

Vintage 2001

A challenge for the wine industry

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Vintage 2001

- **Vintage 2001 will be Australia's largest ever**
 - 1.426 million tonnes of grapes crushed
 - 998 million litres of wine
 - 25 % up on 2000
 - Red grapes up 44 % on 2000



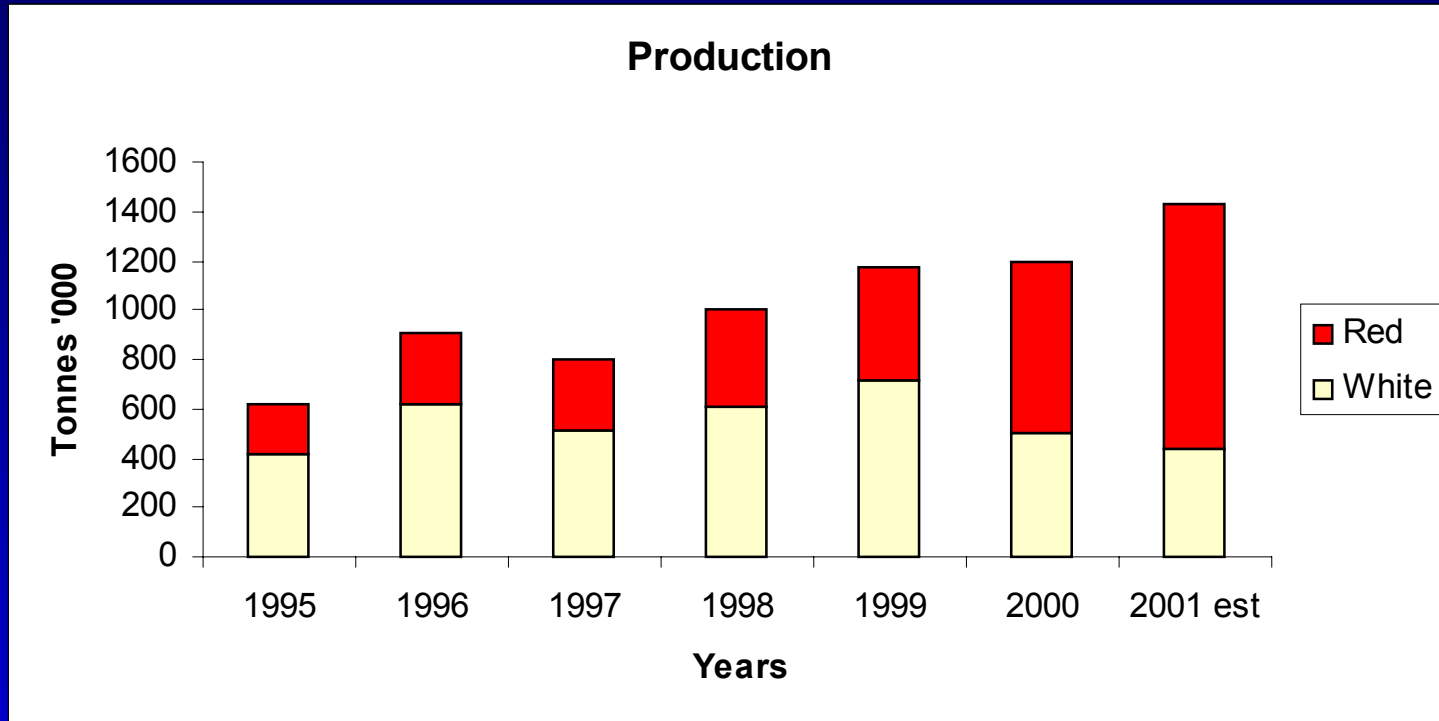
Vintage 2001

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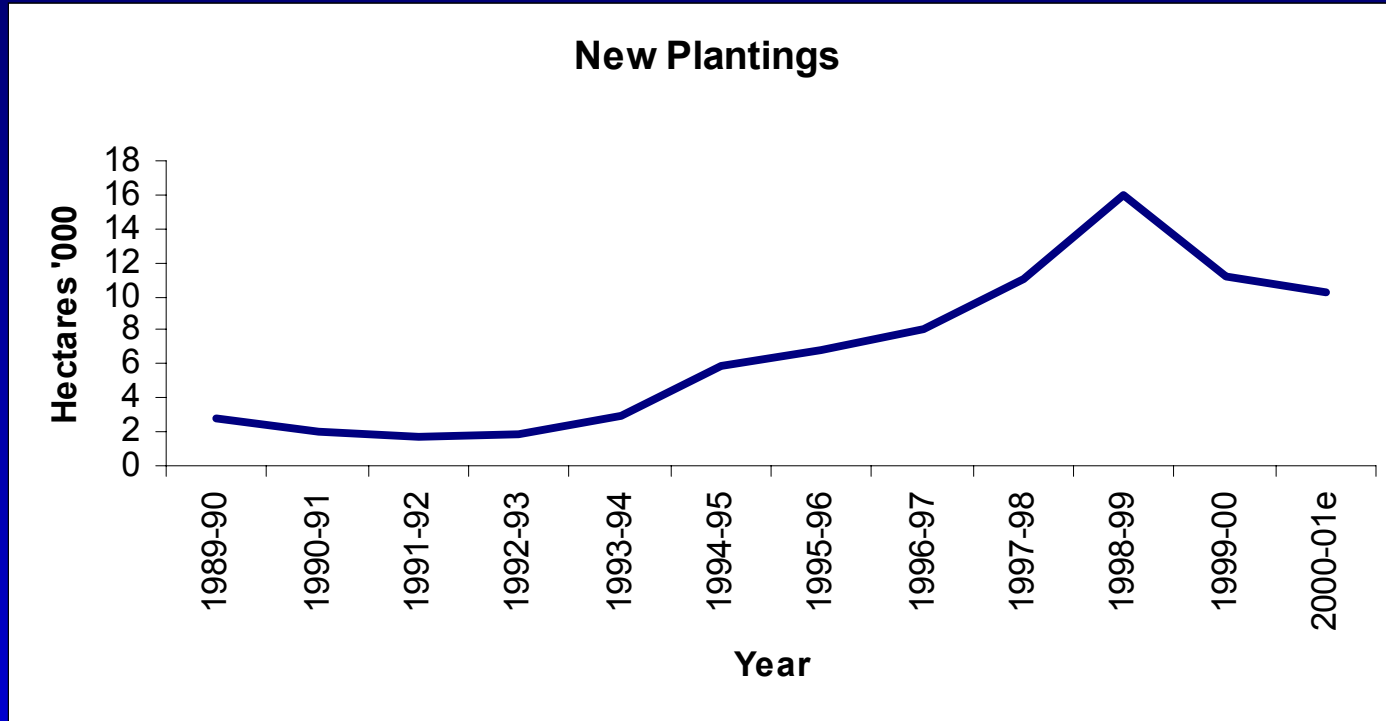
- Grapes all picked and crushed
- Whites ready to market from August 2001
- Reds available from around July 2002
- Who will buy it all?



