

ADDENDUM TO 2010 WINE GRAPE CROP REPORT

PAGE 12 OF 2010 GRAPE CROP REPORT

WHITE WINE GRAPE VARIETIES, ESTIMATED PRICE RANGE

VARIETY	EST. TOTAL VALUE	MIN PRICE/TON	MAX. PRICE/TON	AVERAGE PRICE/TON
CHARDONNAY	\$3,677,524	\$1,500	\$4,123	\$1,945
GEWÜRZTRAMINER	\$1,597,804	\$1,350	\$3,000	\$1,890



THE BRITISH COLUMBIA WINE GRAPE

CROP REPORT 2010

BDO

Prepared by: BDO Canada LLP with thanks to the British Columbia Wine Institute, BC Grapegrowers' Association, the BC Wine Authority and the BC Wine Grape Council for their assistance.



WINES OF
BRITISH COLUMBIA

Our land, revealed.



BDO IS PROUD TO WORK WITH THE BRITISH COLUMBIA WINE INSTITUTE, THE BC WINE GRAPE COUNCIL, THE BC WINE AUTHORITY AND THE BRITISH COLUMBIA GRAPEGROWERS ASSOCIATION TO PRODUCE THE ANNUAL WINE GRAPE CROP SURVEY.

We appreciate the hard work and determination of BC's grape growers, winemakers and proprietors, and hope that the information in this report will be useful to your operations.

With three offices in the Okanagan and 13 across BC, BDO is committed to working with, and providing value to, all of those involved in the wine industry. BDO. More than you think.

Assurance | Accounting | Taxation | Advisory Services



Ken Davidson, CA, CFP
Partner
Kelowna
250 763 6700
kdavidson@bdo.ca



David Braumberger, CA
Partner
Penticton
250 492 6020
dbraumberger@bdo.ca

www.bdo.ca/wineries

BDO Canada LLP, a Canadian limited liability partnership, is a member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms. BDO is the brand name for the BDO network and for each of the BDO Member Firms.



NUMBER OF WINERIES THAT RESPONDED, ACCORDING TO SIZE

YEAR	LARGE WINERY	MEDIUM WINERY	SMALL WINERY	TOTAL
2010	3	17	106	126
2009	3	18	101	122
2008	3	18	107	128

RESPONSE RATE FOR THE 2009 WINE GRAPE CROP SURVEY

YEAR	NO. OF WINERIES RESPONDED	TOTAL NO. OF GRAPE WINERIES IN BC	% OF TOTAL
2010	126	193	65.28%
2009	122	166	73.49%
2008	128	152	84.21%

PERCENTAGE OF VINIFERA, HYBRID AND LABRUSCA PRODUCTION

	VINIFERA/ HYBRID/LABRUSCA	% OF TOTAL PRODUCTION	
		2010	2009
WHITE	Vinifera	97.26%	98.71%
	Vinifera/Hybrid	1.44%	1.08%
	Unspecified	1.26%	0.21%
	Labrusca	0.00%	0.00%
RED	Vinifera	96.84%	95.36%
	Vinifera/Hybrid	1.91%	4.37%
	Unspecified	1.25%	0.27%
	Labrusca	0.00%	0.00%
TOTAL	Vinifera	97.07%	97.07%
	Vinifera/Hybrid	1.67%	2.69%
	Unspecified	1.26%	0.24%
	Labrusca	0.00%	0.00%

