

2018 Ohio Wine Grape Production and Pricing Index

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Over the past 10 years, the Ohio wine industry has boomed from 124 to now over 300 licensed wine manufacturers. As the wine industry continues to grow, grape supply must rise in order to meet winery demands. A major challenge towards achieving this goal is ensuring profitability for wine grape production. As a commodity, grapes have high start-up costs, several years from planting until productive bearing, annual vineyard labor and supply costs, and high risks of crop loss that limit profitability. Therefore, grape prices should reflect not only the available supply and demand but also production costs.

In spring 2019, an online Qualtrics survey was distributed to grape producers across Ohio between 22 Apr 2019 and 31 May 2019. In this survey, growers were asked about their 2018 planted and bearing wine grape acreage, yield (tons), cost (\$ per ton) if wine grapes were sold, and plans for increasing acreage in 2019. The survey results below aim to provide an overview of grape production and pricing for the 2018 season and act as a base for multi-year grape production and pricing trends in Ohio.

Survey response summary

Forty participants (n = 40) responded to the survey. The participants represented vineyards (46.2%) and A2 permitted estate wineries (53.8%). Respondents reported individual vineyard sizes between 1 to 5 and > 50 planted acres. Vineyard acreage was recorded for 18 Ohio counties (Fig. 1).

Production, yield, and pricing

Production (acreage): Planted vineyard acreage ranged between 357 to 505 acres, with an average vineyard size of 10.8 acres. Production acreage accounted for 97.1% of the total planted acreage. In total, 49 different cultivars were reported among planted vineyard acreage (Fig. 2, Table 1). The cultivars represented native (*V. labrusca*), interspecific hybrid ('hybrid') and *V. vinifera* ('vinifera') species. Native grapes comprised the majority of reported acreage (60.9%), followed by vinifera (27.8%), and hybrids (11.4%; Fig. 2).

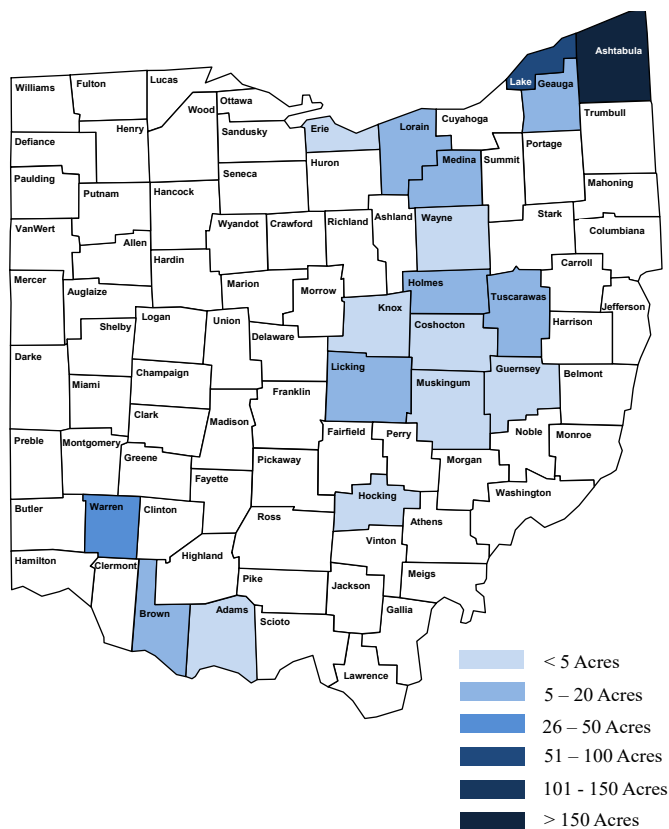


Fig. 1 Distribution of reported grape acreage among Ohio counties. Acreage was summed across the number of survey participants that reported for each county.

Yield (tons): Participants reported yield for 39 cultivars (Fig. 2, Table 1). Total yield for 2018 was 507.1 tons, of which 207.4 tons (40.8%) were sold. It was assumed that the remaining yield (299.7 tons) was used for estate winemaking purposes. In contrast to planted acres, the highest percentage of yield bearing cultivars were vinifera (48.5%), followed by natives (37.2%), and hybrids (14.3%).

