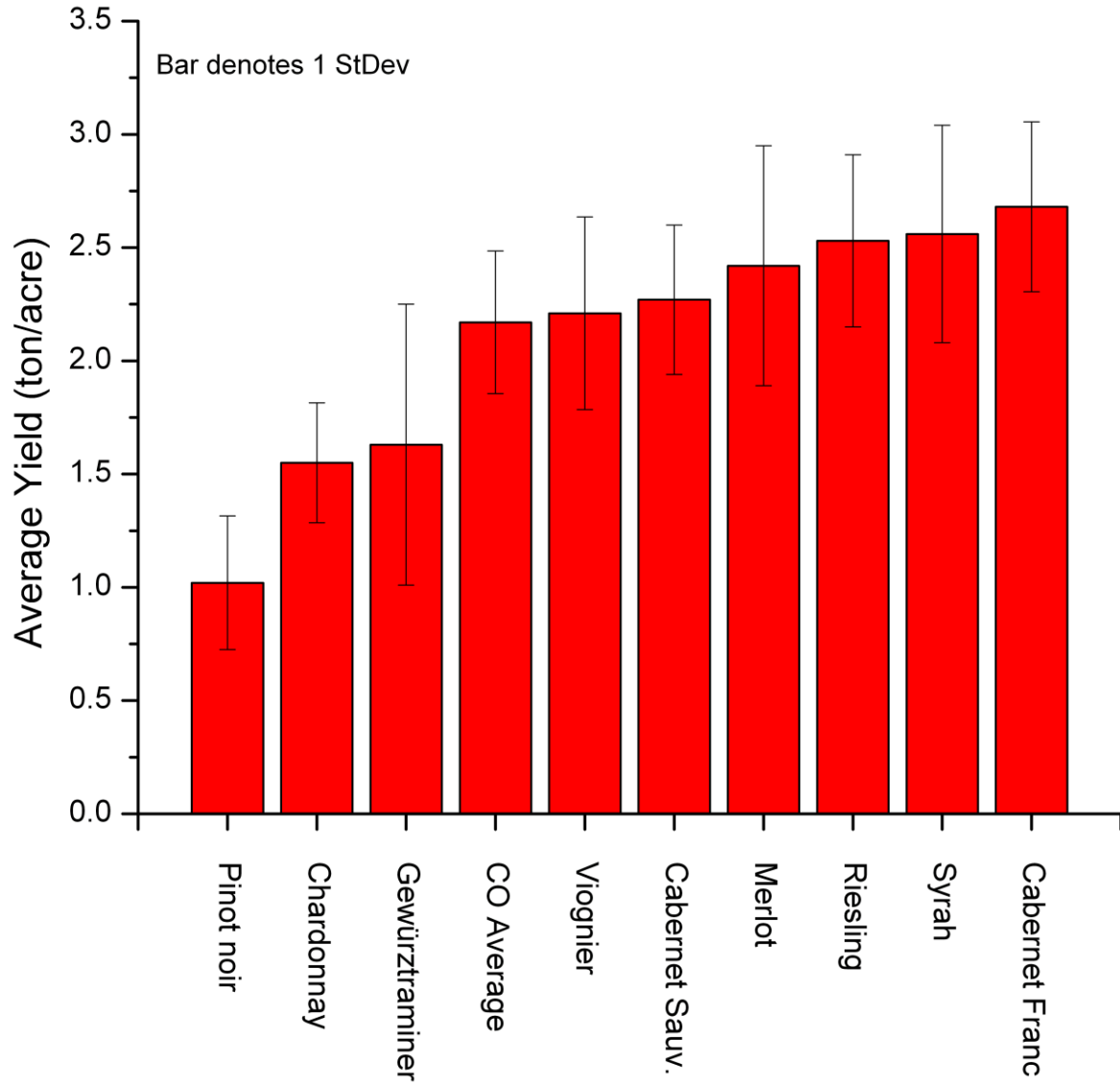


Cabernet Franc





Average yield, 2000 - 2015





A long-term analysis – 2000 to 2015