Production last 7 years



Plantings last 10 years

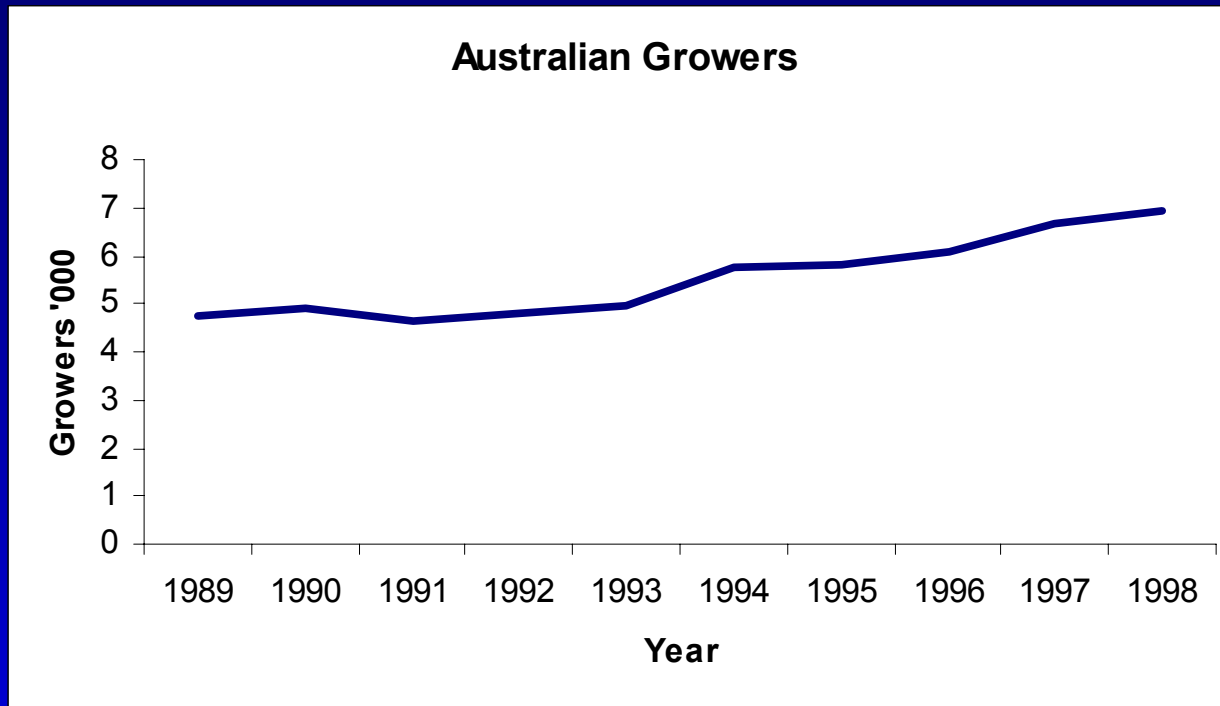


Profile of industry - Growers

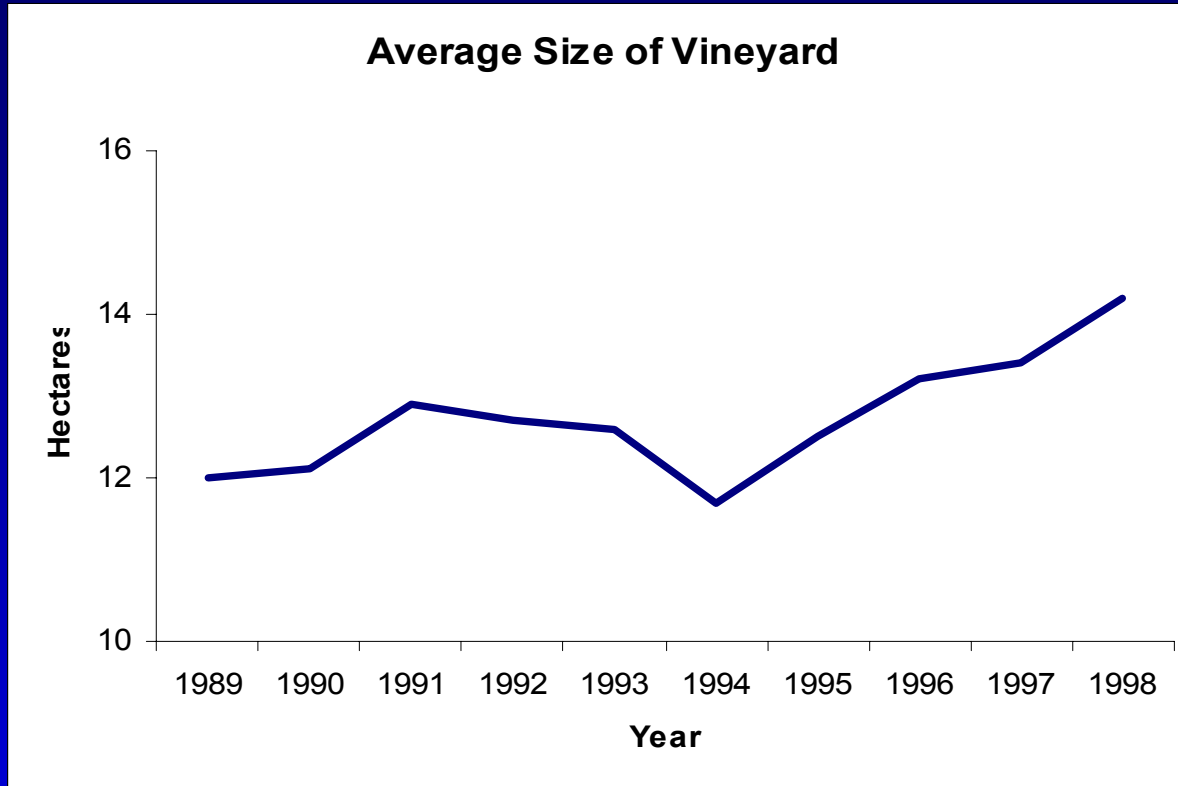
- Increased by 45% in 10 years
- Farm sizes have increased
- Dominated by South Australia and Victoria