2010 BC WINE GRAPE TONNAGE BY VARIETY – TOP 25

RANK	VARIETY	TOTAL TONS	TOTAL COMBINED VALUE
1	Merlot	3,030.69	\$7,615,290.33
2	Chardonnay	1,891.04	\$3,677,524.04
3	Pinot Gris	1,622.26	\$3,193,098.79
4	Cabernet Sauvignon	1,602.51	\$4,202,921.22
5	Pinot Noir	1,344.99	\$3,155,953.77
6	Sauvignon Blanc	1,064.56	\$1,977,055.88
7	Syrah/Shiraz	936.43	\$2,506,449.29
8	Gewürztraminer	845.47	\$1,597,803.74
9	Pinot Blanc	808.74	\$1,483,715.19
10	Riesling	786.16	\$1,415,908.97
11	Cabernet Franc	756.65	\$1,891,448.18
12	Gamay Noir	299.49	\$546,808.13
13	Viognier	270.33	\$649,246.08
14	Bacchus	184.62	\$353,028.73
15	Semillon	140.95	\$271,132.96
16	Marechal Foch	130.29	\$275,738.13
17	Chenin Blanc	112.79	\$157,901.80
18	Petit Verdot	93.96	\$232,693.17
19	Malbec	91.80	\$273,978.90
20	Chasselas	84.50	\$126,744.00
21	Zweigelt	84.14	\$173,654.93
22	Icewine Pinot Noir	82.27	\$210,759.65
23	Icewine - Riesling	78.90	\$198,272.98
24	Ehrenfelser	75.21	\$137,117.04
25	Muscat	71.92	\$167,516.01
26-83	Remaining Varieties Reported	1,242.21	\$2,473,475.31
	Total White & Red	17,732.88	\$38,927,327.13

Note: Participation in this survey is voluntary, therefore the tonnages reported here may differ from actual industry total tonnages.

2010 WHITE WINE GRAPE VARIETIES BY ORDER OF IMPORTANCE (VALUE)

VARIETY	TONNAGE	EST. TOTAL VALUE	PERCENT OF WHITE
Chardonnay	1,891.04	\$3,677,524.04	21.65%
Pinot Gris	1,622.26	\$3,193,098.79	18.80%
Sauvignon Blanc	1,064.56	\$1,977,055.88	11.64%
Gewürztraminer	845.47	\$1,597,803.74	9.41%
Pinot Blanc	808.74	\$1,483,715.19	8.74%
Riesling	786.16	\$1,415,908.97	8.34%
Viognier	270.33	\$649,246.08	3.82%
Bacchus	184.62	\$353,028.73	2.08%
Semillon	140.95	\$271,132.96	1.60%
Other White	112.19	\$207,197.67	1.22%
Icewine - Riesling	78.90	\$198,272.98	1.17%
Misc. White Vinifera*	118.77	\$194,395.28	1.14%
Muscat	71.92	\$167,516.01	0.99%
Chenin Blanc	112.79	\$157,901.80	0.93%
Ehrenfelser	75.21	\$137,117.04	0.81%
Chasselas	84.50	\$126,744.00	0.75%
Auxerrois	62.44	\$114,292.41	0.67%
Kerner	54.32	\$110,657.23	0.65%
Pinot Auxerrois	61.23	\$109,077.74	0.64%
Muller Thurgau	66.43	\$102,434.19	0.60%
Siegerrebe	49.35	\$89,437.98	0.53%
Icewine - Gewurztraminer	37.40	\$84,878.68	0.50%
Icewine - Pinot Blanc	26.10	\$65,260.00	0.38%
Schönberger	35.41	\$63,541.31	0.37%
Madeleine Angevine	41.05	\$59,581.84	0.35%
Icewine - Chardonnay	22.37	\$58,485.90	0.34%
Vidal	28.03	\$53,069.85	0.31%
Optima	24.77	\$46,850.10	0.28%
Madeleine Sylvaner	27.10	\$46,710.00	0.28%
Ortega	14.57	\$35,555.60	0.21%
Reichensteiner	15.92	\$27,867.88	0.16%
Icewine - Ehrenfelser	-	-	-
Icewine - Pinot Gris	-	-	-
Icewine - Sauv. Blanc	-	-	-
Icewine - Viognier	-	-	-
Marsanne	-	-	-
Misc. White Hybrid*	-	-	-
Oraniensteiner	-	-	-
Pearl of C'saba	-	-	-
Roussanne	-	-	-
Verdelet	-	-	-
Total	8,892.22	\$16,991,524.49	100%

(*) Indicates unspecified white varieties. (-) indicates that data has been suppressed for reasons of confidentiality.

