

# Preliminary Washington Winery Report 2006



Posted on-line February 7, 2007

## **Acknowledgements**

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Within our office we would like to thank our National Association of State Departments of Agriculture (NASDA) employees who collected these data from wineries. Thanks go to Wendy Vance who led our efforts to have the most complete list of wineries; to Tara Guy who completed data entry; to Steve Hoel who assisted with editing and proofing and to Linda Simpson who provided the expertise and dedication to construct the tables in the publication. Laurel Garrison was our lead statistician on this project. She oversaw presurvey activities, data collection, editing, summarization and analysis.

Most importantly we would like to thank the more than three hundred participants who took the time from their busy schedules to provide the data compiled in this publication. Their responses provide the information for sound decision making.

### **Wineries**

**Please respond to USDA, NASS,  
Washington Field Office with any  
corrections or late reports by  
February 21, 2007.**

**Call 1-800-435-5883 for assistance.**

**The final Washington Winery Report will  
be published March 1, 2007.**

# Washington Winery Report 2006

Compiled by USDA/NATIONAL AGRICULTURAL STATISTICS SERVICE  
Washington Field Office

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## Remarks about These Data

The 2006 Washington Wine Production Survey was designed to collect data about the production, inventory and sales of Washington wineries. The following are some detailed descriptions about the collection, tabulation and summary of the results.

In addition to the existing list of wineries maintained by NASS, a complete list of wineries was obtained from the Washington Liquor Control Board in July of 2006. The Liquor Control Board list was matched to the existing list to maximize the coverage of the survey. The sample included over 400 Washington Wineries.

The 2006 Washington Wine Production survey closely followed an annual winery survey conducted by the Oregon Field Office of USDA/NASS. In addition to the Washington Wine Industry Foundation both the Washington Wine Commission and the Washington Association of Wine Grape Growers endorsed this survey and provided input into the questions. Wineries were sent pre-survey letters explaining the intent of the survey and the need to report. An example of the pre-survey letter and questionnaire are included in the appendix of this report. The 2006 Washington Wine Production Survey was conducted in two parts; the first part gathered information about the 2006 grape crush regarding type of acquisition, amount crushed, dollars paid, state grown in, and the varieties of grapes crushed. Part two gathered information about January 1, 2007 wine inventory and 2006 sales for each winery.

All operations were given an opportunity to respond by mail beginning in December of 2006. The beginning date of data collection was December 1, 2006 for part one and January 1, 2007 for part two. Postcards were mailed the last week of December reminding wineries to complete and return part two. Phone follow-ups began January 12, 2007 to all operations, regardless of size, who had yet to complete and return Part one or two. Additionally, the Washington Wine Industry Foundation sent an email reminder to wineries, with a copy of the questionnaire attached.

Adjustments were made to crush data to account for Washington wine grapes crushed in other states and survey non-response. Washington wine grape data crushed in other states are accounted for in the Washington grown, "Purchased" column in the crush table. Nonresponse to the crush questions was minimal. The reported total crush of Washington wine grapes covered 98% of the estimated 120,000 tons of crush. Some wineries reported total crush, but did not breakdown the total by variety. The crush, reported by variety, accounted for 93% of the estimated 120,000 tons. Wine grape prices by variety were calculated from reported purchases.

Wine inventory and sales data include only reported data. Adjustments were not made for non-response. One rough measure of the completeness of sales data would be to take the average expected yield of wine from recent years crush and compare to the reported sales data. The previous three year (2003-2005) average crush is 110,000 tons. Using a standard conversion of 62.5 cases per ton applied to the average crush of 110,000 tons, yields 6.875 million cases or 16.4 million gallons. The survey indication of sales was

15.3 million gallons. The Department of Treasury - Alcohol and Tobacco Tax and Trade Bureau (TTB) publishes a monthly statistical report that includes month end stocks by state. The December 2005 month end stocks numbers were used to indicate coverage of the inventory portion of the survey. Total stocks at the end of December 2005, as reported by the TTB were 45.3 million gallons. The total inventory on January 1, 2007, as reported in the survey, was 44.3 million gallons. Although most inventory and sales data were reported, if a dominant producer of a relatively rare variety did not respond, the published total presented in this report may significantly under-represent the true total.

