



VIRGINIA  
WINE

# 2021 COMMERCIAL WINE GRAPE REPORT



# METHODOLOGY

The 2021 Commercial Wine Grape Report was conducted on behalf of the Virginia Wine Board with management from the Virginia Vineyards Association and data collection by the Virginia Wine Board Marketing Office. The VWBMO previously managed the survey from 2010-2015. The 2016-2020 reports were produced by outside agencies and should be used with caution as lower response rates resulted in decreased aggregate data points. For this reason, yearly comparisons are between 2015 and 2021 data points.

In order to increase participation in the 2021 report, updates were made to the survey methodology. The information presented in this report is based on responses from Virginia grape growers and wineries collected from two surveys. The first survey was shared digitally with all Virginia vineyards in October 2021 and remained open until February 2022, receiving responses from 374 vineyard sites. This initial survey collected details on bearing acres (planted 3+ years) and non-bearing acres (planted 1-2 years), with a minimum acreage requirement of 0.5 acres planted per variety. The second survey acted as a crush report and was shared amongst all known wine producers in Virginia. Opening in November 2021, the second survey collected online responses through February 2022 from 195 wine producers. These producers provided details on the tonnage of grapes processed at their facilities in 2021. Data collected included all varieties processed (minimum of 0.25 tons per variety), the price paid for fruit that was contracted or purchased at market, and additional fruit that was desired but not purchased. Contact information for both surveys was compiled from membership databases from the VVA, VWBMO, and Virginia Wineries Association. It is conservatively estimated that a minimum of 626 total acres are unreported from 98 vineyard non-respondents and 1,028 additional tons were processed by 102 non-responding winery operations. These estimates were calculated based on existing industry data and knowledge.



# 2021 HARVEST

Board members for the Virginia Vineyards Association represent most regions of the state. In discussion and review of the 2021 harvest, a vineyard manager from the Northern Virginia region summarized it best, sharing, "overall (this was) a pretty 'standard' Virginia vintage."

Several regions across the state experienced some late spring frosts but did not suffer complete losses. The season was generally hot and dry with several severe rain events. The yields seemed to be moderately light, but the quality of the fruit was high. Some varieties did max out on their ripening and overall sugar accumulation.

Downy mildew seemed to be present early and throughout the year but was mostly controllable. Powdery mildew was not nearly as damaging as years past, but it appeared later in the season after the heavy rains. The season was dryer than normal which helped keep things in check. A good and consistent spray program worked for most farms. There seems to have been a smaller yield than expected mid-season with several wineries reporting lower than expected tonnage at the crush pad.

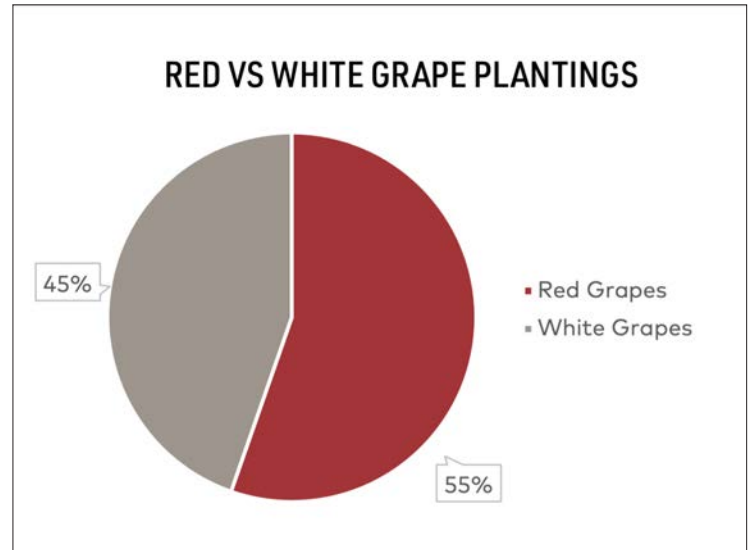
The VVA wants to thank everyone for participating in the surveys and contributing to the 2021 Virginia Commercial Wine Grape Report. We estimate that the raw data received accounts for more than 90% of the planted vineyards in the state as well as more than 80% of the tonnage processed in 2021. We will continue to develop our database of operational vineyards and wineries. We are pleased with this report and the proven growth that we know our industry has experienced. Additionally, we are excited to learn that the median size of a Virginia vineyard farm is 40 acres and that our industry preserves and protects more than 36,747 acres of land in the Commonwealth.

