



2019 B.C. WINE GRAPE ACREAGE REPORT

March 2021

INTRODUCTION

The data for this report was collected in 2019 through a survey by the BC Wine Grape Council. The data compilation and summary was completed in February 2021 and comprises acreage up to and including 2019 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; vineyard counts could range +/- 55 and acreage values could range +/- 550 acres.

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

Information compiled by George Geldart PAg and Carl Withler, PAg with reviews and edits provided by staff/members of the BC Wine Council and the BC Grapegrowers' Association.

FUNDING ACKNOWLEDGMENTS

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This report is available on the websites of the [BC Wine Grape Council](#), the [BC Grapegrowers' Association](#) and [Wine Growers British Columbia](#).

OVERVIEW- B.C. WINE GRAPE ACREAGE

- There are 11,086 acres (4,486 hectares) of wine grapes in B.C.
 - 53.1% Red Grapes / 46.9% White Grapes
 - 97.5% Vinifera / 2.5% Hybrid
- Top 10 Varieties in order of acres:
 - Merlot
 - Pinot Noir
 - Pinot Gris
 - Chardonnay
 - Cabernet Sauvignon
 - Cabernet Franc
 - Gewürztraminer
 - Riesling
 - Syrah
 - Sauvignon Blanc



OVERVIEW- B.C. WINE GRAPE ACREAGE

- There are 1,049 vineyards in B.C. (both winery and independent grower operated), with acreage distributed as follows:
 - 86.8% in the Okanagan Valley
 - 5.7% in the Similkameen Valley
 - 3.2% in Vancouver Island and Gulf Islands
 - 2.9% in Other Interior Areas
 - 1.4% in the Fraser Valley
- 71.3% of wine grape acreage is winery operated with an average vineyard size of 14.72 acres.
- 28.7% of wine grape acreage is independent grower operated with an average vineyard size of 6.21 acres.
- There are 365 licensed wineries in BC, of which we believe 282 are producing wines with BC grapes.



TERMS

Note: As background to the reader, in this report, the following terms are defined as:

- A **VINEYARD** is defined as a land area that is planted to one or more varieties, and may belong to Independent Grower(s) or Wineries.
- **VINIFERA GRAPES** are a species of “Vitis” native to the Mediterranean region, Central Europe and Southwestern Asia.
- **HYBRID GRAPES** are a cross of at least 2 Vinifera or Vitis varieties.
- An **INDEPENDENT GROWER VINEYARD** is operated by a single grower or a group of growers who do not own or maintain a shareholder position in a winery and who sell grapes to wineries either under contract or on the open market.
- A **WINERY VINEYARD** is a vineyard site that is operated by a winery entity or a grower that also maintains an ownership or shareholder position in a winery. It can be an owned, leased or contracted property. Owners of winery operated vineyards can use grapes from these vineyards in the production of wine at their own winery and can also sell grapes under contract or on the open market to other wineries.



**B.C. RED & WHITE
WINE GRAPES 2019**

B.C. RED WINE GRAPES 2019

RED VARIETY	ACREAGE	% OF REDS	% OF TOTAL GRAPES
Merlot	1,618.85	27.58%	14.64%
Pinot Noir	1,331.94	22.69%	12.05%
Cabernet Sauvignon	853.41	14.54%	7.72%
Cabernet Franc	719.52	12.26%	6.51%
Syrah	553.86	9.44%	5.01%
Gamay Noir	189.66	3.23%	1.72%
Malbec	122.17	2.08%	1.11%
Maréchal Foch *	115.09	1.96%	1.04%
Petit Verdot	76.05	1.30%	0.69%
Zweigelt	40.95	0.70%	0.37%
Pinot Meunier	26.78	0.46%	0.24%
Zinfandel	23.06	0.39%	0.21%
Tempranillo	19.65	0.33%	0.18%

