

Wine Australia providing insights on Australian Wine

Regional snapshot 2017 - Heathcote

State	Victoria	
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Plantings

Source: ABS National Vineyard Survey 2015

	Heathcote	All regions
Total vineyard area (hectares)	1,231	135,133
Percentage red varieties	84%	64%
Percentage of national vineyards	1%	
Percentage of Victoria vineyards	5%	

Crush

Source: National Vintage Survey 2017

	Heathcote	All regions
Tonnes crushed in 2017	12,367	1,929,630
Average yield (tonnes/ha)	10.0	14.3
Change in crush from 2016	42%	5%

Top five varieties in Heathcote in 2017	Share of tonnes	Av price/tonne
Shiraz	56%	\$1,158
Chardonnay	15%	\$1,500
Cabernet Sauvignon	7%	\$958
Grenache	4%	\$1,603
Mataro/Mourvedre	3%	\$1,838

Exports

Source: Wine Australia Wine Export Approval System 2017

Exports by GI region content	Heathcote	All regions
Export volume by GI content ('000 litres)	1,340	811,001
Percentage of crush exported (estimate)	15%	60%

Label claim exports (bottled only)

	Heathcote and Heathcote blends	Change in 2017
Export volume by GI label claim ('000 litres)	690 ↑	14%
Export value by GI label claim (\$A '000)	10,168 ↑	24%
Average value per litre	\$14.74 ↑	9%

Top five export destinations and share of exports	Heathcote and Heathcote blends	All bottled wine exports
China, Pr	67%	29%
United Kingdom	8%	13%
New Zealand	4%	4%
Ship	4%	0%
Switzerland	3%	0%
Others	15%	54%

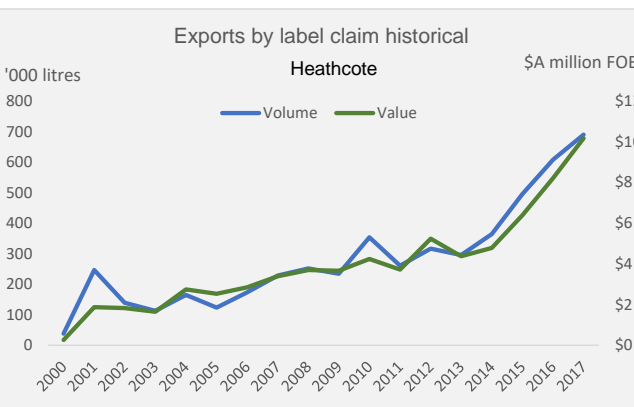
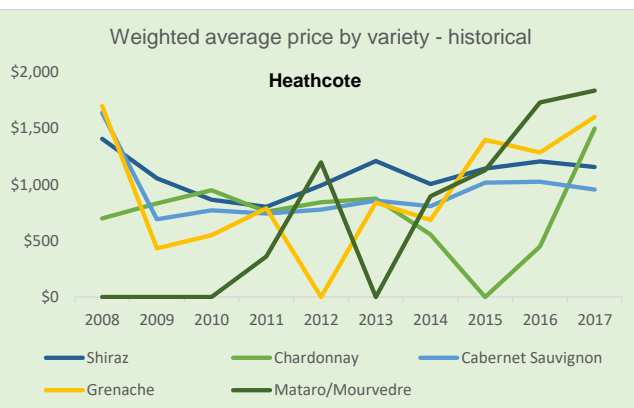
Exports by price point

	Heathcote and Heathcote blends	All bottled wine exports
\$2.49 and under	1%	10%
\$2.50 to \$4.99	2%	62%
\$5.00 to \$7.49	17%	15%
\$7.50 to \$9.99	15%	5%
\$10.00 to \$19.99	45%	6%
\$20 and over	21%	3%

Climate data

Source: Bureau of Meteorology (2018)

Heathcote					
Size (km ²)	1 910	Elevation (m)	112-599	Latitude	36° 81'
Time period	Mean Jan temp (MJT)	Annual rainfall	GSR	Oct-April	GDD
1961-1990 average	20.9 °C	575 mm	279 mm		1642
1991-2016 average	21.7 °C	540 mm	280 mm		1729
2016-17 season	22.7 °C	667 mm	380 mm		1812



Notes

Meteorological data is taken from the national climate databank of the Bureau of Meteorology; the Australian Data Archive for Meteorology (ADAM). Growing season rainfall (GSR) and growing degree days (GDD) are both calculated from October to April. Latitude data is the centroid of each GI region. Climate indices have been calculated across the whole GI region by the Antarctic Climate Ecosystem CRC as part of a research project co-funded by Wine Australia. Size and elevation figures are taken from Hall and Jones (2010) *Climate in winegrowing regions in Australia*. Label claim exports are those where the GI region is identified on the label. GI region content is based on the region reported by the winery in the product description.

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