

# *2014 B.C. Wine Grape Acreage Report*

**August 2014**



Similkameen Valley

The following report was compiled in May, June & July of 2014 and comprises acreage up to and including 2014 plantings. We have endeavoured to gather information from as many vineyards as possible in B.C. and estimate the data comprises 95% of the B.C. wine grape acreage.

The report is used to predict shortages or surpluses of future grapes and as a planning tool for research project funding, marketing, and winery or vineyard investments.



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**Investment  
Agriculture  
Foundation**  
*of British Columbia*



**Canada**



**BRITISH COLUMBIA  
GRAPEGROWERS'  
ASSOCIATION**



Agriculture and Agri-Food Canada, the B.C. Ministry of Agriculture and the Investment Agriculture Foundation of BC, are pleased to participate in the delivery of this project. We are committed to working with our industry partners to address issues of importance to the agriculture and agri-food industry in British Columbia. Opinions expressed in this report, are those of the report author, Mount Kobau Wine Services, and not necessarily those of the Investment Agriculture Foundation, the B.C. Ministry of Agriculture or Agriculture and Agri-Food Canada.

This report is available on the websites of the B.C. Grapegrowers' Association, the B.C. Wine Institute and the B.C. Wine Grape Council at: [www.grapegrowers.bc.ca](http://www.grapegrowers.bc.ca) , [www.winebc.com](http://www.winebc.com) or [www.bcwgc.org](http://www.bcwgc.org)

## **ACKNOWLEDGEMENTS**

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# Overview

*August 1, 2014*

- There are 10,260 acres (4,152 hectares) of wine grapes in B.C.
  - 49 % White grapes / 51 % Red grapes;  
97 % Vinifera grapes / 3 % hybrids.
  - Top ten varieties in order of acres:
    - Merlot
    - Pinot Gris
    - Pinot Noir
    - Chardonnay
    - Cabernet Sauvignon
    - Gewurztraminer
    - Cabernet Franc
    - Syrah
    - Riesling
    - Sauvignon Blanc
  - There are 254 licensed grape wineries in B.C. (*11 have 'commercial' licenses with the ability to source grapes anywhere in the world; the rest are 'land-based' wineries producing wine from 100% BC grapes*).
- There are at least 17 'Virtual' wineries in B.C. (*not licensed but produce wine under another winery's license. They may or may not own land, can source grapes anywhere, and sell the wine under their own name*)
- There are 929 vineyards in B.C. (both winery and independently owned), with acreage distributed as follows:
    - 84.1 % in the Okanagan Valley
    - 6.4 % in the Similkameen Valley
    - 6.6 % in the Coastal Areas
    - 2.9 % in Other Interior areas of B.C.
  - 67.2 % of wine grape acreage is winery owned or leased and 32.8 % is independent grape grower owned or leased.  
Average winery vineyard size is 28.02 acres (11.34 ha).  
Average independent grower vineyard size is 5.96 acres (2.41 ha)