- Virginia Vineyards Association Board



# 2021 PRODUCTION SUMMARY

In 2021, over 4,300 acres of grapes were reported. This marks a 14% increase in plantings across the state since 2015. Based on total acres reported, Cabernet Franc is now the most widely planted variety in the state, surpassing Chardonnay which previously had the largest plantings. Select vinifera varieties saw a large percent growth from recent plantings including Albariño (78%), Nebbiolo (47%), Malbec (28%), Petit Manseng (22%), Petit Verdot (17%), Merlot (17%) and Cabernet Franc (15%). Plantings between red and white grapes are comparable with 55% of total acreage in the state being red wine grapes. Vinifera grapes make up 82% of plantings with hybrid grapes accounting for 14% and American grapes at 4%. These grape categories are represented in individual charts below with variety specific breakouts. All varieties with a minimum of 10 total acres planted are listed individually, anything less is merged into an "other" category. The charts reflecting production by variety are sorted by largest to smallest total acres planted.



In order to improve the accuracy of reported pricing, any pricing for fruit that was self-grown or internally transferred was not included in aggregate data calculations this year. All varieties with pricing details listed had a minimum of three reported price points for fruit that was either contracted or purchased at market.

## 2021 PRODUCTION SUMMARY TABLE

| VARIETY                        | TOTAL ACRES  | BEARING ACRES | NON-BEARING ACRES | TONS          |
|--------------------------------|--------------|---------------|-------------------|---------------|
| Vinifera                       | 3,589        | 3,122         | 467               | 7,688         |
| Hybrid                         | 632          | 578           | 54                | 1,625         |
| American                       | 165          | 155           | 10                | 478           |
| <b>Total</b>                   | <b>4,386</b> | <b>3,855</b>  | <b>531</b>        | <b>9,791</b>  |
| <i>Estimated Actual Total*</i> | <i>5,012</i> | <i>-</i>      | <i>-</i>          | <i>10,819</i> |

\*It is estimated that a minimum of 626 total acres are unreported from 98 vineyard non-respondents and 1,028 additional tons were processed by 102 non-responding winery operations. These estimates were calculated based on existing industry data and knowledge.