RED VARIETY	ACREAGE	% OF REDS	% OF TOTAL GRAPES
Marquette*	15.18	0.26%	0.14%
Carmenere	13.89	0.24%	0.13%
Blattner Cabernet Foch *	13.81	0.24%	0.12%
Pinotage	13.70	0.23%	0.12%
Baco Noir *	12.30	0.21%	0.11%
Sangiovese	10.30	0.18%	0.09%
Léon Millot *	9.58	0.16%	0.09%
Frontenac Noir *	9.55	0.16%	0.09%
Blattner Brickett Red *	8.69	0.15%	0.08%
Lemberger	7.90	0.13%	0.07%
Chancellor *	6.60	0.11%	0.06%
Blattner Cabernet Libre *	6.29	0.11%	0.06%
Grenache	6.26	0.11%	0.06%

B.C. RED WINE GRAPES 2019 *(Continued)*

RED VARIETY	ACREAGE	% OF REDS	% OF TOTAL GRAPES
Dunkelfelder	5.04	0.09%	0.05%
Mourvedre	4.33	0.07%	0.04%
Castel *	4.15	0.07%	0.04%
Barbera	4.07	0.07%	0.04%
Dolcetto	4.00	0.07%	0.04%
Tannat	3.13	0.05%	0.03%
Concord	3.00	0.05%	0.03%
Rotberger	2.80	0.05%	0.03%
Dornfelder	2.24	0.04%	0.02%
Rosette	2.00	0.03%	0.02%
Nebbiolo	1.65	0.03%	0.01%
Chambourcin	1.63	0.03%	0.01%
Teroldego	1.60	0.03%	0.01%
Touriga Nacional	1.50	0.03%	0.01%

RED VARIETY	ACREAGE	% OF REDS	% OF TOTAL GRAPES
Alicante	0.94	0.02%	0.01%
Petit Sirah	0.72	0.01%	0.01%
Cinsault	0.40	0.01%	0.00%
Regent*	0.40	0.01%	0.00%
St. Laurent	0.35	0.01%	0.00%
Lucie Kuhlman	0.30	0.01%	0.00%
Agria	0.14	0.00%	0.00%
Gros verdot	0.00	0.00%	0.00%
Landal	0.00	0.00%	0.00%
Refosco	0.00	0.00%	0.00%
*Total Red Hybrid	195.35	3.33%	
Total Red Vinifera	5,674.07		
Total Red Grapes	5,869.42	100%	53.09%

B.C. WHITE WINE GRAPES 2019

WHITE VARIETY	ACREAGE	% OF WHITES	% OF TOTAL GRAPES
Pinot Gris	1,166.57	22.50%	10.55%
Chardonnay	1,132.31	21.83%	10.24%
Gewürztraminer	646.47	12.47%	5.85%
Riesling	613.13	11.82%	5.55%
Sauvignon Blanc	403.01	7.77%	3.65%
Viognier	234.22	4.52%	2.12%
Pinot Blanc	231.97	4.47%	2.10%
Muscat	109.48	2.11%	0.99%
Ehrenfelser	65.02	1.25%	0.59%
Sémillon	56.45	1.09%	0.51%
Siegenerrebe	51.39	0.99%	0.46%
Ortega	48.91	0.94%	0.44%

WHITE VARIETY	ACREAGE	% OF WHITES	% OF TOTAL GRAPES
Bacchus	48.68	0.94%	0.44%
Auxerrois	47.22	0.91%	0.43%
Vidal *	43.42	0.84%	0.39%
Chenin Blanc	33.44	0.64%	0.30%
Schönburger	27.82	0.54%	0.25%
Chasselas	25.78	0.50%	0.23%
Roussanne	25.47	0.49%	0.23%
Kerner	24.83	0.48%	0.22%
Petit Milo	19.85	0.38%	0.18%
Grüner Veltliner	13.13	0.25%	0.12%
Frontenac Blanc/Gris *	12.90	0.25%	0.12%
Madeleine Angevine	12.67	0.24%	0.11%

B.C. WHITE WINE GRAPES 2019 (Continued)

WHITE VARIETY	ACREAGE	% OF WHITES	% OF TOTAL GRAPES
Sovereign Opal *	12.41	0.24%	0.11%
La Crescent *	11.91	0.23%	0.11%
Optima	9.56	0.18%	0.09%
Müller Thurgau	9.53	0.18%	0.09%
Marsanne	7.38	0.14%	0.07%
Sylvaner	5.90	0.11%	0.05%
Albarino	5.75	0.11%	0.05%
Oraniensteiner	4.55	0.09%	0.04%
Madeleine Sylvaner	4.50	0.09%	0.04%
Traminer	3.56	0.07%	0.03%
Trebbiano	3.03	0.06%	0.03%
Reichensteiner	3.00	0.06%	0.03%