Respondents were asked to comment on the challenges they encountered operating a winery in the last year. Overwhelmingly, the hardship heard the most was shipping Washington wine outside of Washington. Many wineries commented on the need for an easier way to ship direct to consumers outside of Washington. Trying to understand numerous laws, filing the correct paperwork and cost were all issues in which wineries expressed having problems. Another frequently heard complaint was the number of mandatory reports, along with navigating the liquor laws and staying in compliance. Cash flow, growth and marketing were widely commented on as well. Distribution issues drew a lot of comments. Some respondents struggled to keep distributors promoting their wine, while smaller wineries had problems finding distributors that would deal with small, privately owned wineries. With the wine industry growing at a fast pace, competition has increased, forcing wineries to offer unique products and find niche markets.

The data in this publication are shown to the nearest ton, dollar, case or gallon. Although every effort has been made to provide high quality data, published items should be considered to approximate the true values. For some items, there were no reports for a breakout or insufficient reports to publish an item without disclosing individual producer data. In this publication, the same general procedure as the Census of Agriculture was employed to protect respondent's confidentiality. In some cases, additional items are required to be suppressed to prevent disclosure of an individual's data. For example, if inventory of 2006 vintage Syrah was not able to be published, at least one other Syrah vintage would need to be suppressed or one could infer the 2006 Vintage Syrah total by subtracting the published vintages from the Syrah total. This process occasionally leads to items with sizeable numbers of reports to be suppressed. This type of suppression is called a complementary suppression. Data suppressions and zero reported data are indicated with a "--" in the publication.

Data included in "Other Red" or "Other White" varieties include varieties with minimal crush, inventory or sales, unknown varieties, or varieties not published to avoid disclosure of individual operations. Almost certainly, some crush, inventory or sales of the published varieties are included in this other category when the respondent did not designate the variety.

A total of 22,500 gallons of fruit wine were produced in Washington in 2006. Included in the total were 450 gallons of blackberry wine, 6,150 gallons of raspberry wine and 15,900 gallons of other fruit wine. Other types of fruit wine that were reported but not

published were apple, apricot, blackberry, blueberry, cherry, cranberry, honey, marionberry, peach, pear, plum, rhubarb and strawberry.

Reported unfilled wine grape needs totaled approximately 240 tons. The varieties most needed were Syrah, Petit Verdot and Pinot Gris. There were nine reports for Petit Verdot, totaling approximately 30 tons and five reports for Syrah, accounting for approximately 40 tons. Typically, the unfilled grape needs were reported in small quantities. Organic grapes were also listed in the unfilled wine grape need for a number of varieties.

The Preliminary Washington Winery Report includes all reports received as of February 2, 2007. Please notify USDA, NASS, Washington field Office of any corrections by February 21, 2007. The Final Washington Winery Report will contain any late reports or corrections to the preliminary report. The final Washington Winery Report will be published March 1, 2007.

**Wineries: Number of Wineries, Total Crush and Total Cooperage  
Washington, 2006**

State	All Wineries	Wineries Crushing Grapes	Total Crush	Total Cooperage
	<i>Number</i>	<i>Number</i>	<i>Tons</i>	<i>1,000 Gallons</i>
<b>Washington</b>	427	232	120,500	37,631

**Wineries: Crush by Origin and Variety  
Washington, 2006**

Variety	Washington Grown					Grown in Other States
	Estate Grown	Purchased	Custom	All Wash Wine Grape Crush	Average Price <sup>1</sup>	
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>\$/Ton</i>	<i>Tons</i>
Cabernet Franc	664	1,570	167	2,400	1,243	15
Cabernet Sauvignon	3,337	16,019	644	20,000	1,261	179
Chardonnay	-	11,894	-	28,600	783	-
Chenin Blanc	475	577	48	1,100	622	-
Gewurtztraminer	996	2,160	844	4,000	715	-
Grenache	-	56	-	100	-	-
Lemberger	-	112	-	200	-	-
Malbec	92	339	20	450	-	9
Merlot	4,341	14,107	652	19,100	1,098	105
Muscat	-	223	-	550	-	-
Petit Verdot	35	252	13	300	-	8
Pinot Gris	-	1,599	-	2,100	861	13
Pinot Noir	-	120	-	900	921	8
Riesling	8,786	11,185	3,828	23,800	716	-
Sangiovese	176	487	37	700	1,349	17
Sauvignon Blanc	1,551	2,307	443	4,300	764	19
Semillon	-	539	-	900	712	-
Syrah	1,293	6,713	194	8,200	1,152	69
Tempranillo	-	34	-	50	-	-
Viognier	-	946	-	1,100	985	8
Zinfandel	-	206	-	250	-	-
Other Red	75	526	49	650	1,468	24
Other White	105	67	78	250	894	-
<b>Washington</b>	35,275	72,039	12,686	120,000	948	500