Profile of industry - Growers

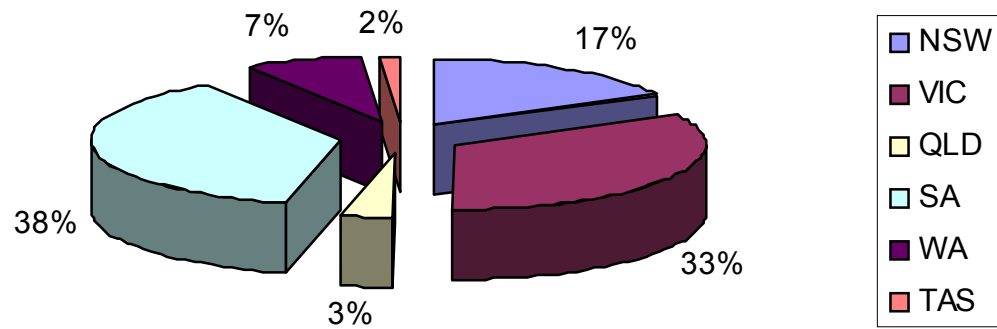


Profile of industry - Growers

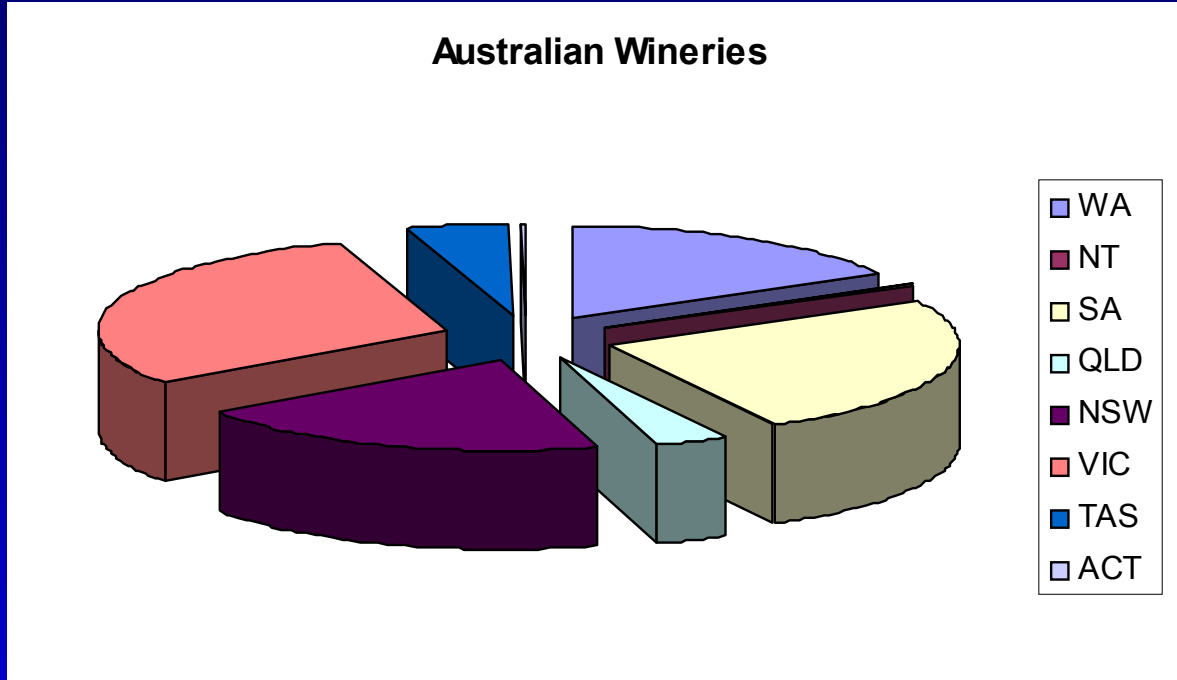


Profile of industry - Growers

Growers by State

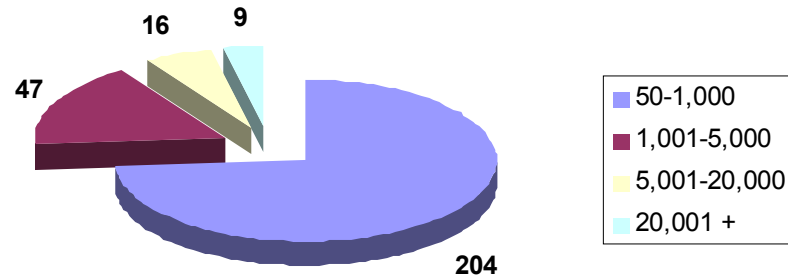


Profile of industry - Wineries

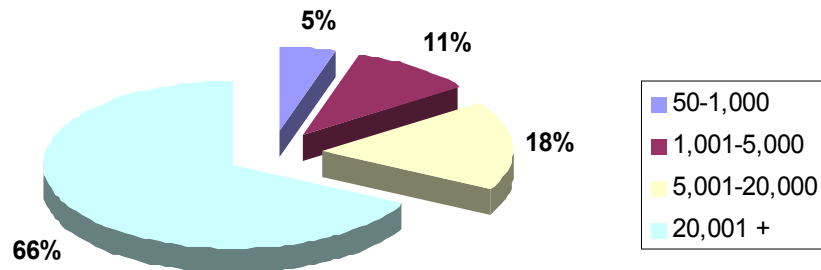


Profile of industry - Wineries

Number of Wineries per Crushing Category



Percentage of Grapes Crushed by Winery Size



Australian wine industry

- **Australian wine industry is now**
 - Predominantly an export industry
 - Continuing to increase production
 - In a changing global market



Adapting to change

- How do winemakers and growers adapt to these changes?