WHITE VARIETY	ACREAGE	% OF WHITES	% OF TOTAL GRAPES
L'Acadie Blanc	2.70	0.05%	0.02%
Orange Muscat	2.39	0.05%	0.02%
Verdejo Verdelho	1.80	0.03%	0.02%
Verdelet *	1.80	0.03%	0.02%
Perle of C'saba	0.75	0.01%	0.01%
Seyval Blanc *	0.60	0.01%	0.01%
Savagnin	0.59	0.01%	0.01%
Siegfriedrebe	0.01	0.00%	0.00%
* Total White Hybrids	83.04	1.63%	
Total White Vinifera	5,102.79		
Total White Grapes	5,185.83	100.00%	46.91%



TOP 4 MAIN VARIETIES BY ACREAGE IN REGIONS 2019

TOP 4 MAIN VARIETIES BY ACREAGE IN REGIONS 2019

REGION	MAIN VARIETIES	ACRES	% OF REGIONAL ACREAGE
Oliver	Merlot	891.79	20.56%
	Cabernet Sauvignon	529.13	12.20%
	Chardonnay	453.68	10.46%
	Pinot Gris	406.12	9.36%
Penticton / Naramata / Kaleden	Pinot Noir	221.12	16.31%
	Pinot Gris	212.70	15.69%
	Merlot	196.26	14.48%
	Chardonnay	131.34	9.69%
Osoyoos	Merlot	322.85	26.52%
	Cabernet Sauvignon	189.17	15.54%
	Cabernet Franc	177.75	14.60%
	Syrah	137.55	11.30%

REGION	MAIN VARIETIES	ACRES	% OF REGIONAL ACREAGE
Kelowna	Pinot Noir	215.76	27.07%
	Chardonnay	125.41	15.74%
	Pinot Gris	98.80	12.40%
	Riesling	98.73	12.39%
Simikameen Valley / Cawston / Keremeos	Merlot	108.93	17.22%
	Cabernet Sauvignon	77.21	12.20%
	Chardonnay	61.65	9.74%
	Cabernet Franc	57.74	9.13%
Okanagan Falls	Pinot Noir	116.45	20.34%
	Chardonnay	105.65	18.45%
	Pinot Gris	78.56	13.72%
	Gewürztraminer	60.76	10.61%

TOP 4 MAIN VARIETIES BY ACREAGE IN REGIONS 2019 *(Continued)*

REGION	MAIN VARIETIES	ACRES	% OF REGIONAL ACREAGE
Summerland / Peachland	Pinot Noir	135.68	26.70%
	Gewürztraminer	98.20	19.33%
	Pinot Gris	73.13	14.39%
	Chardonnay	68.00	13.38%
West Kelowna	Pinot Noir	112.00	24.14%
	Chardonnay	52.67	11.35%
	Riesling	42.41	9.14%
	Gamay Noir	36.10	7.78%
Lake Country / Vernon	Pinot Noir	88.91	25.75%
	Pinot Gris	73.60	21.32%
	Riesling	55.15	15.97%
	Gewürztraminer	29.05	8.41%

REGION	MAIN VARIETIES	ACRES	% OF REGIONAL ACREAGE
Vancouver Island	Pinot Gris	60.31	21.77%
	Pinot Noir	54.45	19.66%
	Ortega	22.77	8.22%
	Maréchal Foch	19.71	7.12%
Fraser Valley	Pinot Noir	24.95	16.53%
	Bacchus	24.50	16.23%
	Siegenerbe	15.55	10.30%
	Blattner Cabernet Foch	8.75	5.80%
Salmon Arm / Tappen	Maréchal Foch	18.45	18.31%
	Ortega	14.63	14.52%
	Siegenerbe	10.78	10.70%
	Pinot Noir	6.60	6.55%