## PRODUCTION BY VARIETY- VINIFERA

| VARIETY               | TOTAL ACRES  | BEARING ACRES | NON-BEARING ACRES | TONS         | PRICE MEAN* | PRICE MEDIAN | 25TH PERCENTILE | 75TH PERCENTILE |
|-----------------------|--------------|---------------|-------------------|--------------|-------------|--------------|-----------------|-----------------|
| <b>Vinifera</b>       | <b>3,589</b> | <b>3,122</b>  | <b>467</b>        | <b>7,688</b> |             |              |                 |                 |
| Cabernet Franc        | 645          | 560           | 85                | 1,360        | \$2,586     | \$2,600      | \$2,399         | \$2,800         |
| Chardonnay            | 547          | 485           | 62                | 1,231        | \$2,606     | \$2,595      | \$2,300         | \$2,813         |
| Petit Verdot          | 455          | 387           | 68                | 957          | \$2,683     | \$2,700      | \$2,450         | \$3,000         |
| Merlot                | 447          | 383           | 64                | 1,077        | \$2,615     | \$2,600      | \$2,492         | \$2,800         |
| Cabernet Sauvignon    | 315          | 286           | 29                | 571          | \$2,673     | \$2,600      | \$2,400         | \$2,863         |
| Viognier              | 303          | 293           | 10                | 668          | \$2,533     | \$2,550      | \$2,450         | \$2,800         |
| Petit Manseng         | 179          | 147           | 32                | 409          | \$2,648     | \$2,625      | \$2,400         | \$2,850         |
| Sauvignon Blanc       | 110          | 98            | 12                | 293          | \$2,694     | \$2,750      | \$2,463         | \$2,800         |
| Tannat                | 77           | 67            | 10                | 245          | \$2,798     | \$2,800      | \$2,700         | \$3,000         |
| Pinot Grigio/<br>Gris | 71           | 67            | 4                 | 171          | \$2,413     | \$2,500      | \$2,300         | \$2,666         |
| Albariño              | 61           | 34            | 27                | 61           | \$2,606     | \$2,750      | \$2,431         | \$2,925         |
| Riesling              | 53           | 51            | 2                 | 37           | \$2,830     | \$2,948      | \$2,825         | \$2,997         |
| Nebbiolo              | 47           | 32            | 15                | 82           | -           | -            | -               | -               |
| Pinot Noir            | 47           | 43            | 4                 | 49           | -           | -            | -               | -               |
| Malbec                | 40           | 31            | 9                 | 91           | \$2,591     | \$2,550      | \$2,397         | \$2,880         |
| Roussanne             | 17           | 15            | 2                 | 29           | \$2,598     | \$2,397      | \$2,397         | \$2,699         |
| Syrah/Shiraz          | 16           | 13            | 3                 | 25           | -           | -            | -               | -               |
| Blaufränkisch         | 16           | 8             | 8                 | 8            | -           | -            | -               | -               |
| Rkatsiteli            | 11           | 11            | -                 | 37           | -           | -            | -               | -               |
| Barbera               | 10           | 9             | 1                 | 27           | -           | -            | -               | -               |
| Grüner Veltliner      | 9            | 7             | 2                 | 16           | -           | -            | -               | -               |
| Other Vinifera        | 113          | 95            | 18                | 244          | -           | -            | -               | -               |

## PRODUCTION BY VARIETY- HYBRID & AMERICAN

| VARIETY         | TOTAL ACRES  | BEARING ACRES | NON-BEARING ACRES | TONS         | PRICE MEAN* | PRICE MEDIAN | 25TH PERCENTILE | 75TH PERCENTILE |
|-----------------|--------------|---------------|-------------------|--------------|-------------|--------------|-----------------|-----------------|
| <b>Hybrid</b>   | <b>632</b>   | <b>578</b>    | <b>54</b>         | <b>1,625</b> |             |              |                 |                 |
| Vidal Blanc     | 227          | 213           | 14                | 719          | \$1,672     | \$1,680      | \$1,550         | \$1,800         |
| Chambourcin     | 182          | 167           | 15                | 454          | \$1,634     | \$1,613      | \$1,500         | \$1,800         |
| Traminette      | 80           | 75            | 5                 | 164          | \$1,549     | \$1,515      | \$1,400         | \$1,600         |
| Chardonnay      | 48           | 38            | 10                | 105          | \$1,720     | \$1,800      | \$1,600         | \$1,800         |
| Seyval Blanc    | 44           | 41            | 3                 | 152          | \$1,590     | \$1,600      | \$1,500         | \$1,750         |
| Other Hybrid    | 51           | 44            | 7                 | 31           | -           | -            | -               | -               |
| <b>American</b> | <b>165</b>   | <b>155</b>    | <b>10</b>         | <b>478</b>   |             |              |                 |                 |
| Norton          | 116          | 112           | 4                 | 260          | \$2,367     | \$2,400      | \$2,000         | \$2,650         |
| Niagara         | 20           | 19            | 1                 | 165          | -           | -            | -               | -               |
| Other American  | 29           | 24            | 5                 | 53           | -           | -            | -               | -               |
| <b>Total</b>    | <b>4,386</b> | <b>3,855</b>  | <b>531</b>        | <b>9,791</b> |             |              |                 |                 |

\*All pricing data reflects a minimum of 3 responses per variety for grapes that were either contracted or purchased at market.