# B.C. WHITE WINE GRAPES

August 2014

WHITE VARIETY	ACREAGE	% of WHITES	% of TOTAL GRAPES
Pinot Gris	1,114.25	22.15 %	10.86 %
Chardonnay	995.80	19.80 %	9.71 %
Gewurztraminer	734.96	14.61 %	7.17 %
Riesling	510.99	10.15 %	4.98 %
Sauvignon Blanc	393.87	7.82 %	3.84 %
Pinot Blanc	268.68	5.34 %	2.62%
Viognier	222.58	4.43 %	2.17 %
Muscats	89.56	1.78 %	0.87 %
Ehrenfelser	79.32	1.58 %	0.77 %
Ortega	61.85	1.23 %	0.60 %
Siegenerrebe	51.63	1.03 %	0.50 %
Bacchus	49.47	0.98 %	0.48 %
Auxerrois	48.60	0.97 %	0.47 %
Semillon	46.94	0.93 %	0.46 %
Vidal *	42.20	0.84 %	0.41 %
Schonburger	34.46	0.69 %	0.34 %
Kerner	28.30	0.56 %	0.28 %
Chasselas	25.77	0.51 %	0.25 %
Madeleine Angevine	23.90	0.48 %	0.23 %
Roussanne	19.99	0.40 %	0.20 %
Blattner Whites *	17.16	0.34 %	0.17 %
Chenin Blanc	14.86	0.30 %	0.15 %
Muller Thurgau	14.80	0.28 %	0.14 %
Optima	14.01	0.28 %	0.14 %
Madeleine Sylvaner	13.80	0.27 %	0.13 %
Frontenac Blanc/Gris *	13.20	0.26 %	0.13 %
Reichensteiner	11.75	0.23 %	0.12 %
LaCrescent *	8.80	0.18 %	0.08 %
Sovereign Opal *	7.50	0.15 %	0.07 %
Marsanne	7.49	0.15 %	0.07 %
Gruner Veltliner	6.72	0.13 %	0.07 %
Italian,Portugese whites	5.55	0.11 %	0.05 %
Trebbiano	5.50	0.11 %	0.05 %
Oraniensteiner	5.20	0.10 %	0.05 %
Traminer	2.35	0.05 %	0.02 %
Verdelet *	1.44	0.03 %	0.01 %
Sylvaner	0.50	0.01 %	0.01 %
Seyval Blanc *	0.50	0.01 %	0.01 %
Miscellaneous Whites	36.70	0.73 %	0.36 %
<b>* TOTAL WHITE HYBRIDS:</b>	<b>90.80 acres</b>	<b>1.8 %</b>	
<b>TOTAL WHITE VINIFERA:</b>	<b>4,940.15 acres</b>	<b>98.2 %</b>	
<b>TOTAL WHITE GRAPES:</b>	<b>5,030.95 acres</b>	<b>100.00 %</b>	<b>49.03 %</b>

# B.C. RED WINE GRAPES

August 2014

RED VARIETY	ACREAGE	% of REDS	% of TOTAL GRAPES
Merlot	1,563.71	29.90 %	15.24 %
Pinot Noir	1,073.11	20.53 %	10.46 %
Cabernet Sauvignon	755.82	14.45 %	7.37 %
Cabernet Franc	546.13	10.44 %	5.32 %
Syrah (Shiraz)	530.04	10.14 %	5.17 %
Gamay Noir	171.88	3.29 %	1.68 %
Marechal Foch *	140.59	2.68 %	1.36 %
Malbec	101.92	1.95 %	0.99 %
Petit Verdot	64.04	1.23 %	0.62 %
Zweigelt	45.79	0.88 %	0.45 %
Zinfandel	20.94	0.40 %	0.20 %
Blattner Reds *	20.14	0.39 %	0.20 %
Pinot Meunier	16.24	0.31 %	0.16 %
Tempranillo	15.94	0.30 %	0.15 %
Pinotage	15.15	0.29 %	0.15 %
Marquette *	13.23	0.25 %	0.13 %
Baco Noir *	12.76	0.24 %	0.12 %
Lemberger	10.35	0.20 %	0.10 %
Leon Millot *	9.95	0.19 %	0.10 %
Sangiovese	8.71	0.17 %	0.08 %
Carmenere	6.82	0.13 %	0.07 %
Chancellor *	6.56	0.12 %	0.06 %
Castel *	6.32	0.12 %	0.06 %
Agria	6.06	0.11 %	0.06 %
Dunkelfelder	5.93	0.11 %	0.06 %
Teroldego,Lagrein,Dolcetto	3.79	0.07 %	0.04 %
Mourvedre	3.62	0.07 %	0.03 %
Barbera	3.13	0.06 %	0.03 %
Rotberger	2.95	0.06 %	0.03 %
Grenache	2.59	0.05 %	0.02 %
Dornfelder	2.42	0.05 %	0.02 %
Frontenac Noir *	1.50	0.03 %	0.01 %
Alicante	1.00	0.02 %	0.01 %
Michurinetz	1.00	0.02 %	0.01 %
St.Croix *	0.80	0.02 %	0.01 %
Tannat	0.50	0.01 %	0.01 %
Nebbiolo	0.50	0.01 %	0.01 %
St.Laurent	0.40	0.01 %	0.01 %
Miscellaneous Reds	36.70	0.70 %	0.36 %
<b>* TOTAL RED HYBRIDS:</b>	<b>211.85 acres</b>	<b>4.0 %</b>	
<b>TOTAL RED VINIFERA:</b>	<b>5,017.18 acres</b>	<b>96.0 %</b>	
<b>TOTAL RED GRAPES:</b>	<b>5,229.03 acres</b>	<b>100.00 %</b>	<b>50.96 %</b>