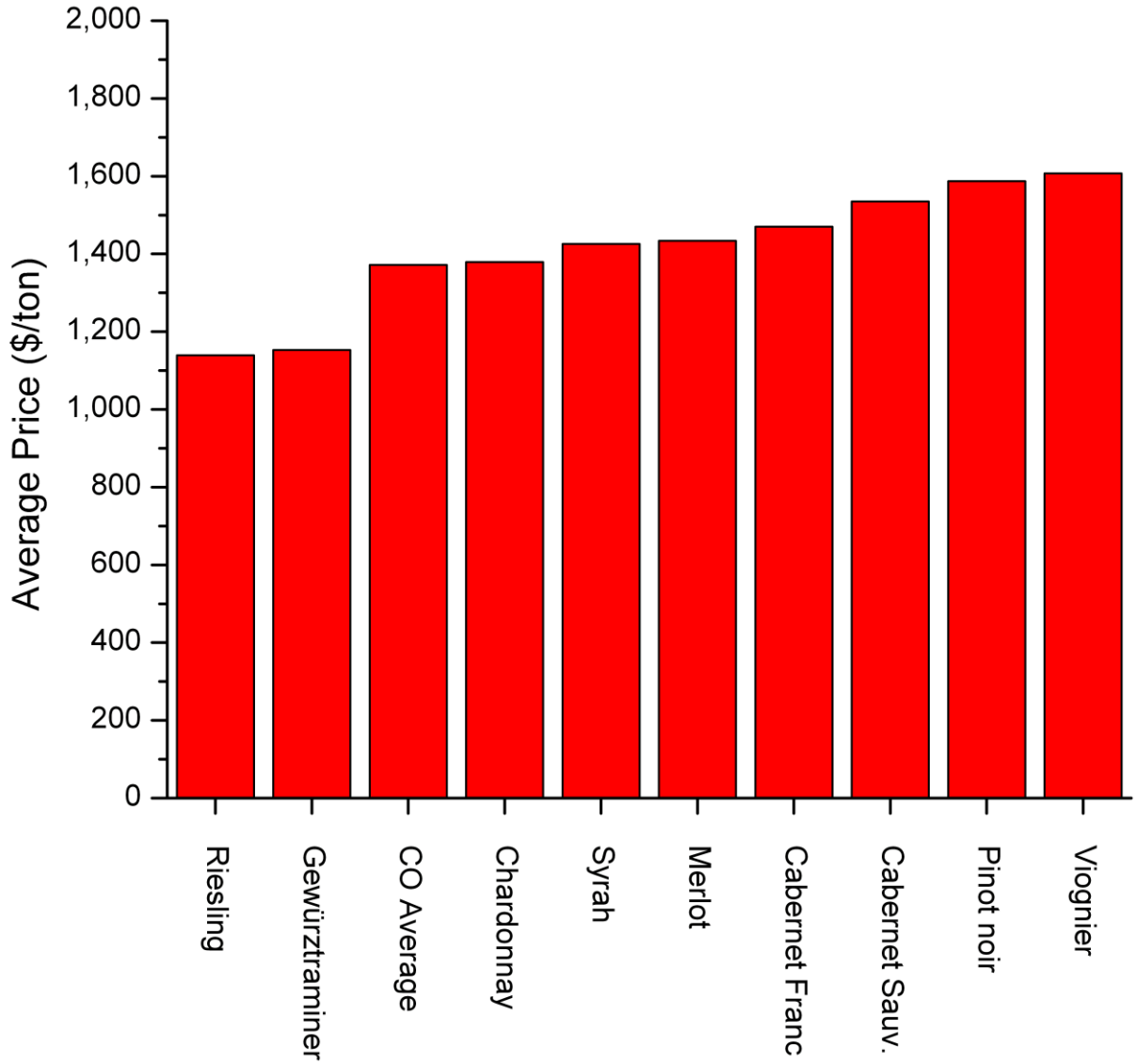
Yield is only one component

What about the price per ton?

Sales revenue?

