

2020 Virginia Commercial Grape Report

April 2021

**Prepared by:
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The 2020 Commercial Grape Report is condensed this year to only include grape pricing. Minimal participation by growers contributed to a lack of confidence in the quality of the numbers for this report, particularly in the area of acreage and tonnage. The Virginia Wine Board is reviewing multiple options to renew the full report for 2021. It is Virginia Wine Board's hope to have a report similar to previous years for the next reporting cycle.

2020 Harvest Report

By Tony Wolf, Virginia Tech

Virginia's 2020 grape season got off to an early budburst with what was for many locations one of the warmest months of March on record. This followed a generally benign winter, but March was in turn followed by an unusually cold April and early May. Widespread frosts occurred on 15, 17 and 19 April, and again on 9 and 10 May. Damage was most severe and widespread in the southern and central piedmont, and well into the northern piedmont, particularly at lower vineyard elevations. What many feared would be an oversupply of fruit in a market depressed by the Covid-19 pandemic, turned into a much leaner and more sought-after crop. The 2020 growing season was cooler than the previous two as measured by heat summation from April through October; however, this was largely due to cooler periods in the first 45 days and the last 45 days of that period. July was actually warmer, and in many cases, much drier than the previous two Julys. The Atlantic produced 30 named tropical storms in 2020, 13 of which reached hurricane strength, and 10 of which brought rain and, in some cases, tornadoes to Virginia. Most of this precipitation fell in the southern piedmont and southeast Virginia. Richmond saw over 14 inches of rain from Isaias in early August, while the far southwest and northern Shenandoah Valley remained relatively dry. It is always difficult to generalize about fruit quality across the expanse of Virginia's vineyards. Fruit that escaped spring frosts and was carefully managed over the summer months was often of high quality, although titratable acidity was somewhat elevated in cases. At this point, and following another relatively warm winter, the stage is set for a rebound of crop in 2021, particularly with those vineyards that lost crop to frost in 2020.

**Special thanks to all the growers & members
who participated in this year's assessment!**

Production & Pricing: Vinifera

	Pricing (Contract & Open Market) †			
	Average	Median	25% Percentile	75% Percentile
2020 Total	\$2,285	\$2,269	\$2,024	\$2,515
All Vinifera	\$2,584	\$2,596	\$2,296	\$2,914
Albariño	\$2,699	\$2,800	\$2,575	\$2,868
Cabernet Franc	\$2,472	\$2,500	\$2,363	\$2,600
Cabernet Sauvignon	\$2,566	\$2,575	\$2,325	\$2,819
Chardonnay	\$2,438	\$2,400	\$2,300	\$2,575
Gewürztraminer	--	--	--	--
Malbec	\$3,143	\$3,208	\$2,750	\$3,504
Merlot	\$2,593	\$2,600	\$2,375	\$2,951
Petit Manseng	\$2,543	\$2,550	\$2,300	\$2,800
Petit Verdot	\$2,672	\$2,687	\$2,400	\$2,953
Pinot Gris/Grigio	\$2,550	\$2,550	\$2,150	\$2,950
Pinot Noir	\$2,343	\$2,015	\$2,015	--
Riesling	\$2,000	\$2,200	\$1,500	--
Sauvignon Blanc	\$2,853	\$2,953	\$2,500	\$3,147
Syrah	\$2,367	\$2,300	\$1,800	--
Tannat	\$2,878	\$3,000	\$2,588	\$3,000
Viognier	\$2,636	\$2,606	\$2,500	\$2,800

†Price per ton; varietals with < 5 growers providing pricing information are not reported

Production & Pricing: Hybrid

	Pricing (Contract & Open Market) †			
	Average	Median	25% Percentile	75% Percentile
2020 Total	\$2,285	\$2,269	\$2,024	\$2,515
All Hybrid	\$1,601	\$1,539	\$1,441	\$1,754
Chambourcin	\$1,649	\$1,613	\$1,500	\$1,800
Seyval	\$1,615	\$1,500	\$1,463	\$1,878
Traminette	\$1,536	\$1,492	\$1,400	\$1,538
Vidal Blanc	\$1,606	\$1,550	\$1,400	\$1,800

Production & Pricing: American

	Pricing (Contract & Open Market) †			
	Average	Median	25% Percentile	75% Percentile
2020 Total	\$2,285	\$2,269	\$2,024	\$2,515
All American	\$1,818	\$1,821	\$1,746	\$1,942
Concord	\$1,714	\$1,714	\$1,714	\$1,714
Niagara	\$1,650	\$1,650	\$1,650	\$1,650
Norton	\$2,089	\$2,100	\$1,875	\$2,463

†Price per ton; varietals with < 5 growers providing pricing information are not reported