Pricing (\$ per ton): Price data was reported for 23 cultivars. The average price per ton was generally lowest for native cultivars and highest for vinifera cultivars (Table 1).



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Pricing (\$ per ton): The price per ton ranged between \$250 (Concord) and \$3000 per ton (Cabernet franc, Cabernet sauvignon, Chardonnay, Merlot, Pinot gris, Pinot noir; **Table 1**). The average price per ton was \$773, \$1165, and \$2235 for native, hybrid, and vinifera grapes, respectively.

2019 acreage expansion: 25% of participants indicated that they plan to expand planted acreage in 2019. Several *V. vinifera* cultivars, including Saperavi, Riesling, Auxerrois, Riesling, and Pinot Gris, as well as several hybrid cultivars, including Petite Pearl and Valvin Muscat, were among those listed for new plantings.

Summary: The results of this survey represented approximately 20 to 30% of the total grape acreage reported in the 2017 USDA-NASS/OGIC grape production survey. Therefore, this survey reflects only a subset of the Ohio grape industry. Available time to complete the survey, knowledge of the survey distribution, and individual identification likely played roles in the survey response rate. Increasing future survey response rates will be key to improving available data. The longer term goal of this data will be to provide pricing information to the industry to aid in vineyard and winery budgeting and negotiations.

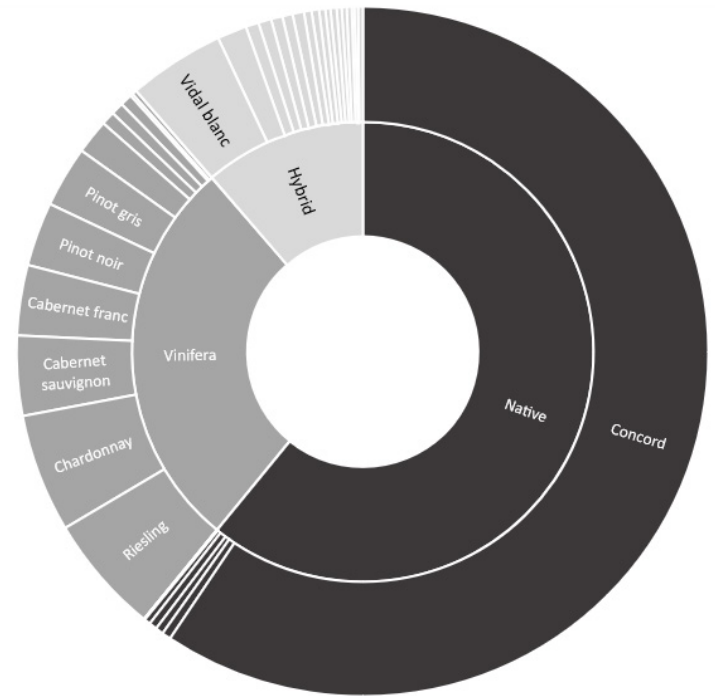


Fig. 2 Proportion of total planted acreage of production by species (inner circle), and proportion of of total planted acreage by cultivar (outer circle).