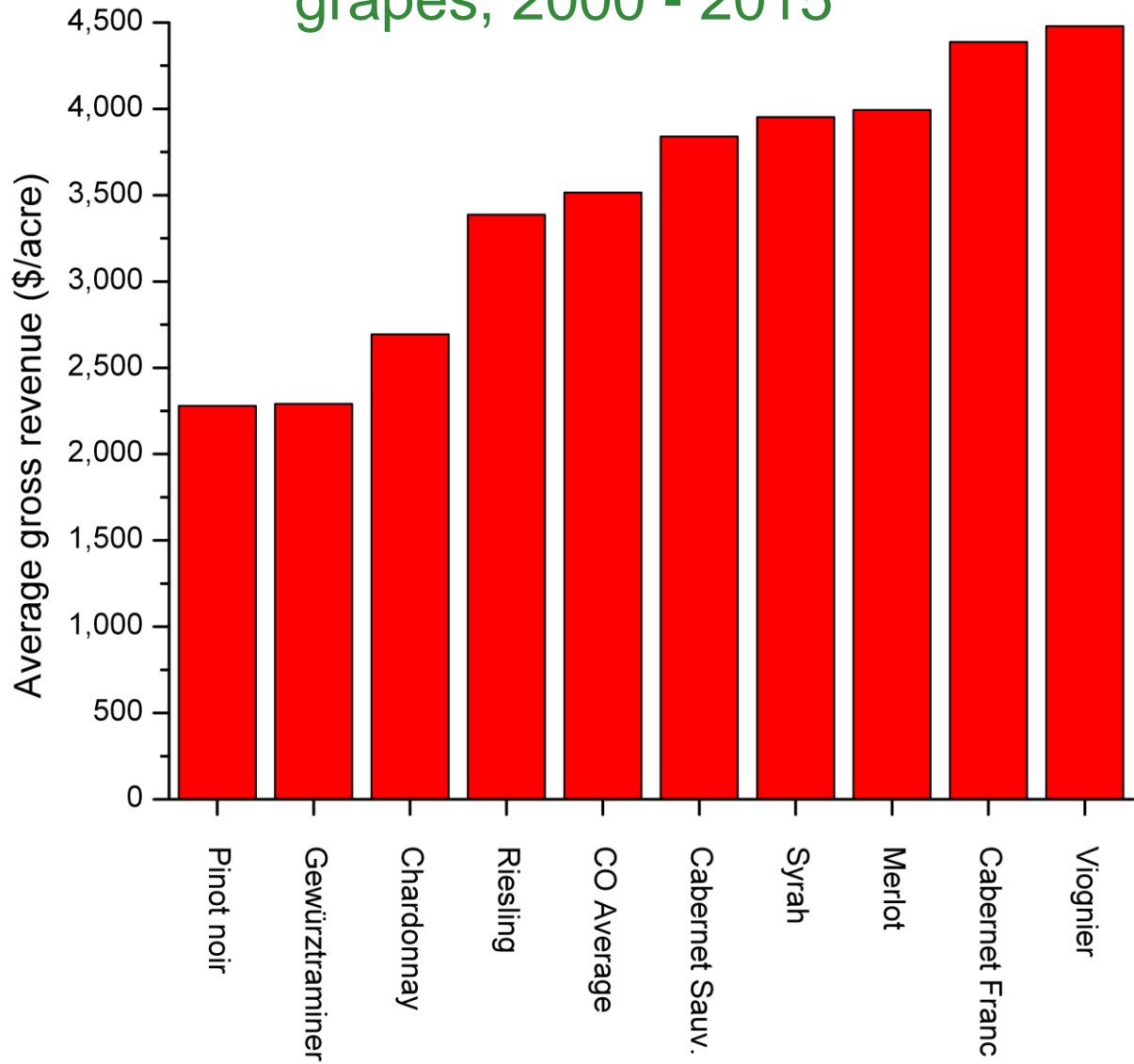


Average prize, 2000 - 2015





Average revenue from sales of grapes, 2000 - 2015





A long-term analysis – 2000 to 2015

- Best performing varieties are Viognier and Cabernet Franc
 - Cabernet Franc combines good cropping reliability with high price per ton
 - Yield of Viognier is less reliable, but price per ton is higher