TOP 4 MAIN VARIETIES BY ACREAGE IN REGIONS 2019 *(Continued)*

REGION	MAIN VARIETIES	ACRES	% OF REGIONAL ACREAGE
Kamloops	La Crescent	10.91	12.08%
	Pinot Noir	10.22	11.31%
	Riesling	10.14	11.22%
	Chardonnay	9.67	10.70%
Kootenays	Pinot Noir	19.52	25.35%
	Pinot Gris	9.19	11.94%
	Gewürztraminer	8.55	11.10%
	Maréchal Foch	6.83	8.87%

REGION	MAIN VARIETIES	ACRES	% OF REGIONAL ACREAGE
Gulf Islands	Pinot Noir	24.42	31.07%
	Pinot Gris	16.95	21.56%
	Chardonnay	8.00	10.18%
	Gewürztraminer	5.00	6.36%
Lillooet	Cabernet Franc	10.45	20.53%
	Merlot	8.39	16.48%
	Riesling	7.35	14.44%
	Pinot Noir	6.64	13.05%



B.C. VINEYARDS & WINE GRAPE ACREAGE BY REGION 2019

B.C. VINEYARDS & WINE GRAPE ACREAGE BY REGION 2019

REGION	#VINEYARDS	ACRES	% OF TOTAL ACRES	AVG. ACRES/VINEYARD
Oliver	219	4,344.20	39.19%	19.8
Penticton / Naramata / Kaleden	271	1,357.80	12.25%	5.0
Osoyoos	121	1,218.10	10.99%	10.1
Kelowna	72	801.05	7.23%	11.1
Similkameen Valley / Cawston	45	633.00	5.71%	14.1
Okanagan Falls	39	578.30	5.22%	14.8
Summerland / Peachland	76	508.39	4.59%	6.7
West Kelowna	42	464.10	4.19%	11.1
Lake Country / Vernon	38	345.40	3.12%	9.1
Vancouver Island	49	277.00	2.50%	5.7

B.C. VINEYARDS & WINE GRAPE ACREAGE BY REGION 2019 *(Continued)*

REGION	#VINEYARDS	ACRES	% OF TOTAL ACRES	AVG. ACRES/VINEYARD
Fraser Valley	31	155.00	1.40%	5.0
Salmon Arm / Tappen	12	100.90	0.91%	8.4
Kamloops	5	90.40	0.82%	18.1
Kootenays	12	83.10	0.75%	6.9
Gulf Islands	11	78.60	0.71%	7.1
Lillooet	6	50.90	0.46%	8.5
Total	1,049	11,086.24	100.00%	10.6

Note: The total acres may vary slightly between various tables due to rounding from the data sources.



B.C. VINEYARDS & WINERIES BY REGION 2019

B.C. VINEYARDS & WINERIES BY REGION 2019

REGION	#VINEYARDS	ACRES	# WINERIES	% OF TOTAL WINERIES
Oliver	219	4,344.20	42	14.9%
Penticton / Naramata / Kaleden	271	1,357.80	52	18.4%
Osoyoos	121	1,218.10	10	3.5%
Kelowna	72	801.05	22	7.8%
Similkameen Valley / Cawston	45	633.00	15	5.3%
Okanagan Falls	39	578.30	15	5.3%
Summerland / Peachland	76	508.39	22	7.8%
West Kelowna	42	464.10	15	5.3%
Lake Country / Vernon	38	345.40	8	2.8%
Vancouver Island	49	277.00	20	7.1%

B.C. VINEYARDS & WINERIES BY REGION 2019 *(Continued)*

REGION	#VINEYARDS	ACRES	# WINERIES	% OF TOTAL WINERIES
Fraser Valley	31	155.00	29	10.3%
Salmon Arm / Tappen	12	100.90	8	2.8%
Kamloops	5	90.40	5	1.8%
Kootenays	12	83.10	6	2.1%
Gulf Islands	11	78.60	11	3.9%
Lillooet	6	50.90	2	0.7%
Total	1,049	11,086.24	282	100.0%