# B.C. VINEYARDS & GRAPE ACREAGE BY REGION

August 2014

<u>REGION</u>	<u># of VINEYARDS</u>	<u>ACRES</u>	<u>% of TOTAL</u>
Oliver	203	3,639.31	35.5%
Osoyoos	108	1,544.79	15.1%
Kelowna / West Kelowna	85	1,037.08	10.1%
Penticton / Naramata	194	1,015.35	9.9%
Similkameen Valley	45	657.66	6.4%
Okanagan Falls	35	593.93	5.8%
Peachland / Summerland	59	404.62	3.9%
Vancouver Island	50	389.22	3.8%
Lake Country / Vernon	32	255.03	2.5%
Lower Mainland/ Fraser Valley	32	200.85	1.9%
Kaleden	28	129.15	1.3%
Spallumcheen / Shuswap	14	95.50	0.9%
Gulf Islands	16	94.03	0.9%
Kamloops Area	6	78.85	0.8%
East Kootenays (Creston)	5	50.02	0.5%
Lillooet/Lytton/Merrit/Boston Bar	7	30.30	0.3%
West Kootenays (Trail/Castlegar)	4	28.70	0.3%
Grand Forks Area	6	15.55	0.1%
	<b>929 vineyards</b>	<b>10,259.94 acres (4,152 hectares)</b>	<b>100%</b>

# MAIN VARIETIES BY ACREAGE IN REGIONS

August 2014

REGION	MAIN VARIETIES	ACRES
OLIVER	Merlot Chardonnay Pinot Gris Cabernet Sauvignon	692.4 454.12 416.52 344.70
OSOYOOS	Merlot Cabernet Sauvignon Syrah Cabernet Franc	450.75 287.55 193.09 134.73
WEST KELOWNA / KELOWNA	Pinot Noir Gewürztraminer Riesling Pinot Gris	259.22 159.30 132.43 125.94
PENTICTON / NARAMATA	Merlot Pinot Gris Pinot Noir Chardonnay	161.91 140.08 126.20 97.68
SIMILKAMEEN	Merlot Cabernet Sauvignon Chardonnay Cabernet Franc	125.95 73.74 65.96 62.24
OKANAGAN FALLS	Chardonnay Pinot Noir Gewürztraminer Pinot Gris	100.84 92.39 92.27 83.13
SUMMERLAND / PEACHLAND	Gewürztraminer Pinot Noir Pinot Gris Chardonnay	83.63 79.69 78.36 35.58
VANCOUVER ISLAND / GULF ISLANDS	Pinot Noir Pinot Gris Foch Ortega Gewürztraminer	102.13 92.92 38.40 35.90 26.62
LAKE COUNTRY / VERNON	Pinot Gris Pinot Noir Riesling Gewürztraminer	56.52 55.59 37.14 28.47
LOWER MAINLAND	Pinot Noir Bacchus Pinot Gris Siegerebe Madeleine Angevine	37.35 26.00 15.30 15.15 15.00
KALEDEN	Merlot Gewürztraminer Pinot Noir Chardonnay	26.99 17.50 17.46 15.89
SPALLUMCHEEN / SHUSWAP	Ortega Foch Siegerebe	19.10 16.40 14.40
OTHER INTERIOR AREAS OF BC Grand Forks, Kamloops, Lillooet-Lytton, West & East Kootenays, etc	Pinot Noir Riesling Chardonnay Pinot Gris	34.05 18.68 16.05 14.93