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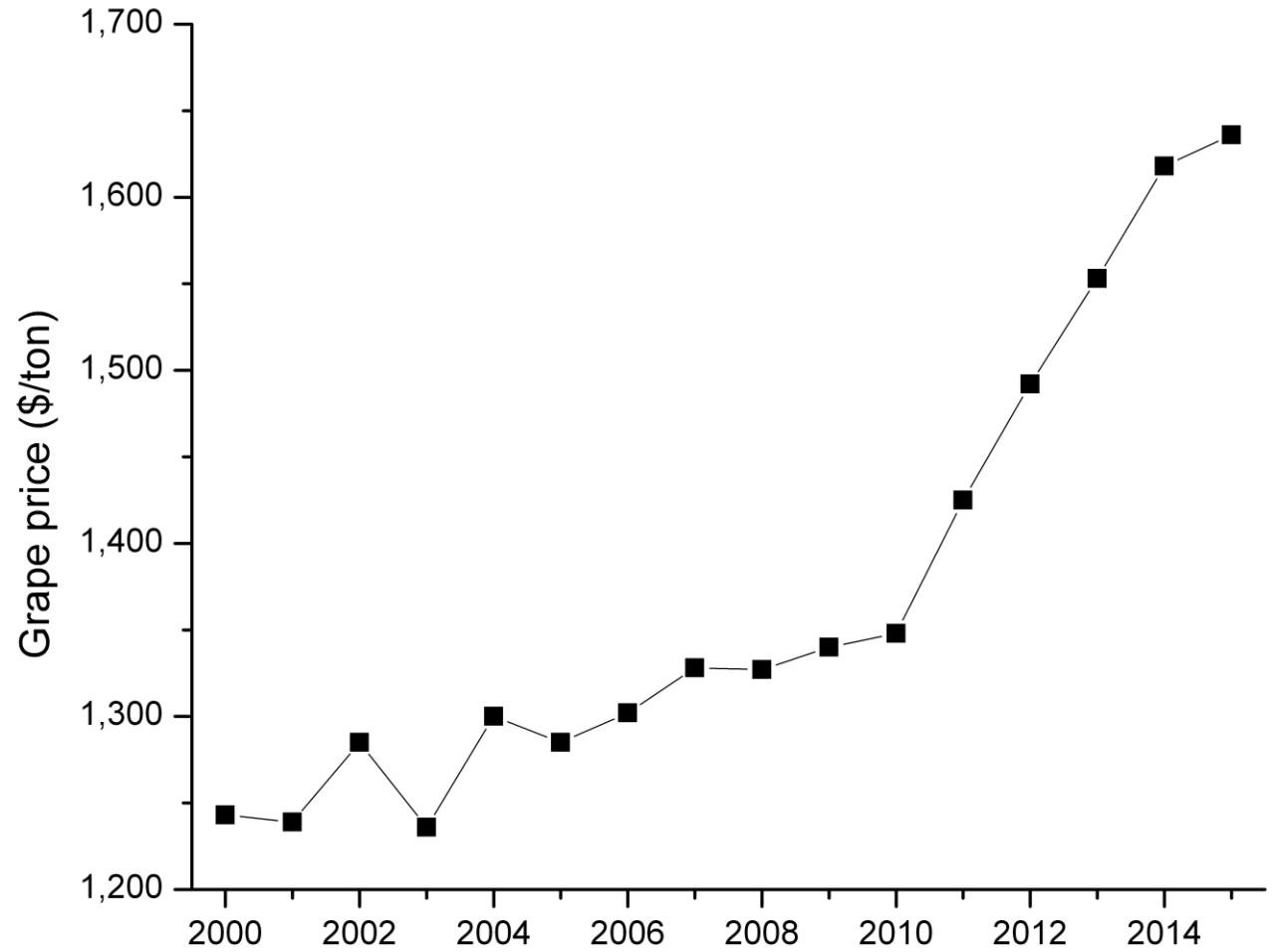


A long-term analysis – 2000 to 2015

- Worst varieties are Pinot noir and Gewürztraminer
 - Gewürztraminer combines low average yield with low price per ton
 - Although highly-prized, Pinot noir has a very low average yield
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Grape prices - 2000 to 2015