DISTRIBUTION OF WINERY & INDEPENDENT GROWER OPERATED VINEYARDS 2019

DISTRIBUTION OF WINERY OPERATED VINEYARDS 2019

WINERY OPERATED VINEYARDS					
REGION	ACRES	# VINEYARDS	AVG. ACRES/VINEYARD	% OF REGIONAL TOTAL	% OF BC TOTAL
Oliver	3,220.90	109	29.55	40.75%	29.05%
Penticton / Naramata / Kaleden	832.70	120	6.94	10.53%	7.51%
Osoyoos	666.90	49	13.61	8.44%	6.02%
Kelowna	593.85	37	16.05	7.51%	5.36%
Okanagan Falls	501.70	23	21.81	6.35%	4.53%
Similkameen Valley / Cawston	433.90	29	14.96	5.49%	3.91%
West Kelowna	413.50	34	12.16	5.23%	3.73%
Summerland / Peachland	317.00	37	8.57	4.01%	2.86%
Lake Country / Vernon	236.10	15	15.74	2.99%	2.13%

DISTRIBUTION OF WINERY OPERATED VINEYARDS 2019 *(Continued)*

WINERY OPERATED VINEYARDS					
REGION	ACRES	# VINEYARDS	AVG. ACRES/VINEYARD	% OF REGIONAL TOTAL	% OF BC TOTAL
Vancouver Island	216.30	33	6.55	2.74%	1.95%
Fraser Valley	127.60	20	6.38	1.61%	1.15%
Kamloops	88.40	4	22.10	1.12%	0.80%
Gulf Islands	76.60	10	7.66	0.97%	0.69%
Salmon Arm / Tappen	72.10	9	8.01	0.91%	0.65%
Kootenays	64.80	6	10.80	0.82%	0.58%
Lillooet	42.60	2	21.30	0.54%	0.38%
Total	7,904.95	537	14.72	100.00%	71.30%

DISTRIBUTION OF INDEPENDENT GROWER OPERATED VINEYARDS 2019

INDEPENDENT GROWER OPERATED VINEYARDS					
REGION	ACRES	# VINEYARDS	AVG. ACRES/VINEYARD	% OF REGIONAL TOTAL	% OF BC TOTAL
Oliver	1,123.30	110	10.21	35.31%	10.13%
Osoyoos	551.20	72	7.66	17.33%	4.97%
Penticton / Naramata / Kaleden	525.10	151	3.48	16.51%	4.74%
Summerland / Peachland	191.39	39	4.91	6.02%	1.73%
Kelowna	207.20	35	5.92	6.51%	1.87%
Similkameen Valley / Cawston	199.10	16	12.44	6.26%	1.80%
Lake Country / Vernon	109.30	23	4.75	3.44%	0.99%
Okanagan Falls	76.60	16	4.79	2.41%	0.69%
Vancouver Island	60.70	16	3.79	1.91%	0.55%
West Kelowna	50.60	8	6.33	1.59%	0.46%
Salmon Arm / Tappen	28.80	3	9.60	0.91%	0.26%

DISTRIBUTION OF INDEPENDENT GROWER OPERATED VINEYARDS 2019 *(Continued)*

INDEPENDENT GROWER OPERATED VINEYARDS					
REGION	ACRES	# VINEYARDS	AVG. ACRES/VINEYARD	% OF REGIONAL TOTAL	% OF BC TOTAL
Fraser Valley	27.40	11	2.49	0.86%	0.25%
Kootenays	18.30	6	3.05	0.58%	0.17%
Lillooet	8.30	4	2.08	0.26%	0.07%
Gulf Islands	2.00	1	2.00	0.06%	0.02%
Kamloops	2.00	1	2.00	0.06%	0.02%
Total	3,181.29	512	6.21	100%	28.70%

ALL VINEYARDS					
	ACRES	# VINEYARDS	AVG. ACRES/VINEYARD		
Total British Columbia	11,086.24	1,049	10.57		100%

Note: The total acres may vary slightly between various tables due to rounding from the data sources.

An aerial photograph of a vineyard in British Columbia. The vineyard is a large, rectangular field of green grapevines, organized into neat rows. It is situated in a valley, with a dirt road running along its left and right sides. To the left of the vineyard, there are some residential buildings and a white RV. To the right, there is a large green field and a few small structures. In the background, a large body of water (likely a lake or bay) stretches across the middle ground, with forested hills and mountains visible in the distance under a cloudy sky.