# GEOGRAPHICAL INDICATIONS FOR B.C. WINES

August 2014 (by appellations)

<u>REGION</u>	<u># of VINEYARDS</u>	<u># of WINERIES</u>	<u>ACRES</u>	<u>% of TOTAL ACRES</u>
Okanagan Valley	744	163	8,619.26	84%
Similkameen Valley	45	16	657.66	6.4%
Vancouver Island	50	29	389.22	3.8%
Fraser Valley	32	10	200.85	2.0%
BC Gulf Island	16	10	94.03	0.9%
Province of BC	42	18	298.92	2.9%
<b>TOTALS:</b>	<b>929</b>	<b>254</b>	<b>10,259.94</b>	<b>100%</b>

## B.C. WINERIES BY REGION

<u>REGION</u>	<u>LICENSED WINERIES</u>
Penticton / Naramata	45
Oliver	37
Kelowna/West Kelowna	29
Vancouver Island	28
Lower Mainland/Fraser	19
Summerland / Peachland	18
Similkameen	17
Okanagan Falls	13
Gulf Islands	11
Osoyoos	10
Shuswap/Spallumcheen	7
Lake Country / Vernon	6
Kamloops	4
Kaleden	3
Creston	3
West Kootenays	2
Lillooet	1
Grand Forks	1
<b>TOTAL:</b>	<b>254</b>

## B.C. WINERY OWNED/LEASED ACREAGE vs INDEPENDENT GROWER ACREAGE

	<u>NUMBER</u>	<u>ACRES</u>	<u>% of ACRES</u>
BC Winery Owned / Leased Acreage	412 vineyards* (254 wineries)	6,892.45	67.2%
BC Grower Owned / Leased Acreage	517 vineyards (464 growers)	3,367.49	32.8%

\*NOTE: many wineries & growers own two or more vineyard sites



## B.C. WINERY SIZE BY VINEYARD ACRES OWNED/LEASED

VINEYARD SIZE	NUMBER of WINERIES	% BY NUMBER OF WINERIES	TOTAL ACRES OWNED/LEASED	% BY ACREAGE
0.00 – 3.00 acres	32	12.6 %	51.33	0.8 %
3.01 – 5.00 acres	32	12.6 %	129.68	1.9 %
5.01 – 10.00 acres	67	26.4 %	491.84	7.1 %
10.01 – 20.00 acres	57	22.4 %	812.97	11.8 %
20.01 – 40.00 acres	35	13.8 %	1,021.40	14.8 %
Over 40.00 acres	31	12.2 %	4,385.23	63.6 %
<b>TOTALS:</b>	<b>254</b>		<b>6,892.45</b>	

*Average acreage/winery (excludes 8 wineries with no acreage) = 28.02 acres*

## DISTRIBUTION OF WINERY ACREAGE BY REGION

REGION	ACREAGE	NUMBER of VINEYARDS	AVERAGE ACREAGE PER VINEYARD
Oliver	2,457.03	91	27.0
Osoyoos	1,037.34	38	27.3
Kelowna/West Kelowna	756.83	41	18.5
Okanagan Falls	534.06	22	24.3
Penticton / Naramata	531.45	73	7.3
Vancouver Island	346.25	34	10.2
Similkameen	339.29	22	15.4
Summerland/Peachland	237.97	23	10.3
Lower Mainland/Fraser	153.65	18	8.5
Lake Country / Vernon	144.83	11	13.2
Gulf Islands	86.03	14	6.1
Kamloops	70.25	4	17.6
Kaleden	54.07	7	7.7
Spallumcheen/Shuswap	53.50	7	7.6
Creston area	42.50	3	14.2
West Kootenay	26.70	2	13.4
Lillooet	20.20	1	20.2
Grand Forks	0.50	1	0.5
<b>TOTALS:</b>	<b>6,892.45</b>	<b>412</b>	<b>16.7</b>

