

Wine Australia providing insights on Australian Wine

Regional snapshot 2020-21 - Barossa Valley

State	South Australia	
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Plantings

Source: National Vineyard Scan 2020 and ABS	Barossa Valley	All regions
Total vineyard area (hectares)	11,609	155,442
Percentage red varieties	90%	64%
Percentage of national vineyards	7%	
Percentage of South Australia vineyards	15%	

Crush

Source: National Vintage Survey 2021	Barossa Valley	All regions
Estimated tonnes crushed in 2021	67,298	2,028,428
Average yield (tonnes/ha)	5.8	13.0
Change in crush from 2020	112%	31%

	Share of region tonnes	Share of national tonnes
Top five varieties in Barossa Valley in 2021		
Shiraz	67%	27%
Cabernet Sauvignon	14%	15%
Grenache	4%	1%
Mataro/Mourvedre	3%	0%
Semillon	2%	3%

Exports

Source: Wine Export Approvals year ending June 2021

Exports by GI content	Barossa Valley	All exports
Export volume by GI content ('000 litres)	11,221	692,990
Percentage of total exports	1.6%	100%
Percentage of crush exported (estimate)	24%	49%

Label claim exports (bottled only)

	Barossa Valley and Barossa Valley blends	Year over year change
Export volume by GI label claim ('000 litres)	4,430.43	↓ -22%
Export value by GI label claim (\$A '000)	95,710.28	↓ -22%
Average value per litre	\$21.60	⇒ 0%

	Barossa Valley and Barossa Valley blends	All bottled wine exports
Share of bottled export volume by destination market		
Japan	1%	2%
USA	8%	30%
Hong Kong	3%	3%
Singapore	3%	2%
South Korea	4%	2%
UK	11%	13%
Remaining markets	71%	48%

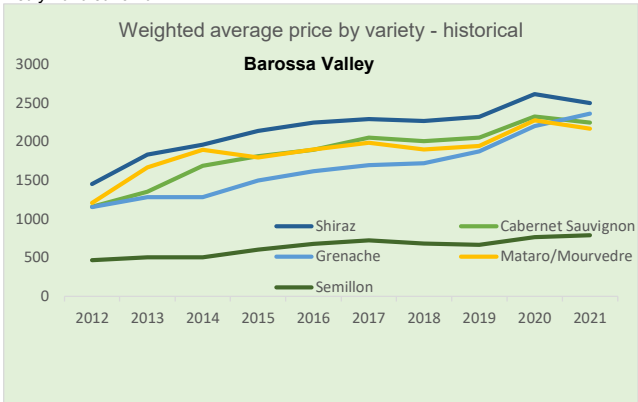
	Barossa Valley and Barossa Valley blends	All bottled wine exports
Share of bottled export volume by price point		
\$2.49 and under	0%	1%
\$2.50 to \$4.99	2%	66%
\$5.00 to \$7.49	10%	16%
\$7.50 to \$9.99	15%	5%
\$10.00 to \$14.99	29%	5%
\$15.00 to \$19.99	14%	1%
\$20 and over	30%	5%

Climate data

Source: Bureau of Meteorology (2021)

Barossa Valley					
Size (km ²)	590	Elevation (m)	112-596	Latitude	34° 52'
Time period	Mean Jan temp (MJT)	Annual* rainfall	GSR	Oct-April GDD	
1961-1990 average	21.4 °C	533 mm	206 mm	1775	
1991-2020 average	22.0 °C	536 mm	213 mm	1853	
2020-21 season*	21.4 °C	428 mm	154 mm	1814	

*July 2020-June 2021



Notes

Meteorological data is taken from the national climate databank of the Bureau of Meteorology: the Australian Data Archive for Meteorology (ADAM). 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. Growing season rainfall (GSR) and growing degree days (GDD) are both calculated from October to April across the whole GI region. GSR and GDD for individual vineyards will vary from this value. Latitude data is the centroid of each GI region. Altitude/elevation data is the highest and lowest point in the region - regardless of whether there is a vineyard at that location. Area data comes from the National Vineyard Scan 2020 conducted by GAIA on behalf of Wine Australia. Variety share from ABS vineyard survey 2015. Estimated crush figures are higher than the figures reported in the National Vintage Report as the estimated figure is raised to allow for the non-response rate. Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label. 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.