<sup>1</sup> Unpublished prices are included in the "Other" categories. The *Other White* price includes Muscat, etc. The *Other Red* price includes Grenache, Lemberger, Malbec, Petit Verdot, Tempranillo, Zinfandel.

(-) Withheld to avoid disclosing data for individual wineries or no data reported.

**Wineries: Inventory by Vintage, Variety, and Wine Type  
Washington, January 1, 2007 <sup>1</sup>**

Variety	January 1, 2007									
	Bottled Inventory by Vintage <sup>2</sup>					Bulk Inventory by Vintage				
	2006 Vintage	2005 Vintage	2004 and earlier Vintages	Total	Share of Total	2006 Vintage	2005 Vintage	2004 and earlier Vintages	Total	Share of Total
<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>Percent</i>	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>	<i>Percent</i>	
All Sparkling Wine	-	-	-	309	5.2	-	-	-	1,405	4.7
Still wines:										
Cabernet Franc	-	-	4	6	.1	423	227	82	732	2.4
Cabernet Sauvignon	-	-	-	1,001	16.9	2,930	1,902	1,016	5,848	19.4
Chardonnay	-	-	-	-	-	4,366	-	-	6,806	22.5
Chenin Blanc	-	7	-	10	.2	67	-	-	74	.2
Gewurtztraminer	-	51	-	59	1.0	435	-	-	439	1.5
Lemberger	-	1	-	2	-	8	-	-	23	.1
Merlot	-	60	-	1,163	19.6	2,664	-	-	7,168	23.7
Mueller Thurgau	-	-	-	-	-	11	-	-	17	.1
Muscat	-	-	-	-	-	27	-	-	28	.1
Petit Verdot	-	-	-	-	-	9	-	-	12	-
Pinot Blanc	-	-	-	-	-	-	-	-	-	-
Pinot Gris	-	-	2	93	1.6	-	-	-	-	-
Pinot Noir	-	-	-	-	-	241	-	-	257	.8
Riesling	-	-	5	523	8.8	2,657	-	-	2,702	8.9
Sauvignon Blanc	-	76	-	88	1.5	471	-	-	550	1.8
Syrah	-	19	-	386	6.5	1,156	871	84	2,111	7.0
Tempranillo	-	-	-	-	-	-	-	-	-	-
Viognier	-	2	-	4	.1	57	-	-	70	.2
Zinfandel	-	-	-	-	-	17	13	1	31	.1
Red Blends	-	-	321	589	9.9	-	353	-	846	2.8
White Blends	-	-	-	404	6.8	181	-	-	189	.6
Rose & Blush Blends	2	3	2	8	.1	-	-	-	165	.5
Fruit and Berry	1	-	-	8	.1	-	-	-	17	.1
Other Still Wine	-	16	-	28	.5	228	167	8	404	1.3
Unspecified	-	-	-	23	.4	-	-	-	95	.3
<b>Washington</b>	551	1,824	3,521	5,920		17,250	8,321	4,530	30,196	

<sup>1</sup> Includes bonded and tax-paid inventory owned by Washington wineries.

<sup>2</sup> One case is equivalent to nine liters or 2.38 gallons.

(-) Withheld to avoid disclosing data for individual wineries or no data reported.

