

Victorian wine industry

Fast Facts
June 2024

AGRICULTURE VICTORIA

770

↓ 6%

Wine grapes farm businesses (2020-21)

550

↑ 3.3%

Jobs in wine grapes (2021-22)

\$127M

↓ 26%

Gross value of wine grapes (2021-22)

\$141M

↓ 32%

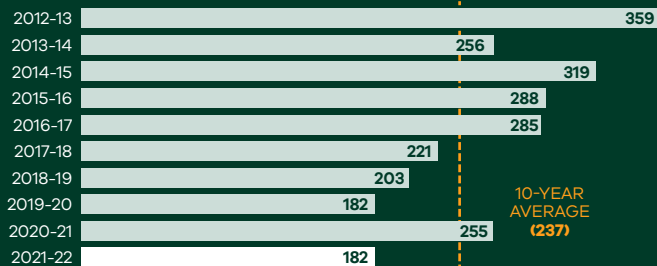
Wine exports (2022-23)

Wine grape facts and figures

- The Victorian wine industry spans 22 diverse regions. About 80% 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.

How much wine grapes are produced?

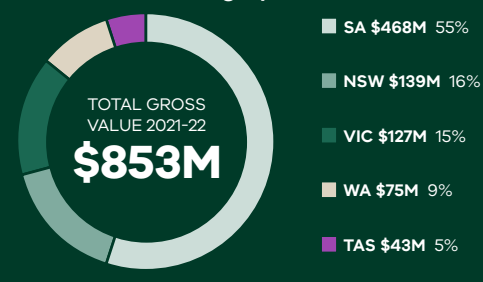
Victoria's wine grapes production (kilotonnes)



- Victoria produced 182,000 tonnes of wine grapes in 2021-22, down 29% from 2020-21. Victoria is Australia's third largest wine grapes producer, behind South Australia (54%) and New South Wales (26%).
- Victoria has 700 wineries and over 400 cellar doors.
- Victoria crushed 292,000 tonnes of wine grapes in 2021-22, a 12% decrease from 2020-21, but it retained its 17% share 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 wine grape production?

Gross value of wine grapes

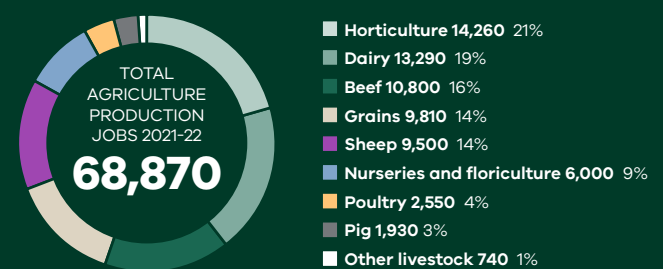


- In 2021-22, the gross value of wine grapes produced in Victoria was \$127 million, accounting for 15% of the national gross value of wine grapes, which was \$853 million.

- Ranked by value, Victoria is the third largest wine grapes producer behind South Australia (55%) and New South Wales (16%).
- The Australian wine grape crush for 2022 was estimated to be 1.73 million tonnes. The crush was 13.5% below the 2021 record crush of 2.01 million tonnes and 2% below the 10-year average of 1.78 million tonnes.
- The total estimated value of the 2022 Australian crush was \$1.21 billion, a decrease of \$335 million (22%) compared with the record 2021 value.

Industry employment

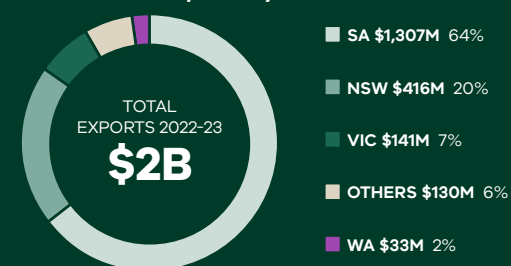
Employment by industry, Victoria



- It is estimated that approximately 546 people worked on farms producing wine grapes in 2021-22.

How much wine is exported?

Value of wine exports by state



- In 2022-23, Victorian wine exports generated \$141 million, a 32% decrease from 2021-22. By value, red and white wines account for 60% and 27%, respectively.
- Wine exports represent 0.7% of Victoria's total food and fibre exports (\$19.6 billion).
- Victoria is the third largest wine exporter, accounting for 7% of Australia's wine exports valued at \$2 billion, behind South Australia (64%) and New South Wales (20%).
- United Kingdom was the highest value export market (\$23 million), followed by New Zealand (\$16 million) and Hong Kong (\$12 million).

Data attribution: Sourced from publicly available data published by the Australian Bureau of Statistics (ABS) | Agriculture Policy and Programs Branch analysis. Data in this snapshot are the latest available as of June 2024.

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