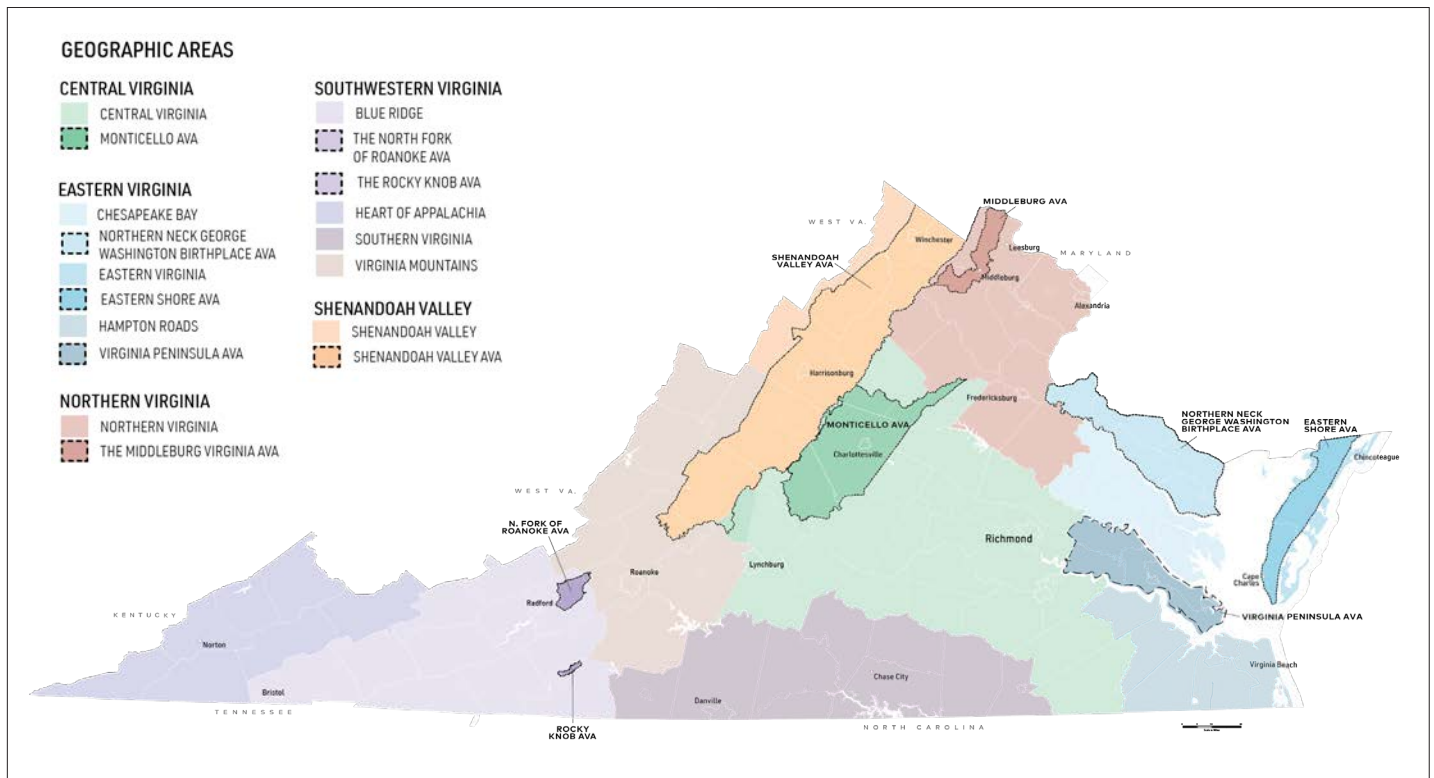
## 2021 DESIRED FRUIT

| VARIETY        | TOTAL DESIRED TONS REPORTED | COUNT OF RESPONSES |
|----------------|-----------------------------|--------------------|
| Chardonnay     | 102                         | 10                 |
| Cabernet Franc | 83                          | 15                 |
| Merlot         | 48                          | 9                  |
| Viognier       | 32.5                        | 5                  |
| Albariño       | 24                          | 5                  |

Winery producers that responded in the second survey reported any fruit that they desired to purchase but were unable to. All varieties with five or more responses are included in this summary chart.