**Wineries: Sales, by Variety and Wine Type  
Washington, 2006**

Variety and Wine Type	Bottled <sup>1</sup>		Bulk	
	Sales	Share of Total	Sales	Share of Total
	<i>1,000 Cases</i>	<i>Percent</i>	<i>1,000 Gallons</i>	<i>Percent</i>
All Sparkling Wines	-	-	-	-
Still Wines:				
Cabernet Franc	3	.1	-	-
Cabernet Sauvignon	811	14.8	-	-
Chardonnay	-	-	17	.7
Gewurtztraminer	-	-	-	-
Merlot	1,003	18.3	-	-
Muller Thurgau	-	-	-	-
Pinot Blanc	-	-	-	-
Pinot Gris	-	-	-	-
Pinot Noir	3	.1	-	-
Riesling	-	-	-	-
Sauvignon Blanc	162	3.0	-	-
Syrah	203	3.7	69	3.1
Tempranillo	-	-	-	-
Viognier	5	.1	-	-
Zinfandel	-	-	-	-
Red Blends	480	8.8	2	.1
White Blends	77	1.4	-	-
All Rose and Blush Blends	19	.3	-	-
Fruit and Berry	13	.2	-	-
Other Still Wines	81	1.5	31	1.4
Unspecified	32	.6	-	-
<b>Washington</b>	<b>5,473</b>		<b>2,229</b>	

<sup>1</sup> One case is equivalent to nine liters or 2.38 gallons.

(-) Withheld to avoid disclosing data for individual wineries or no data reported.

**Wineries: Sales by Destination, Domestic Sales  
Washington, 2006 Totals**

State	Direct to Consumers <sup>1</sup>			Sales to Distributors, Retailers, and Restaurants <sup>1</sup>					Total Domestic Sales
	Wineries or Tasting Rooms <sup>2</sup>	Wine Clubs, Events or On-line Sales <sup>2</sup>	All Direct Sales	Washington	Oregon	New York	California	Other US	
	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>
<b>Washington</b>	153	42	195	1,121	340	235	-	-	5,305

<sup>1</sup> One case is equivalent to nine liters or 2.38 gallons.

<sup>2</sup> Also includes wine festivals and all other direct consumer sales.

**Wineries: Sales, by Destination, Export Sales by Variety and Wine Type  
Washington, 2006**

Variety and Wine Type	2006 Sales <sup>1</sup>							
	Canada	Japan	Korea	All Other Asia	United Kingdom	South Seas <sup>2</sup>	All Other Dest.	All Export Sales
	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>	<i>1,000 Cases</i>
Chardonnay	-	-	-	-	-	-	-	22
Merlot	-	2	-	-	-	-	-	30
Pinot Blanc	-	-	-	-	-	-	-	-
Pinot Gris	-	-	-	-	-	-	-	-
Pinot Noir	-	-	-	-	-	-	-	-
Syrah	2	-	-	-	-	-	-	11
Riesling	-	-	-	-	-	-	-	13
Red Blends	2	1	-	-	-	-	-	11
White Blends	-	-	-	-	-	-	-	-
Other	-	5	-	-	-	-	-	47
<b>Washington</b>	26	11	-	36	-	23	38	135

<sup>1</sup> One case is equivalent to nine liters or 2.38 gallons

<sup>2</sup> "South Seas" includes the Greater and Lesser Antilles and other outlying areas of the Caribbean Sea.

(-) Withheld to avoid disclosing data for individual wineries or no data reported.

**Wineries: End of Month Stocks<sup>1</sup>**  
**Washington, 2006**

Month	Still Wines – Stocks End of Month					
	Bottled			Bulk		
	Not Over 14 % Alcohol	Over 14% Alcohol	Total <sup>2</sup>	Not Over 14 % Alcohol	Over 14% Alcohol	Total <sup>2</sup>
	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>	<i>1,000 Gallons</i>
2005						
January	12,412	756	13,168	26,537	565	27,102
February	12,335	757	13,091	25,978	537	26,515
March	9,456	1,453	10,909	24,453	548	25,001
April	12,698	729	13,427	22,687	497	23,184
May	13,764	713	14,477	20,643	490	21,134
June	14,292	915	15,207	19,021	416	19,437
July	14,356	910	15,266	17,572	396	17,968
August	14,674	949	15,623	15,138	311	15,450
September	15,225	1,059	16,284	14,016	300	14,317
October	15,038	1,008	16,046	15,419	389	15,808
November	14,466	973	15,439	24,754	551	25,305
December	13,952	936	14,888	29,230	1,198	30,428
2006						
January	13,662	875	14,537	25,344	1,561	26,904
February	13,508	907	14,415	24,373	1,543	25,916
March	13,305	962	14,266	22,808	1,703	24,512
April	13,659	884	14,543	21,745	1,552	23,297
May	12,833	917	13,750	19,439	1,424	20,864
June	13,768	1,082	14,849	17,949	1,458	19,407
July	13,556	1,107	14,664	16,632	1,581	18,213
August	13,130	1,192	14,322	15,153	1,426	16,579

<sup>1</sup> As reported in the Department of Treasury – Alcohol and Tobacco Tax and Trade Bureau, Statistical Report by State – Wine.