2010 RED WINE GRAPE VARIETIES BY ORDER OF IMPORTANCE (VALUE)

VARIETY	TONNAGE	EST. TOTAL VALUE	PERCENT OF RED
Merlot	3,030.69	\$7,615,290.33	34.78%
Cabernet Sauvignon	1,602.51	\$4,202,921.22	19.19%
Pinot Noir	1,344.99	\$3,155,953.77	14.41%
Syrah/Shiraz	936.43	\$2,506,449.29	11.45%
Cabernet Franc	756.65	\$1,891,448.18	8.64%
Gamay Noir	299.49	\$546,808.13	2.50%
Malbec	91.80	\$273,978.90	1.25%
Marechal Foch	130.29	\$275,738.13	1.26%
Petit Verdot	93.96	\$232,693.17	1.06%
Other Red	110.57	\$221,052.44	1.01%
Icewine Pinot Noir	82.27	\$210,759.65	0.96%
Zweigelt	84.14	\$173,654.93	0.79%
Misc. Red Vinifera*	36.94	\$86,548.86	0.40%
Icewine Merlot	23.51	\$77,073.90	0.35%
Pinot Meunier	31.57	\$63,630.15	0.29%
Icewine Gamay Noir	20.23	\$50,572.50	0.23%
Zinfandel	22.20	\$44,993.48	0.21%
Dunkelfelder	17.08	\$35,720.62	0.16%
Pinotage	19.44	\$34,890.80	0.16%
Chancellor	20.18	\$29,192.02	0.13%
Lemberger	14.86	\$27,851.05	0.13%
Tempranillo	8.87	\$22,625.12	0.10%
Mourvedre	6.28	\$20,131.75	0.09%
Barbera	8.06	\$19,349.52	0.09%
Rotberger	9.16	\$16,495.74	0.08%
Leon Millot	4.40	\$9,675.60	0.04%
Agria	-	-	-
Baco Noir	-	-	-
Carmenere	-	-	-
Dornfelder	-	-	-
Icewine Cabernet Sauvignon	-	-	-
Icewine Cabernet Franc	-	-	-
Icewine Lemberger	-	-	-
Icewine Syrah	-	-	-
Icewine Tempranillo	-	-	-
Icewine Zinfandel	-	-	-
Icewine Zweigelt	-	-	-
Misc. Red Hybrids*	-	-	-
Total	8,840.66	\$21,935,803	100%

(*) Indicates unspecified red varieties. (-) indicates that data has been suppressed for reasons of confidentiality.

WHITE WINE GRAPE VARIETIES, ESTIMATED PRICE RANGE

VARIETY	EST. TOTAL VALUE	MIN. PRICE/TON	MAX. PRICE/TON	AVERAGE PRICE/TON
Chardonnay	\$3,677,524	\$1,500	\$4,123	\$1,945
Pinot Gris	\$3,193,099	\$1,203	\$5,000	\$1,968
Sauvignon Blanc	\$1,977,056	\$700	\$3,000	\$1,857
Gewürztraminer	\$1,597,804	\$1,350	\$3,000	\$1,890
Pinot Blanc	\$1,483,715	\$1,399	\$2,700	\$1,835
Riesling	\$1,415,909	\$1,150	\$2,600	\$1,801
Viognier	\$649,246	\$1,500	\$5,000	\$2,402
Bacchus	\$353,029	\$1,500	\$2,200	\$1,912
Semillon	\$271,133	\$1,500	\$2,750	\$1,924
Other White	\$207,198	\$1,350	\$3,000	\$1,847
Misc. White Vinifera	\$194,395	\$1,350	\$1,800	\$1,637
Muscat	\$167,516	\$1,900	\$3,000	\$2,329
Chenin Blanc	\$157,902	\$1,400	\$1,400	\$1,400
Icewine - Riesling	\$198,273	\$2,480	\$2,756	\$2,513
Ehrenfelser	\$137,117	\$1,430	\$3,000	\$1,823
Chasselas	\$126,744	\$1,500	\$1,500	\$1,500
Auxerrois	\$114,292	\$1,300	\$2,200	\$1,830
Kerner	\$110,657	\$1,350	\$2,500	\$2,037
Pinot Auxerrois	\$109,078	\$1,750	\$2,000	\$1,781
Muller Thurgau	\$102,434	\$1,500	\$1,600	\$1,542
Siegenerbe	\$89,438	\$1,350	\$2,200	\$1,812
Icewine - Gewürztraminer	\$84,879	\$2,000	\$2,750	\$2,270
Icewine - Pinot Blanc	\$65,260	\$2,500	\$2,500	\$2,500
Schönberger	\$63,541	\$1,500	\$2,300	\$1,795
Madeleine Angevine	\$59,582	\$1,400	\$1,500	\$1,451
Icewine - Chardonnay	\$58,486	\$2,265	\$3,000	\$2,615
Vidal	\$53,070	\$1,600	\$2,100	\$1,894
Optima	\$46,850	\$1,667	\$2,000	\$1,892
Madeleine Sylvaner	\$46,710	\$1,200	\$1,800	\$1,724
Ortega	\$35,556	\$1,500	\$5,000	\$2,441