# 2021 PRODUCTION BY GEOGRAPHY

The geographic breakouts were restructured this year in order to provide aggregate data for additional wine regions of Virginia. The geographic areas in the report follow the map below. The Central Virginia, Northern Virginia and Shenandoah Valley regions are broken into individual sections. The Eastern Virginia area includes the Eastern Shore, Chesapeake Bay and Hampton Roads regions. The Southwestern Virginia area includes the Blue Ridge, Heart of Appalachia, Southern Virginia and Virginia Mountains regions. Any county with less than three reporting operations were merged together and labeled "other" within their respective regions.



## GEOGRAPHIC PRODUCTION SUMMARY TABLE

| AREA                  | TOTAL ACRES  | BEARING ACRES | NON-BEARING ACRES | TONS         | % OF TOTAL ACRES |
|-----------------------|--------------|---------------|-------------------|--------------|------------------|
| Central Virginia      | 1,813        | 1,573         | 240               | 4,404        | 41%              |
| Eastern Virginia      | 288          | 235           | 53                | 485          | 7%               |
| Northern Virginia     | 1,376        | 1,238         | 138               | 2,903        | 31%              |
| Shenandoah Valley     | 634          | 576           | 58                | 1,333        | 14%              |
| Southwestern Virginia | 275          | 233           | 42                | 666          | 6%               |
| <b>Total</b>          | <b>4,386</b> | <b>3,855</b>  | <b>531</b>        | <b>9,791</b> | -                |

## PRODUCTION BY COUNTY

| AREA  | TOTAL ACRES  | BEARING ACRES | NON-BEARING ACRES | TONS         | % OF TOTAL ACRES |
|---|--------------|---------------|-------------------|--------------|------------------|
| <b>Central Virginia</b>                     | <b>1,813</b> | <b>1,573</b>  | <b>240</b>        | <b>4,404</b> | <b>41%</b>       |
| Albemarle County                            | 939          | 792           | 147               | 2,377        | 21%              |
| Amherst County                              | 26           | 25            | 1                 | 52           | 0.6%             |
| Goochland County                            | 42           | 32            | 10                | 27           | 1.0%             |
| Greene County                               | 35           | 16            | 19                | 9            | 0.8%             |
| Madison County                              | 108          | 84            | 24                | 225          | 2.5%             |
| Nelson County                               | 265          | 256           | 9                 | 798          | 6.0%             |
| Orange County                               | 281          | 272           | 9                 | 702          | 6.4%             |
| Central Virginia Region-<br>Other Counties  | 117          | 96            | 21                | 214          | 2.7%             |
| <b>Eastern Virginia</b>                     | <b>288</b>   | <b>235</b>    | <b>53</b>         | <b>485</b>   | <b>6.6%</b>      |
| New Kent County                             | 39           | 27            | 12                | 49           | 0.9%             |
| Westmoreland County                         | 58           | 55            | 3                 | 110          | 1.3%             |
| Chesapeake Bay Region-<br>Other Counties    | 53           | 49            | 4                 | 66           | 1.2%             |
| Eastern Shore Region-<br>Other Counties     | 34           | 33            | 1                 | 107          | 0.8%             |
| Hampton Roads Region-<br>Other Counties     | 104          | 71            | 33                | 153          | 2.4%             |
| <b>Northern Virginia</b>                    | <b>1,376</b> | <b>1,238</b>  | <b>138</b>        | <b>2,903</b> | <b>31%</b>       |
| Fauquier County                             | 299          | 260           | 39                | 612          | 6.8%             |
| Loudoun County                              | 854          | 783           | 71                | 1,828        | 19%              |
| Prince William County                       | 15           | 14            | 1                 | 3            | 0.3%             |
| Rappahannock County                         | 116          | 102           | 14                | 404          | 2.6%             |
| Northern Virginia Region-<br>Other Counties | 92           | 79            | 13                | 56           | 2.1%             |