<sup>2</sup> Numbers may not add due to rounding.



# 2006 WASHINGTON WINE PRODUCTION SURVEY



## PART 1 OF 2 Due December 1, 2006

**Washington Field Office**  
 PO Box 609  
 Olympia, Washington 98507  
 Phone 1-800-435-5883 or 360-902-1940  
 Email: nass-wa@nass.usda.gov

Information requested in this survey is used to prepare estimates of the Washington wine industry. Facts about your operation are **strictly confidential** and used only in combination with other reports. Response is voluntary, but needed to ensure accurate results. The 2006 Washington Vineyard and Winery Report will be mailed to you in February. The report can also be found at <http://www.nass.usda.gov/wa>. You may fax your survey to 1-800-265-6275. Please phone 1-800-435-5883 with any questions.

\*\*\*Please return by December 1\*\*\*  
 \*\*\*Follow-up to begin December 4\*\*\*

1. Please verify the name and mailing address for this operation.  
 Make corrections (including the correct operation name) on the above label and continue.
2. Was this operation a bonded winery, or bonded wine cellar, that crushed grapes in 2006 (including alternating proprietorship)?
 

**YES**, skip to Part 1, Section A
  **NO**, continue with Question 3
3. Were grapes crushed for you in 2006 (including custom crush and custom bottling)?
 

**YES**, conclude Part 1 (Please complete Part 2 of this questionnaire)
  **NO**, continue with Question 4
4. Did you have any of the following licenses in 2006? : WLCC issued Growers Sales Privilege, WLCC issued Warehouse, TTB issued Wholesalers Basic Permit
 

**YES**, conclude Part 1 (Please complete Part 2 of this questionnaire)
  **NO**, continue with Question 5
5. Did you own wine inventory or have wine sales in 2006?
 

**YES**, conclude Part 1 (Please complete Part 2 of this questionnaire)
  **NO**, skip to Part 1, Section C

### PART1, SECTION A - Crush Summary

<b>1. Total Washington Wine Grapes crushed on your bonded premises in 2006, regardless of ownership. Include grapes crushed for others:</b>	
a. Crush of purchased grapes..... 101	Tons
b. Crush of estate grown grapes ( <i>grapes from your vineyards</i> ) ..... 102	Tons
c. Grapes you crushed for others ..... 103 Please list for whom ( <i>to avoid duplication</i> ): _____ _____	Tons
<b>Total tons of Washington wine grapes crushed on your premises. (a+b+c)....</b> 104	Tons

**PART 1, SECTION A – Crush Summary, continued**

<p><b>2. Total storage capacity on your bonded premises:</b>  <i>(This is the cooperage, including all closed containers, such as barrels and tanks, in which wine can be stored)</i> ..... 105</p>	Gallons
---	---------

<b>3. Unfilled wine grape needs in 2006:</b>	
Variety needed	Tons needed
106	109
107	110
108	111

**6. Did you purchase and crush wine grapes from other states or countries at your winery?**

**YES**, complete the following table       **NO**, Continue with Question 7

State(s)/Province(s)	Variety	Tons Crushed	\$ Per Ton

**7. Did you sell any fresh Washington wine grapes to any out of state or out of country wineries?**

**YES**, complete the following table       **NO**, continue with Part 1, Section B

State(s)/Province(s)	Variety	Tons Crushed	\$ Per Ton

# PART1, SECTION B - Crush Detail

For item 1, please complete a separate bracket for each wine grape variety crushed on your operation. If grapes were crushed for sparkling wine, please check the box provided. Report all non-grape wine produced in item 2.

