

## Hunter Regional Snapshot

### Profile

	measure	Hunter	Australia
Altitude	m	75-250	na
Growing season rainfall, Oct-Apr	mm	400-530	na
Mean Jan temperature	°C	22.3-22.7	na

Source: James Halliday's Wine Atlas of Australia 2006

### Viticulture data for 2015

		Hunter	Australia
Total area	'000 ha	2.32	135
Red bearing area	'000 ha	1.08	84
White bearing area	'000 ha	1.23	48
Non bearing area	'000 ha	0.01	3
New plantings	'000 ha	0.00	1
Red share of bearing area	share	47%	64%
White share of bearing area	share	53%	36%
Red yield	tonnes/ha	2.1	10.0
White yield	tonnes/ha	4.1	15.9

### Tonnes produced

		Hunter	Australia
Total tonnes crushed	'000 tonnes	7.38	1,608
Red	'000 tonnes	2.32	844
White	'000 tonnes	5.06	764

### Top five varieties by tonnes produced

		Hunter	Australia
Semillon	share	28%	4%
Chardonnay	share	24%	21%
Shiraz	share	22%	25%
Verdelho	share	13%	1%
Cabernet Sauvignon	share	2%	13%

Source: 2015 ABS Vineyard Survey

### Winegrape prices for 2016 (Purchases only)

		Hunter	Australia
Total weighted average price	\$/tonne	1,186	527
Red weighted average price	\$/tonne	1,472	654
White weighted average price	\$/tonne	1,128	398

### Top five varieties

		Hunter	Australia
Semillon	\$/tonne	1,129	345
Chardonnay	\$/tonne	1,196	382
Shiraz	\$/tonne	1,485	684
Verdelho	\$/tonne	1,067	400
Cabernet Sauvignon	\$/tonne	1,500	663

Source: Wine Sector Survey 2016

### Export Approval Data for MAT August 2016

#### Total exports

		Hunter	Australia
Volume	million litres	0.01	726
Growth on previous year	change	-70%	0%

#### Bottled exports by regional label claim<sup>1</sup>

		Hunter	Australia
Volume	million litres	0.43	319
Growth on previous year	change	-35%	4%
Value	A\$ million fob <sup>2</sup>	3.73	1,729
Growth on previous year	change	-16%	14%
Average value	A\$/litre fob	8.70	5.43
Growth on previous year	change	30%	10%

#### Top five export destinations (for bottled regional label claim)<sup>3</sup>

		Hunter	Australia
China, Pr	vol share	55%	20%
United Kingdom	vol share	13%	12%
United States Of America	vol share	8%	32%
Ship	vol share	6%	0%
Canada	vol share	3%	9%

#### Price points (for bottled regional label claim)

		Hunter	Australia
\$A2.49/L and under	vol share	7%	5%
\$A2.50/L to \$A4.99/L	vol share	26%	68%
\$A5.00/L to \$A7.49/L	vol share	30%	14%
\$A7.50/L to \$A9.99/L	vol share	10%	5%
\$A10.00/L to \$A19.99/L	vol share	20%	6%
\$A20.00/L and over	vol share	6%	2%

Source: Wine Australia Wine Export Approval Database

#### NOTES & DEFINITIONS

Prepared: September 2016

np = Not publishable

<sup>1</sup> Exports by regional label claim are for both single regional claims and for blends where the region is the first named on the label and therefore the major component.

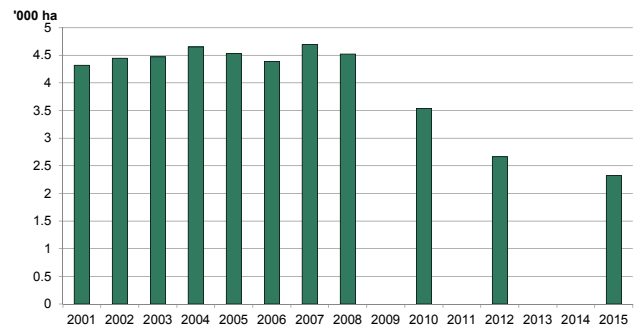
<sup>2</sup> Value and Average Value (\$/litre) are calculated on an FOB basis. Free on Board (FOB) value includes production and other costs up until placement on international carrier but excludes international insurance and transport costs.

<sup>3</sup> Export data is based on wine shipped from Australia to the country of destination - in some instances, wine is then trans-shipped to other countries for consumption.

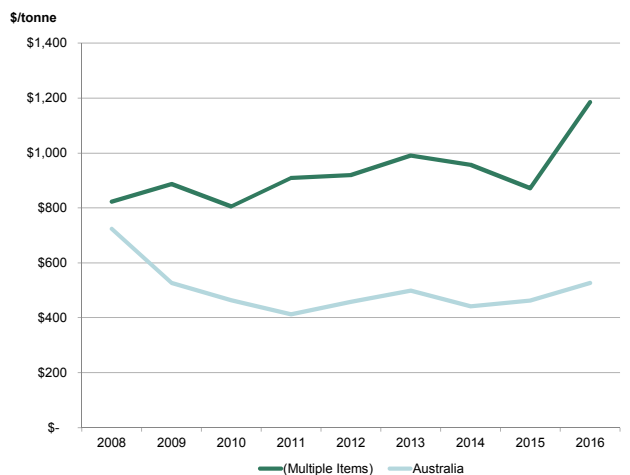
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### Hunter vineyard area



### Hunter weighted average price



### Hunter bottled exports by price point