## B.C. INDEPENDENT GROWER SIZE BY VINEYARD ACRES OWNED/LEASED

VINEYARD SIZE	NUMBER of VINEYARDS	% by NUMBER of VINEYARDS	TOTAL ACRES by VINEYARD SIZE	% by ACREAGE
0.00 – 3.00 acres	190	36.7 %	322.36	9.6 %
3.01 – 5.00 acres	123	23.8 %	520.75	15.5 %
5.01 – 10.00 acres	151	29.2 %	1,141.14	33.9 %
10.01 – 20.00 acres	37	7.2 %	518.62	15.4 %
20.01 – 40.00 acres	11	2.1 %	328.47	9.7 %
Over 40.00 acres	5	1.0 %	536.15	15.9 %
<b>TOTALS:</b>	<b>517</b>		<b>3,367.49</b>	

*Average independent grower owned/leased acreage (minus a very large vineyard over 200 acres) = 5.96 acres*

## DISTRIBUTION OF INDEPENDENT GROWER ACREAGE BY REGION

REGION	ACREAGE	NUMBER OF VINEYARDS	*AVERAGE ACREAGE/VINEYARD
Oliver	1,182.28	112	8.0
Osoyoos	507.45	70	7.2
Penticton / Naramata	483.90	121	4.0
Similkameen	318.37	23	13.8
Kelowna / West Kelowna	280.25	44	6.4
Summerland / Peachland	166.65	36	4.6
Okanagan Falls	59.87	13	4.6
Kaleden	75.08	21	3.6
Vancouver Island	42.97	16	2.7
Lake Country / Vernon	110.20	21	5.2
Kamloops area	8.60	2	4.3
Lower Mainland/Fraser	47.20	14	3.4
Spallumcheen / Shuswap	42.00	7	6.0
Lillooet / Lytton / Boston Bar / Merritt	10.10	6	1.7
Gulf Islands	8.00	2	4.0
Grand Forks	15.05	5	3.0
West Kootenays	2.00	2	1.0
Creston Area	7.52	2	3.8
<b>TOTALS:</b>	<b>3,367.49</b>	<b>517</b>	<b>5.96</b>

*\*NOTE: to calculate average vineyard size in Oliver a very large vineyard has been omitted in the calculation so as not to skew the average size.*

# POTENTIAL B.C. WINE PRODUCTION

Actual plantings prior to 2011	9,022.19 acres
2011 actual plantings	492.42 acres
2012 actual plantings	233.10 acres
2013 actual plantings	289.98 acres
2014 actual plantings	221.53 acres
2015 growers' estimated plantings	250.00 acres
2016 growers' estimated plantings	250.00 acres

YEAR	ACREAGE AT FULL PRODUCTION + THREE YEAR OLD + TWO YEAR OLD	POTENTIAL TONNAGE Full Prod. @ 4 tons/acre Three year @ 3 tons/acre Two year @ 1.5tons/acre	POTENTIAL LITRES OF WINE @ 550 litres/short ton
2014	9,022.91 + 492.42 + 233.10	37,919	20,855,450
2015	9,515.33 + 233.10 + 289.98	39,196	21,557,800
2016	9,748.43 + 289.98 + 221.53	40,196	22,107,800
2017	10,038.41 + 221.53 + 250.00	41,193	22,656,150
2018	10,259.94 + 250.00 + 250.00	42,165	23,190,750

## B.C. INDUSTRY COMPARISONS TO OTHER WINE-GROWING REGIONS

	B.C. (2014)	Washington State (2013)	Oregon (2011)	Ontario (2013)	California (2013)
<b>Acres</b>	10,260	45,000	20,400	17,000	570,000
<b>Number of Wineries</b>	254	750	543 (2013)	235	3,882
<b>Principal Varieties - REDS</b>	Merlot Pinot Noir Cab.Sauvignon	Cab.Sauvignon Merlot Syrah	Pinot Noir Cab.Sauvignon Syrah	Cabernet Franc Merlot Cab.Sauvignon	Cab.Sauvignon Zinfandel Merlot
<b>Principal Varieties - WHITES</b>	Pinot Gris Chardonnay Gewurztraminer	Chardonnay Riesling Pinot Gris	Pinot Gris Chardonnay Riesling	Vidal Chardonnay Riesling	Chardonnay Fr.Colombard Thompson