POTENTIAL B.C. WINE PRODUCTION

POTENTIAL B.C. WINE PRODUCTION (2014-2019)

POTENTIAL BC WINE PRODUCTION 2014-2019					
				% INCREASE	
YEAR	ACRES *	TOTAL ESTIMATED TONS	LITRES	ANNUAL	FROM 2014
2014	9,748.43	37,919	20,855,450		
2015	10,038.41	39,196	21,557,800	3.37%	3.37%
2016	10,259.94	40,196	22,107,800	2.55%	6.00%
2017	10,512.94	41,193	22,656,150	2.48%	8.63%
2018	10,759.94	42,165	23,190,750	2.36%	11.20%
2019	11,055.24	42,393	23,316,339	0.54%	11.80%

* Source: 2014 Acreage Report.

POTENTIAL B.C. WINE PRODUCTION (2019) *(Continued)*

POTENTIAL BC WINE PRODUCTION 2019						
YEAR PLANTED	ACRES	VINE AGE IN 2019	YIELD (TONS/ACRE)	POTENTIAL TONNAGE	LITRES OF WINE/TON	POTENTIAL LITRES OF WINE
Pre-2017	10,419.20	4	4	41,677	550	22,922,238
2017	109.46	3	3	328	550	180,601
2018	258.79	2	1.5	388	550	213,500
2019	267.80	1	0	0	550	0
Total	11,055.24			42,393		23,316,339

POTENTIAL B.C. WINE PRODUCTION (2019) *(Continued)*

POTENTIAL BC WINE PRODUCTION 2020						
YEAR PLANTED	ACRES	VINE AGE IN 2019	YIELD (TONS/ACRE)	POTENTIAL TONNAGE	LITRES OF WINE/TON	POTENTIAL LITRES OF WINE
Pre-2017	10,419.20	5	4	41,677	550	22,922,238
2017	109.46	4	4	438	550	240,801
2018	258.79	3	3	776	550	427,000
2019	267.80	2	1.5	402	550	220,934
Total	11,055.24			43,293		23,810,973

Note: The total acres may vary slightly between various tables due to rounding from the data sources.

The conversion rate of 550 litres per short ton of wine grapes from the 2014 Grape Acreage Report was used in the above table.

This value may vary for individual situations.

An aerial photograph of a vineyard with rows of grapevines stretching across a hillside. A central path or grassy area runs through the middle of the vineyard. In the background, there are some buildings and more vineyard fields. The text "B.C. INDUSTRY COMPARISONS TO OTHER WINE GRAPE GROWING REGIONS 2019" is overlaid in the center of the image.

