

# Victorian wine industry

Fast Facts  
January 2023

AGRICULTURE VICTORIA

**770**

↓ 6%

Wine grapes farm businesses (2020-21)

**900**

↓ 1%

Jobs in wine industry (2020-21)

**\$171M**

↑ 50%

Gross value of wine grapes (2020-21)

**\$206M**

↓ 34%

Wine exports (2021-22)

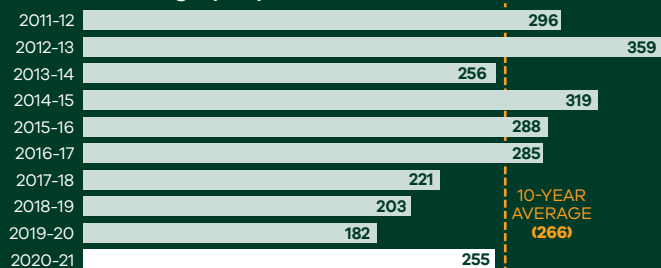
## Wine grape facts and figures

- The Victorian wine industry spans 22 diverse regions. Around 80 per cent of the fruit originates from the Victorian side of the Murray Darling-Swan Hill wine region, producing warm-climate varieties for the bulk wine trade. Rutherglen, Heathcote, the Mornington Peninsula, and the Yarra Valley regions produce premium wines.
- In 2020-21, there were 770 commercial grape growers in Victoria, operating on 19,340 hectares of vineyards.
- Wine grapes produced in Victoria are split evenly between white and red varieties.

- In 2020-21, the gross value of wine grapes produced in Victoria was \$171 million, accounting for 14 per cent of the national gross value of wine grape produced valued at \$1.22 billion.
- Ranked by value, Victoria is the third largest wine grapes producer behind South Australia (57%) and New South Wales (21%).
- The Australian wine grape crush for 2021 was estimated to be around 2 million tonnes – the largest recorded. The crush is 31 per cent above the 2020 harvest and 17 per cent above the 10-year average of 1.74 million tonnes.
- The estimated value of the Australia's crush increased by 36 per cent from \$1.15 billion in 2020 to \$1.56 billion in 2021, an increase of \$400 million.

## How much is produced?

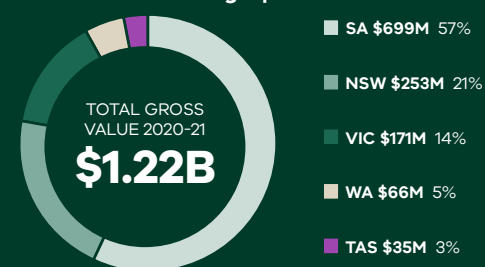
### Victoria's wine grapes production (kilotonnes)



- Victoria produced 255,169 tonnes of wine grapes in 2020-21, up 41 per cent compared with 2019-20. Victoria is Australia's third largest wine grapes producer, behind South Australia and New South Wales.
- There are around 700 wineries and over 400 cellar doors in Victoria. The Victorian wine crush was around 330,000 tonnes of fruit in 2020-21, accounting for 17 per cent of the national wine grape crush.
- Most Victorian wineries are small producers, crushing less than 50 tonnes annually, with only 13 large wineries with an annual crush of 5,000 tonnes or more.

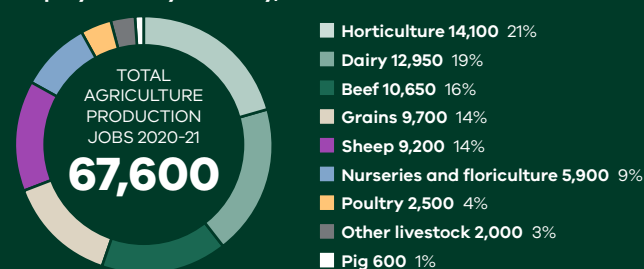
## What is the value of production?

### Gross value of wine grapes



## Industry employment

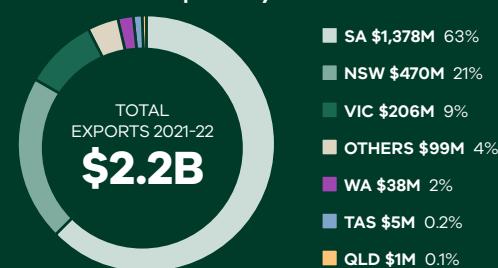
### Employment by industry, Victoria



- It is estimated that around 900 people worked on farms producing wine grapes in 2020-21.

## How much is exported?

### Value of wine exports by state



- In 2021-22, Victorian wine exports generated \$206 million, a fall of 34 per cent compared with 2020-21. Red and white wines account for 66 and 26 per cent, respectively. Wine exports represent 1.4 per cent of Victoria's total food exports (\$11.4 billion).
- Victoria is the third largest wine exporter accounting for 9 per cent of Australia's wine exports valued at \$2.2 billion, behind South Australia (63%) and New South Wales (21%).
- United Kingdom was the highest value export market (\$54 million or 46%), followed by the US (\$36 million) and New Zealand (\$16 million).