

# Southeast Arizona Market Trends

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# Arizona Vineyard Survey - 2013

## Executive Summary

- ❖ The results presented in this report represent the first set of comprehensive statistics on Arizona's growing vineyard industry.
- ❖ The survey was sponsored by the Arizona Wine Growers Association and conducted by USDA's National Agricultural Statistics Service. The survey consisted of a census of known Arizona vineyards. Ninety-six potential operations were included. Sixty-four reported planted acres in 2013. Twenty-six reported no acreage in 2013. Six operations did not participate. A final response rate of 94% was achieved.
- ❖ The report includes basic descriptive statistics including total statewide acreage, yield & production; yield & production by region, county & variety; total value of production; indications on the use of production practices & types of production losses; & expectations on future planting intentions.



# Arizona Vineyard Survey - 2013

## Executive Summary – Highlights Included:

- ❖ Statewide value of production total \$2.2 Million.
- ❖ 74% of all wine grape production came from the Willcox region.
- ❖ The top five varieties in terms of planted acres were Cabernet Sauvignon, Syrah, Grenache, Zinfandel, and Merlot.
- ❖ The top five varieties in terms of productions were Syrah, Grenache, Cabernet Sauvignon, Mourvedre, and Sangiovese.
- ❖ Arizona growers intend to plant an additional 350 acres by the end of 2016.
- ❖ Spur pruning was used by 67% of all growers and was the most common practice used.
- ❖ Nearly 41% of all growers reported losses from birds and/or animals in 20



# Arizona Vineyard Industry - 2013

A \$2.2Million Industry

Region	Value of Production 1/	Total Value
	<i>-dollars-</i>	<i>-percent-</i>
Sonoita/Elgin	385,000	17
Willcox	1,667,000	75
Verde Valley	143,000	6
Other Regions 2/	32,000	2
<b>State Total</b>	<b>2,227,000</b>	<b>100</b>



# Arizona Vineyard Industry - 2013

A \$2.2Million Industry

County	Value of Production 1/	Total Value
	<i>-dollars-</i>	<i>-percent-</i>
Santa Cruz	385,000	17
Cochise	1,658,000	75
Yavapai	143,000	6
Other Counties 3/	41,000	2
<b>State Total</b>	<b>2,227,000</b>	<b>100</b>



# Acres, Yield & Production by Region

Region	Acres Planted (bearing & non-bearing)	Acres Harvested	Yield Per Acre	Total Production
	<i>-number-</i>		<i>-tons per acre-</i>	<i>-tons-</i>
Sonoita/Elgin	200	175	1.5	265
Willcox	640	500	2.0	1,010
Verde Valley	70	60	1.2	75
Other Regions 2/	40	15	1.3	20
<b>State Total</b>	950	750	1.8	1,370

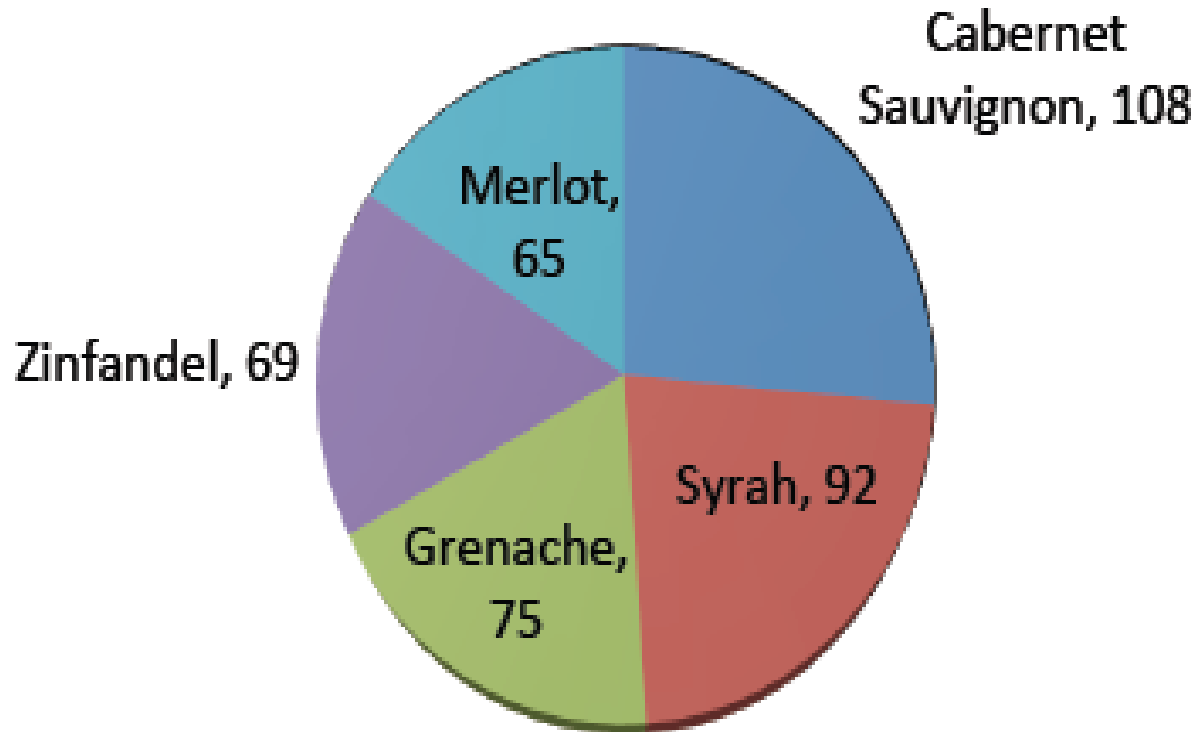


# Acreage, Yield, & Production by County

County	Acres Planted (bearing & non-bearing)	Acres Harvested	Yield Per Acre	Total Production
	<i>-number-</i>		<i>-tons per acre-</i>	<i>-tons-</i>
Santa Cruz	200	175	1.5	265
Cochise	630	495	2.0	1,005
Yavapai	70	60	1.2	75
Other Counties 3/	50	20	1.3	25
<b>State Total</b>	950	750	1.8	1,370



# Top Five Varieties, Planted Acres, 2013





# Number of Vineyards Expecting to Plant Additional Acreage in the Next 1-3 Years, by Region

Region	Growers with Intention to Plant Additional Acres	Expected to Plant in Next 1-3 Years
	<i>-number-</i>	<i>-acres-</i>
Sonoita/Elgin	6	35
Willcox	20	235
Verde Valley	8	50
Other Regions 2/	7	30
<b>State Total</b>	<b>41</b>	<b>350</b>



# Number of Vineyards by Size

Vineyard Size (acres planted)	Number of Operations	Percent
0 to 1 acres	12	19
1.1 to 2 acres	10	16
2.1 to 3 acres	6	9
3.1 to 7 acres	11	17
7.1 to 15 acres	9	14
15.1 to 40 acres	11	17
40+ acres	5	8
<b>State Total</b>	<b>64</b>	<b>100</b>



# Number of Vineyards by Size, 2013