## 1. Crushed for still and sparkling wine in 2006

Variety crushed	Grape origin	Tons crushed	Total Dollars paid	State grown
List variety: <u>Chardonnay</u>	Purchased	122 1.4	125 \$1,050	126 WA
	Estate grown	123 4.6	<i>Example</i>	
	Custom crushed	124 --		
<input type="checkbox"/> Crushed for sparkling wine				
List variety: _____	Purchased	117	120	121
	Estate grown	118		2001 Office Use
	Custom crushed	119	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	122	125	126
	Estate grown	123		2002 Office Use
	Custom crushed	124	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	127	130	131
	Estate grown	128		2003 Office Use
	Custom crushed	129	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	132	135	136
	Estate grown	133		2004 Office Use
	Custom crushed	134	<input type="checkbox"/> Crushed for sparkling wine	

## 2. Fruit and berry wine produced in 2006

Variety	Gallons produced
Apricots 227	
Blackberries 228	
Blueberries 229	
Boysenberries 230	
Cherries 231	
Cranberries 232	
Currants 233	
Honey 234	
Loganberries 235	
Marionberries 236	
Peaches 237	
Pears 238	
Pineapple 239	
Plums 240	
Raspberries 241	
Rhubarb 242	
Strawberries 243	
Other: 244	

**PART 1, SECTION B - Crush Detail, continued (Item 1)**

Variety crushed	Grape origin	Tons crushed	Total Dollars Paid	State grown
List variety: _____	Purchased	137 <input type="text"/>	140 <input type="text"/>	141 <input type="text"/>
	Estate grown	138 <input type="text"/>		2005 <input type="text"/>
	Custom crushed	139 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	142 <input type="text"/>	145 <input type="text"/>	146 <input type="text"/>
	Estate grown	143 <input type="text"/>		2006 <input type="text"/>
	Custom crushed	144 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	147 <input type="text"/>	150 <input type="text"/>	151 <input type="text"/>
	Estate grown	148 <input type="text"/>		2007 <input type="text"/>
	Custom crushed	149 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	152 <input type="text"/>	155 <input type="text"/>	156 <input type="text"/>
	Estate grown	153 <input type="text"/>		2008 <input type="text"/>
	Custom crushed	154 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	157 <input type="text"/>	160 <input type="text"/>	161 <input type="text"/>
	Estate grown	158 <input type="text"/>		2009 <input type="text"/>
	Custom crushed	159 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	162 <input type="text"/>	165 <input type="text"/>	166 <input type="text"/>
	Estate grown	163 <input type="text"/>		2010 <input type="text"/>
	Custom crushed	164 <input type="text"/>	<input type="checkbox"/> Crushed for sparkling wine	

**PART 1, SECTION B - Crush Detail, continued (Item 1)**

Variety crushed	Grape origin	Tons crushed	Total Dollars Paid	State grown
List variety: _____	Purchased	167 [ ]	170 [ ]	171 [ ]
	Estate grown	168 [ ]		2011 Office Use
	Custom crushed	169 [ ]	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	172 [ ]	175 [ ]	176 [ ]
	Estate grown	173 [ ]		2012 Office Use
	Custom crushed	174 [ ]	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	177 [ ]	180 [ ]	181 [ ]
	Estate grown	178 [ ]		2013 Office Use
	Custom crushed	179 [ ]	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	182 [ ]	185 [ ]	186 [ ]
	Estate grown	183 [ ]		2014 Office Use
	Custom crushed	184 [ ]	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	187 [ ]	190 [ ]	191 [ ]
	Estate grown	188 [ ]		2015 Office Use
	Custom crushed	189 [ ]	<input type="checkbox"/> Crushed for sparkling wine	
List variety: _____	Purchased	192 [ ]	195 [ ]	196 [ ]
	Estate grown	193 [ ]		2016 Office Use
	Custom crushed	194 [ ]	<input type="checkbox"/> Crushed for sparkling wine	

## SECTION C- Change in Operator

[Complete this section only if questions 2-5, beginning on the face page, are answered "No".]

1. Has the winery named on the label been sold, rented, or turned over to someone else?

YES - [Continue]

NO - [Go to a.] →

2. Please provide the following information for the new operators or operation that has taken over:

Winery name: \_\_\_\_\_

Operator/Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

a. Will the winery be used by you, (the owner(s)), or anyone else in the next year?

Yes       No       Don't know

Regardless of answer, write a note to explain the situation and return this form in the enclosed envelope.

\_\_\_\_\_  
\_\_\_\_\_

Respondent Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Office Use				
Mode		Enum.	Eval.	
				1008
1-Mail	1001	1002	1003	1004
2-Tel				1005
3-Face to face				1006
5-Web				1007
6-E-mail				
7-Fax				
19-Other				

S/E Name \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The time to complete this information collection is estimated to average 45 minutes per response.