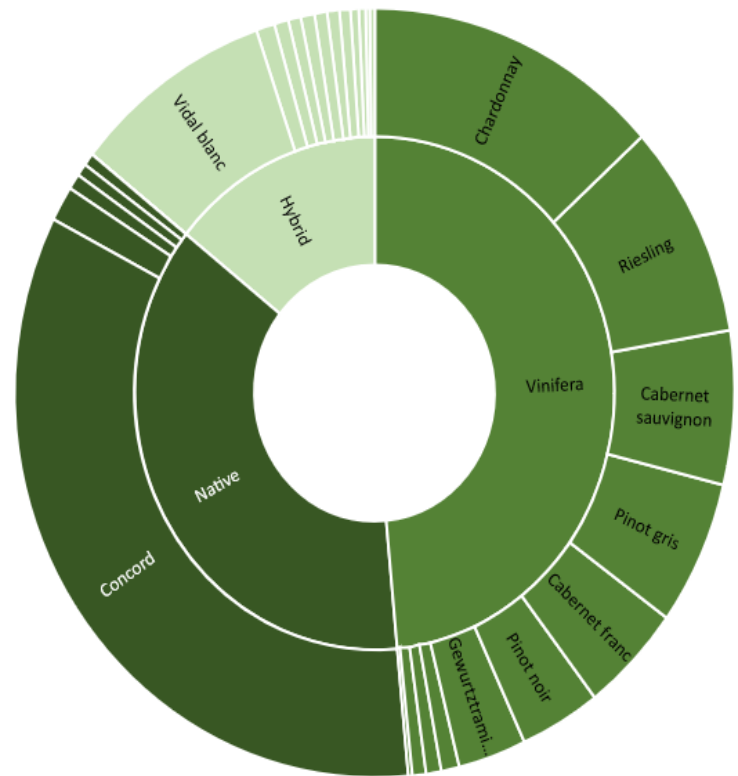


Fig. 3 Proportion of total yield (tons) by species (inner circle), and proportion of of total yield by cultivar (outer circle).

Table 1 2018 Grape acreage, yield, and pricing by cultivar. Blank spaces indicate no data provided.

Species group	Cultivar	Planted acres	Yield harvested (tons)	Yield sold (tons)	Low price per ton (USD)	High price per ton (USD)	Average price per ton (USD)
Native	Catawba	1.7	3.4	0.9	1000	1000	1000
	Concord	242.9	172.4	141.2	250	1000	325
	Delaware	1.5	2.5	0			
	Isabella	0.2	0.2	0			
	Niagara	1.2	7.5	2.5	360	360	360
	Norton (Cyanthiana)	1.5	2.9	2.9	750	1750	1250
Hybrid	Arandell	0.1	0.2	0.2	1400	1400	1400
	Aromella	2					
	Brianna	0.1	0.1	0			
	Chambourcin	5.4	4.2	1.9	750	2000	1600
	Corot noir	0.3	2.6	1.1	850	850	850
	DeChaunac	1					
	Edelweiss	0.1	0.3	0			
	Elvira	0.3	2.1	1.8	1000	1000	1000
	Frontenac	1.6	3.0	1.6	800	1000	973
	Frontenac blanc	1					
	Frontenac gris	1.2					
	La Crescent	1.3	2.5	2.1			
	Marechal Foch	1					
	Marquette	2.7	3.0	1.3	1000	1200	1100
	Noiret	2.3	1.5	0			
	Prairie star	0.5					
	Regent	0.1	0.8	0.5	1600	1600	1600
	Seyval blanc	0.5	3.1	0			
	St. Croix	0.1	0.1	0			
Traminette	2.0	3.2	0				
Vidal blanc	18.5	45.7	11.4	700	900	800	
Vignoles	2.3	0.5	0				
Vinifera	Albarino	0.1	0.1	0			
	Arneis	0.1	0.1	0			
	Cabernet franc	13.5	23.3	6.5	1000	3000	2675
	Cabernet sauvignon	15.3	32.8	5.8	1000	3000	3000
	Chardonnay	22.7	67.8	5.8	1000	3000	1900
	Chasselas	0.5					
	Dornfelder	2.4	4.2	4.2	1000	1000	1000
	Gamay noir	0.1	0.2	0			
	Gewurtztraminer	6.6	15.7	2.2	1000	2000	1900
	Gruener veltliner	2.3	3.1	0.35	1800	2000	1900
	Merlot	2.6	3.3	0			
	Petit sirah	0.2					
	Pinot gris	11.7	30.8	5.1	1000	3000	2400
	Pinot noir	12.3	18.5	1.7	1000	3000	2675
	Pinotage	0.1	0.1	0			
	Riesling	22.8	46.1	6.4	1000	2000	1900
	Sangiovese	0.1	0.1	0			
	Sauvignon blanc	0.1	0.3	0			
Terodelgo	0.1	0.1	0				