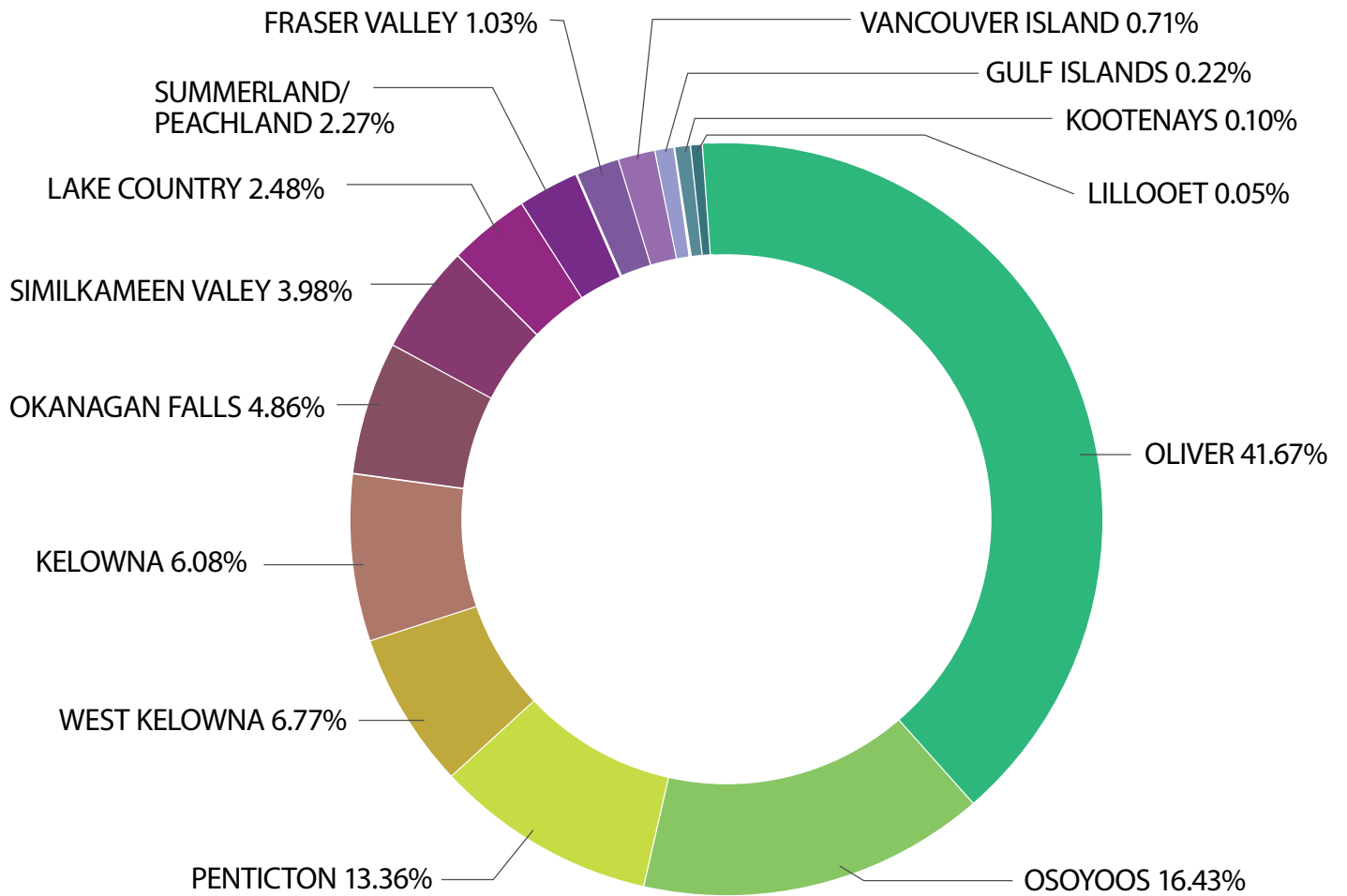
For varietals where confidentiality may be breached, minimum and maximum prices have been excluded.