US DEPARTMENT OF AGRICULTURE

Cooperating with

WASHINGTON WINE INDUSTRY FOUNDATION, FUNDING PROVIDED BY RMA



# 2006 WASHINGTON WINE PRODUCTION SURVEY



## PART 2 OF 2 Due January 10, 2007

**Washington Field Office**  
PO Box 609  
Olympia, Washington 98507  
Phone 1-800-435-5883 or 360-902-1940  
Email: [nass-wa@nass.usda.gov](mailto:nass-wa@nass.usda.gov)

Information requested in this survey is used to prepare estimates of the Washington wine industry. Facts about your operation are **strictly confidential** and used only in combination with other reports. Response is voluntary, but needed to ensure accurate results. The 2006 Washington Vineyard and Winery Report will be mailed to you in February. The report can also be found at <http://www.nass.usda.gov/wa>. You may fax your survey to 1-800-265-6275. Please phone 1-800-435-5883 with any questions.

\*\*\*Please return by January 10\*\*\*

\*\*\*Follow-up to begin January 12\*\*\*

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## PART 2, SECTION A - Wine Inventory

All operations with inventory and/or selling wine under their own brand(s) should complete Sections A and B (the inventory and sales tables).

**Wine inventory on January 1, 2007:** Report all inventory of **WASHINGTON** produced wine on your premises, regardless of ownership. Include inventory at your tasting rooms, second locations, and stored out-of-state. Please also include wine kept at commercial storage facilities.

Variety	Bottled inventory by vintage			Bulk inventory by vintage		
	2006	2005	2004 & earlier	2006	2005	2004 & earlier
	***	<b>9L equivalent cases</b>		***	<b>Gallons</b>	
All sparkling wine	245	266	287	308	329	350
Still wines:						
Cabernet Franc	246	267	288	309	330	351
Cabernet Sauvignon	247	268	289	310	331	352
Chardonnay	248	269	290	311	332	353
Gewurztraminer	249	270	291	312	333	354
Merlot	250	271	292	313	334	355
Muller-Thurgau	251	272	293	314	335	356
Pinot Blanc	252	273	294	315	336	357
Pinot Gris	253	274	295	316	337	358
Pinot Noir	254	275	296	317	338	359
Sauvignon Blanc	255	276	297	318	339	360
Syrah	256	277	298	319	340	361
Tempranillo	257	278	299	320	341	362
Viognier	258	279	300	321	342	363
White Riesling	259	280	301	322	343	364
Zinfandel	260	281	302	323	344	365
Red Blends	261	282	303	324	345	366
White Blends	262	283	304	325	346	367
All Rosé & Blush Blends	263	284	305	326	347	368
Fruit and Berry	264	285	306	327	348	369
List other still wine:						
	265	286	307	328	349	370

## PART 2, SECTION B - Wine Sales

All operations with inventory and/or selling wine under their own brand(s) should complete Sections A and B (the inventory and sales tables).

Please report all Washington produced wine sales, from all vintages. Include sales from January 1 to December 31, 2006.

1. What were your total dollar wines sales in 2006? <sup>(371)</sup> \$ \_\_\_\_\_ dollars

2. Report total wine cases sold (both domestic and exported) and bulk wine sales, by variety.

<b>Variety</b>	<b>Total number of cases sold</b> <i>9L equivalent cases</i>	<b>Bulk wine sales</b> <i>gallons</i>
All sparkling wine	372	393
Still wines:		
Cabernet Franc	373	394
Cabernet Sauvignon	374	395
Chardonnay	375	396
Gewurztraminer	376	397
Merlot	377	398
Muller-Thurgau	378	399
Pinot Blanc	379	400
Pinot Gris	380	401
Pinot Noir	381	402
Sauvignon Blanc	382	403
Syrah	383	404
Tempranillo	384	405
Viognier	385	406
White Riesling	386	407
Zinfandel	387	408
Red Blends	388	409
White Blends	389	410
All Rosé & Blush Blends	390	411
Fruit and Berry	391	412
All other still wine	392	413