## PRODUCTION BY COUNTY

| AREA  | TOTAL ACRES  | BEARING ACRES | NON-BEARING ACRES | TONS         | % OF TOTAL ACRES |
|---|--------------|---------------|-------------------|--------------|------------------|
| <b>Shenandoah Valley</b>                      | <b>634</b>   | <b>576</b>    | <b>58</b>         | <b>1,333</b> | <b>14%</b>       |
| Augusta County                                | 99           | 82            | 17                | 200          | 2.3%             |
| Clarke County                                 | 42           | 42            | -                 | 60           | 1.0%             |
| Frederick County                              | 42           | 42            | -                 | 84           | 1.0%             |
| Rockbridge County                             | 38           | 32            | 6                 | 49           | 0.9%             |
| Rockingham County                             | 85           | 78            | 7                 | 186          | 1.9%             |
| Shenandoah County                             | 295          | 278           | 17                | 701          | 6.7%             |
| Warren County                                 | 33           | 22            | 11                | 53           | 0.8%             |
| <b>Southwestern Virginia</b>                  | <b>275</b>   | <b>233</b>    | <b>42</b>         | <b>666</b>   | <b>6.3%</b>      |
| Bedford County                                | 26           | 21            | 5                 | 26           | 0.6%             |
| Botetourt County                              | 38           | 19            | 19                | 39           | 0.9%             |
| Blue Ridge Region-<br>Other Counties          | 97           | 93            | 4                 | 381          | 2.2%             |
| Heart of Appalachia Region-<br>Other Counties | 10           | 8             | 2                 | 25           | 0.2%             |
| Southern Virginia Region-<br>Other Counties   | 80           | 68            | 12                | 114          | 1.8%             |
| Virginia Mountain Region-<br>Other Counties   | 24           | 24            | -                 | 81           | 0.5%             |
| <b>Total</b>                                  | <b>4,386</b> | <b>3,855</b>  | <b>531</b>        | <b>9,791</b> | <b>-</b>         |

# YEARLY COMPARISONS

| YEAR             | TOTAL ACREAGE | BEARING | NON-BEARING | TONS   |
|------------------|---------------|---------|-------------|--------|
| 2011             | 3,157         | 2,784   | 373         | 7,749  |
| 2012             | 3,466         | 2,974   | 492         | 7,532  |
| 2013             | 3,446         | 3,088   | 358         | 6,862  |
| 2014             | 3,569         | 3,144   | 425         | 8,039  |
| 2015             | 3,844         | 3,172   | 672         | 8,682  |
| 2016*            | 3,007         | 2,562   | 445         | 6,530  |
| 2017*            | 3,005         | 2,484   | 521         | 7,761  |
| 2018*            | 2,710         | 2,366   | 344         | 4,709  |
| 2019*            | 3,744         | 2,969   | 775         | 7,412  |
| 2021             | 4,386         | 3,855   | 531         | 9,791  |
| 2021 Estimated** | 5,012         | -       | -           | 10,819 |

\* When comparing previous reports, 2016-2019 should be used with caution as lower response rates resulted in decreased aggregate data points. A full report was not published in 2020.

\*\*It is estimated that a minimum of 626 total acres are unreported from 98 vineyard non-respondents and 1,028 additional tons were processed by 102 non-responding winery operations. These estimates were calculated based on existing industry data and knowledge.

---

In order to obtain the most accurate data, industry-wide participation is key. Thank you to all of this year's participants for contributing to this report. For additional information please email, [information@virginiawine.org](mailto:information@virginiawine.org).