# COMPARISON OF B.C. GRAPE & WINE STATISTICS 1999 - 2014

	1999	2004	2006	2008	2011	2014
<b>Acres of Wine Grapes</b>	4,184	5,462 (30.5% increase)	6,632 (21.4% increase)	9,066 (36.7% increase)	9,854 (8.7 % increase)	10,260 (4.1% increase)
<b>White Grape Acreage</b>	53.69 %	50.56 %	48.29 %	49.01 %	47.91 %	49.04 %
<b>Red Grape Acreage</b>	46.31 %	49.44 %	51.71 %	50.99 %	52.09 %	50.96 %
<b>Hybrid Grapes</b>	4.08 %	2.50 %	2.20 %	2.88 %	4.30 %	2.94 %
<b>Principal White Varieties</b>	Chardonnay Gewurztraminer Pinot Gris Pinot Blanc Riesling	Chardonnay Pinot Gris Gewurztraminer Pinot Blanc Riesling	Chardonnay Pinot Gris Gewurztraminer Pinot Blanc SauvignonBlanc	Pinot Gris Chardonnay Gewurztr. Sauvig.Blanc Pinot Blanc	Pinot Gris Chardonnay Gewurztr. Riesling Sauv.Blanc	Pinot Gris Chardon. Gewurztr. Riesling SauvBlanc
<b>Principal Red Varieties</b>	Merlot Pinot Noir Cabernet Sauv. Cabernet Franc Gamay	Merlot Pinot Noir Cabernet Sauv. Cabernet Franc Syrah	Merlot Pinot Noir Cabernet Sauv. Syrah Cabernet Franc	Merlot Pinot Noir Cab. Sauv. Syrah Cab.Franc	Merlot Pinot Noir Cab.Sauv. Syrah Cab.Franc	Merlot Pinot Noir Cab.Sauv. Cab.Franc Syrah
<b>Number of Vineyards</b>	262	371 (41.6% increase)	464 (25.1% increase)	710 (53.0% increase)	864 (21.7% increase)	929 (7.5% increase)
<b>Number of Wineries</b>	61	90 (47.5% increase)	118 (31.1% increase)	144 (22.0% increase)	210 (45.8% increase)	254 (21.0% increase)
<b>Winery Owned Acreage</b>	59.3 %	67.2 %	70.4 %	63.1 %	61.7 %	67.2 %
<b>Average Winery Holdings (acres)</b>	40.68	40.8	39.6	39.7	28.97	28.02
<b>Grower Owned Acreage</b>	40.7 %	32.8 %	29.6 %	36.9 %	38.3 %	32.8 %
<b>Average Grower Holdings (acres)</b>	9.46	7.7	7.2	6.7	6.6	5.96

## COMPARISON OF VARIETAL ACREAGE 2008 vs 2011 vs 2014

VARIETY	% CHANGE 2008 to 2011 surveys	% CHANGE 2011 to 2014 surveys
<b>WHITES:</b>		
Muscats	+ 50.8 %	+ 50.6 %
Viognier	+ 24.0 %	+ 9.1 %
Riesling	+ 19.6 %	+ 16.3 %
Pinot Gris	+ 14.8 %	+ 4.5 %
Gewurztraminer	+ 9.8 %	+ 4.0 %
Chardonnay	+ 5.8 %	+ 8.6 %
Sauvignon Blanc	- 10.5 %	+ 0.3 %
Pinot Blanc	- 28.0 %	+ 1.0 %
<b>REDS:</b>		
Malbec	+ 33.5 %	+ 6.2 %
Cabernet Franc	+ 32.3 %	+ 5.5 %
Pinot Noir	+ 19.6 %	+ 13.1 %
Marechal Foch	+ 12.9 %	+ 1.7 %
Cabernet Sauvignon	+ 10.9 %	+ 0.1 %
Gamay	+ 7.0 %	+ 11.8 %
Syrah (Shiraz)	+ 5.9 %	- 3.0 %
Merlot	+ 1.0 %	- 2.4 %