## PART 2, SECTION B - Wine Sales, continued

3. Of your total wine case sales, what percentage was sold, or how many cases were sold:

		Percent of sales or number of cases (percent total should = 100)
a. <b>Direct to consumers</b> at your winery or tasting rooms.....	414	_____ % or _____ cases
b. <b>Direct to consumers</b> via wine clubs, on-line sales, wine events, etc.....	415	_____ % or _____ cases
c. To <b>Washington distributors</b> , retailers, and restaurants....	416	_____ % or _____ cases
d. To <b>Oregon distributors</b> , retailers, and restaurants.....	417	_____ % or _____ cases
e. To <b>New York distributors</b> , retailers, and restaurants .....	418	_____ % or _____ cases
f. To <b>California distributors</b> , retailers, and restaurants.....	419	_____ % or _____ cases
g. To <b>all other U.S. distributors</b> , retailers, and restaurants..	420	_____ % or _____ cases
h. <b>Outside the U.S.</b> .....	421	_____ % or _____ cases

4. Did you report sales **outside the U.S.** in item 3h above?

**YES**, complete the following table and continue       **NO**, skip to Section C

Please report the number of 9L equivalent cases exported, by variety, and export destination.

Variety exported	Export destination						
	Canada	Japan	Korea	All other Asia	United Kingdom	South Seas <sup>1/</sup>	All other destinations
	<i>cases</i>	<i>cases</i>	<i>cases</i>	<i>cases</i>	<i>cases</i>	<i>cases</i>	<i>cases</i>
Chardonnay	422	432	442	452	462	472	482
Merlot	423	433	443	453	463	473	483
Pinot Blanc	424	434	444	454	464	474	484
Pinot Gris	425	435	445	455	465	475	485
Pinot Noir	426	436	446	456	466	476	486
Syrah	427	437	447	457	467	477	487
White Riesling	428	438	448	458	468	478	488
Red Blends	429	439	449	459	469	479	489
White Blends	430	440	450	460	470	480	490
Other:	431	441	451	461	471	481	491

<sup>1/</sup> South Seas include the greater and lesser Antilles. Includes destinations such as Puerto Rico, Virgin Islands, Aruba, Bahamas, and Bermuda.

## PART 2, SECTION C - Comments

Please comment about your biggest challenges this year in relation to operating a winery:

Respondent Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Office Use				
Mode		Enum.	Eval.	
1-Mail	1001	1002	1003	1008
2-Tel				1004
3-Face to face				1005
5-Web				1006
6-E-mail				1007
7-Fax				
19-Other				

S/E Name \_\_\_\_\_

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**US DEPARTMENT OF AGRICULTURE**

**Cooperating with**

**WASHINGTON WINE INDUSTRY FOUNDATION, FUNDING PROVIDED BY RMA**



United States  
Department  
Of Agriculture



National  
Agricultural  
Statistics  
Service

Washington  
Field  
Office

Christina S. Messer  
Director

(360)902-1940

PO Box 609  
Olympia, WA  
98507-0609

November 3, 2006

Dear Winemaker:

This year the normal Grape Crush questionnaire you're accustomed to will be conducted in two parts. Part one needs to be mailed back in one of the enclosed envelopes by December 1, 2006 and Part two, which is new this year; gathers information regarding the sale and inventory of your wine. Part two needs to be mailed back in the other envelope after January 10, 2007 to account for all holiday sales.

Follow-up contacts via phone or in person will be conducted for Part one starting December 4, 2006 and follow ups for Part two will start January 12, 2007.

The Washington Wine Industry Foundation, with funding from USDA Risk Management Agency has sponsored this 2006 Washington Winery Survey as a part of a larger risk management grant partnership awarded to WWIF by the USDA. The partnership is striving to produce user-friendly, timely, basic industry information for the wine and grape industry to assist their decision-making with production, renewal, expansion, consolidation, and entry/exit. The three year grant runs until February 2007.

Besides the Washington Wine Industry Foundation both the Washington Wine Commission and the Washington Association of Wine Grape Growers endorse this survey and have provided input into the questions.

Summaries of the information gathered during this survey will be published in February 2007 and presented at the annual meeting of the Washington Association of Wine Grape Growers. The survey results will be available on the Internet at <http://www.usda.gov/nass>. Your cooperation by responding to these surveys will help to provide the most accurate estimates possible.

If you have any questions, please feel free to call Joe Ross, Laurel Garrison or Joe Parsons at 1-800-435-5883.

We appreciate your cooperation.

Sincerely,

Chris Messer  
Director

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