RED WINE GRAPE VARIETIES, ESTIMATED PRICE RANGE

VARIETY	EST. TOTAL VALUE	MIN. PRICE/TON	MAX. PRICE/TON	AVERAGE PRICE/TON
Merlot	\$7,615,290	\$1,500	\$6,500	\$2,513
Cabernet Sauvignon	\$4,202,921	\$1,500	\$7,425	\$2,623
Syrah/Shiraz	\$2,506,449	\$1,419	\$4,000	\$2,677
Pinot Noir	\$3,155,954	\$1,000	\$8,326	\$2,346
Cabernet Franc	\$1,891,448	\$1,500	\$4,000	\$2,500
Gamay Noir	\$546,808	\$1,399	\$2,400	\$1,826
Malbec	\$273,979	\$2,000	\$4,000	\$2,985
Marechal Foch	\$265,382	\$1,350	\$4,000	\$2,037
Petit Verdot	\$232,693	\$1,600	\$4,000	\$2,476
Other Red	\$221,052	\$1,350	\$3,500	\$1,999
Icewine Pinot Noir	\$210,760	\$2,000	\$2,600	\$2,562
Zweigelt	\$173,655	\$1,350	\$2,700	\$2,064
Misc Red Vinifera	\$86,549	\$1,975	\$2,525	\$2,343
Icewine Merlot	\$77,074	\$2,365	\$3,500	\$3,278
Pinot Meunier	\$63,630	\$1,500	\$3,000	\$2,015
Icewine Gamay Noir	\$50,573	\$2,500	\$2,500	\$2,500
Zinfandel	\$44,993	\$1,850	\$3,000	\$2,027
Dunkelfelder	\$35,721	\$1,600	\$2,750	\$2,091
Pinotage	\$34,891	\$1,350	\$2,500	\$1,795
Chancellor	\$29,192	\$1,300	\$1,900	\$1,447
Lemberger	\$27,851	\$1,700	\$2,400	\$1,875
Tempranillo	\$22,625	\$2,300	\$3,500	\$2,551
Mourvedre	\$20,132	\$3,000	\$3,273	\$3,206
Barbera	\$19,350	\$2,400	\$2,400	\$2,400
Rotberger	\$16,496	\$1,800	\$1,800	\$1,800
Leon Millot	\$9,676	\$2,200	\$2,200	\$2,200

For varietals where confidentiality may be breached, minimum and maximum prices have been excluded.

REPORTED TONNAGE BY PRODUCTION AREA





WINES OF
BRITISH COLUMBIA

Our land, revealed.

THE BRITISH COLUMBIA WINE INSTITUTE

WWW.WINEBC.COM
INFO@WINEBC.COM
TWITTER.COM/WINEBCDOTCOM

TEL (250) 762-9744
FAX (250) 762-9788
TOLL-FREE 1-800-661-2294

SUITE 107-1726 DOLPHIN AVENUE
KELOWNA, BRITISH COLUMBIA
V1Y 9R9 CANADA



**BRITISH COLUMBIA
WINE INSTITUTE**

Our land, revealed.