## COMPARISON OF REGIONAL ACREAGE 2008 vs 2011 vs 2014

REGION	% CHANGE 2008 to 2011 surveys	% CHANGE 2011 to 2014 surveys
Other BC Areas – Kamloops, Lillooet & Lytton, West & East Kootenays, Grand Forks, Merritt, Boston Bar	+ 97.9 %	- 1.7 %
Lower Mainland / Fraser Valley	+ 29.1 %	- 23.8 %
Kaleden	+ 28.0 %	+ 12.0 %
Spallumcheen / Shuswap	+ 27.6 %	- 1.5 %
Vancouver Island	+ 24.3 %	- 9.9 %
Lake Country / Vernon	+ 23.7 %	+ 29.8 %
Similkameen Valley	+ 19.2 %	- 4.9 %
Kelowna/West Kelowna	+ 8.2 %	+ 14.7 %
Osoyoos	+ 7.2 %	+ 2.3 %
Peachland / Summerland	+ 5.6 %	+ 14.1 %
Oliver	+ 4.3 %	+ 2.7 %
Penticton / Naramata	+ 4.0 %	+ 13.1 %
Gulf Islands	+ 0.6 %	- 18.7 %
Okanagan Falls	- 2.0 %	+ 10.2 %

# SUMMARY

August 2014

- The overall grape acreage in B.C. continues to increase although at a slower rate, with the largest increases in Lake Country/Vernon, Kelowna, and Peachland/Summerland areas. The lower Mainland/Fraser Valley, Vancouver and Gulf Islands are decreasing in acreage, partly due to failing experimental plantings and removal from unsuitable areas. The Similkameen Valley is an anomaly with future growth anticipated. The Oliver/Osoyoos area remains the main source of acreage with over 50% of plantings.
- Pinot Noir has replaced Chardonnay as the third most planted grape variety in B.C. Cabernet Franc has replaced Syrah as the 7<sup>th</sup> most planted grape with Syrah now in 8<sup>th</sup> place. The largest percentage increases were in Muscats, Riesling and Pinot Noir grape plantings. Merlot continues to lose ground in planting, probably due to the very large amounts planted in previous years.
- Merlot plantings predominate in Oliver, Osoyoos, Penticton/Naramata, Kaleden and Similkameen;
  - Pinot Noir plantings predominate in Kelowna, Lake Country/Vernon, Vancouver/Gulf Islands, Lower Mainland/Fraser Valley, Okanagan Falls, Summerland/Peachland and other interior areas of B.C.;
  - Cabernet Sauvignon plantings predominate in Osoyoos and Similkameen;
  - Chardonnay plantings predominate in Oliver and Okanagan Falls;
  - Gewurztraminer plantings predominate in Kelowna, Kaleden and Summerland;
  - Pinot Gris predominates in Lake Country/Vernon, Penticton/Naramata and Vancouver/Gulf Islands.
- New wineries continue to open with a trend towards 'Virtual' wineries. These 'wineries' produce wine under another winery's license. They may or may not own land, can source grapes anywhere and sell the wine under their own label.
- Winery owned acreage continues to increase with sales of independent grower land more likely to be purchased by an existing winery, the grower starting their own winery or a buyer with the intent to open a winery. The average independent grower acreage continues to decrease in size from 9.46 acres 15 years ago to 5.96 acres today. The average winery acreage continues to decrease as well as smaller wineries open from a high of 40.68 acres 15 years ago to 28.02 acres today.
- When winery expansion is desired, 26% of wineries will purchase or lease more than 1 vineyard. As a winery's sales increase there is often a desire to be less dependent on independent growers for their grape supply with many wineries purchasing or leasing vineyards in various areas to ensure a consistent supply of grapes grown in their preferred areas. This also gives a winery more control over viticultural practices.
- Other B.C. regions are still in an exploratory phase at this time, experimenting with various grape varieties. It remains to be seen if these areas will be successful in establishing grape/wine industries.