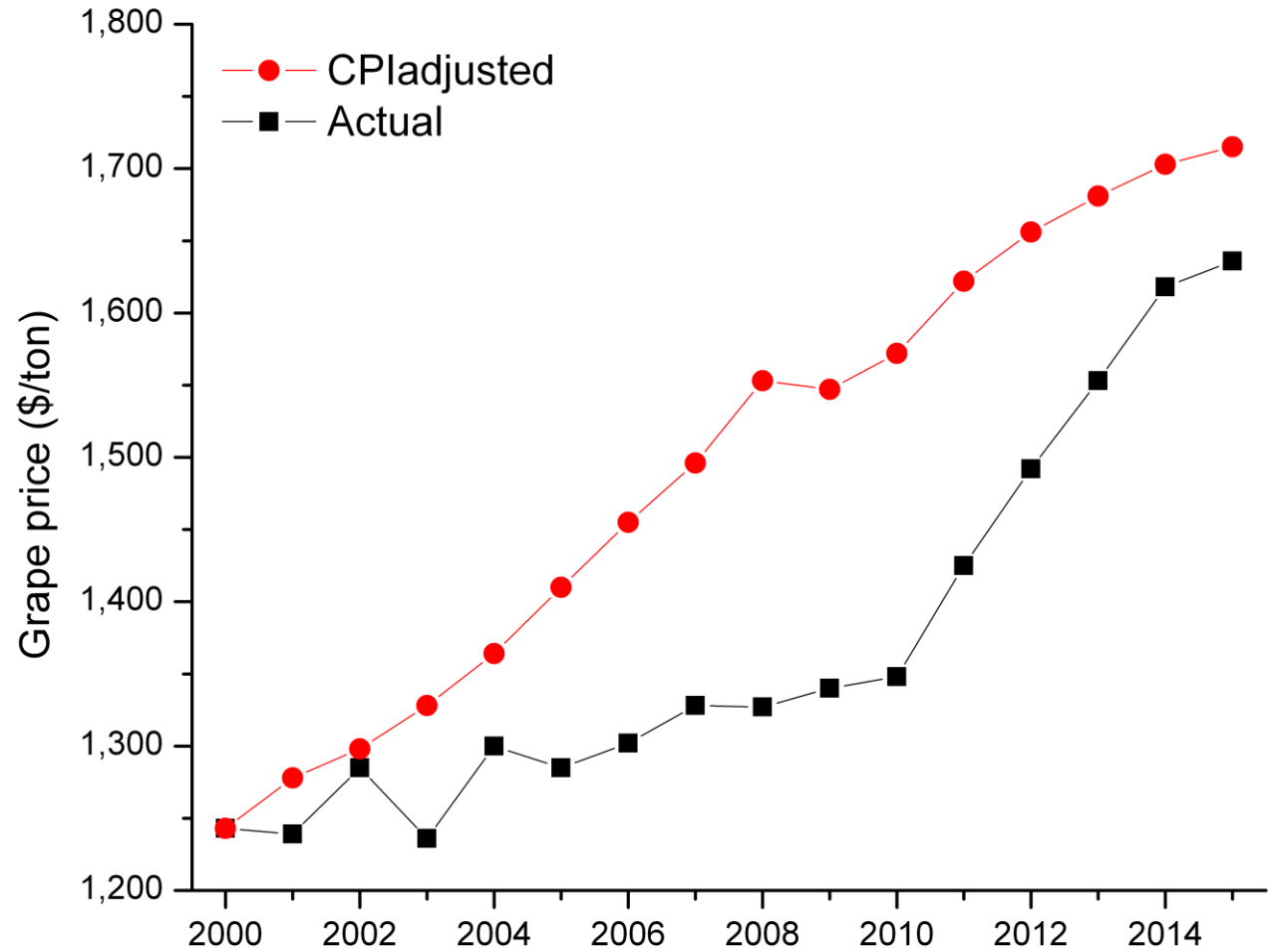
Grape prices - 2000 to 2015

- Annual increases >5 % between 2010 and 2013
 - Since 2010, average grape price has increased \$300 per ton
 - This may be good news for grape growers, but...
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Grape prices - 2000 to 2015

Grape price has not kept up with inflation since 2010





Grape prices - 2000 to 2015

- And what is the impact of annual price increases of ~5 % on winery economics?
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Acknowledgements

Thanks to

- All growers who have responded to the annual Colorado Grape Grower Survey
 - Colorado Wine Industry Development Board for funding the surveys
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