B.C. INDUSTRY COMPARISONS TO OTHER WINE GRAPE GROWING REGIONS 2019

Gewürztraminer

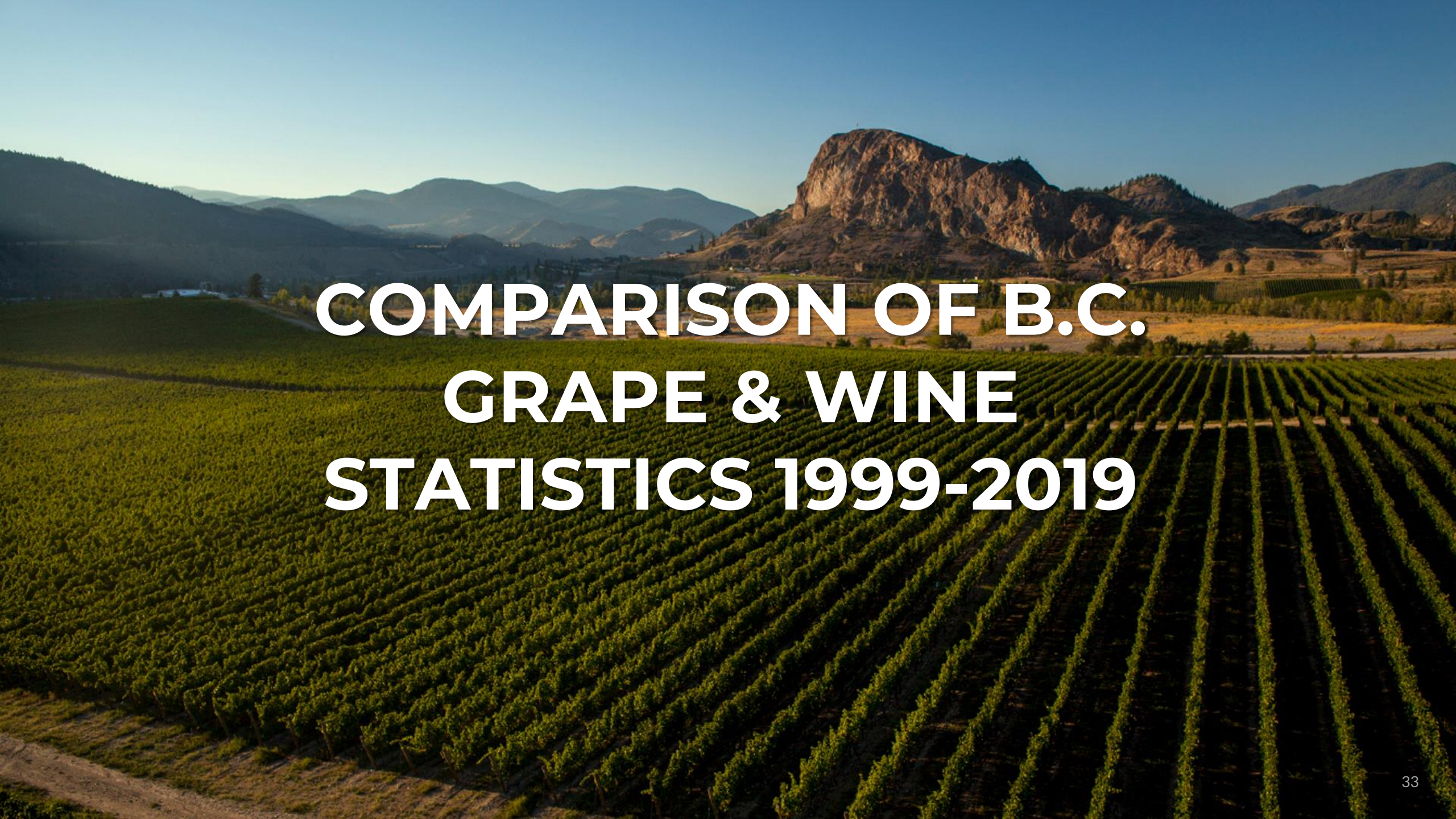
Pinot Noir

B.C. INDUSTRY COMPARISONS TO OTHER WINE GRAPE GROWING REGIONS 2019

	BRITISH COLUMBIA	WASHINGTON STATE	OREGON	ONTARIO	CALIFORNIA
Acres- 2014	10,260	45,000	20,400	17,000	570,000
Acres- 2019	11,055	55,445	33,996	17,000	637,000
% Change (2014-2019)	7.8%	23.2%	66.6%	0.0%	11.8%
Number of Wineries- 2014	254	750	543	235	3,882
Number of Wineries- 2019	282	940	769	223	4,200
% Change (2014-2019)	11.0%	25.3%	41.6%	-5.1%	8.2%

B.C. INDUSTRY COMPARISONS TO OTHER WINE GRAPE GROWING REGIONS 2019 *(Continued)*

	BRITISH COLUMBIA	WASHINGTON STATE	OREGON	ONTARIO	CALIFORNIA
Principal Red Varieties 2019	Merlot	Cabernet Sauvignon	Pinot Noir	Cabernet Franc	Cabernet Sauvignon
	Pinot Noir	Merlot	Cabernet Sauvignon	Merlot	Pinot Noir
	Cabernet Sauvignon	Syrah	Syrah	Baco Noir	Zinfandel
Principal White Varieties 2019	Pinot Gris	Chardonnay	Pinot Gris	Vidal	Chardonnay
	Chardonnay	Riesling	Chardonnay	J. Riesling	French Columbard
	Gewürztraminer	Pinot Gris	Riesling	Chardonnay	Pinot Gris



COMPARISON OF B.C. GRAPE & WINE STATISTICS 1999-2019

COMPARISON OF B.C. GRAPE & WINE STATISTICS 1999-2019

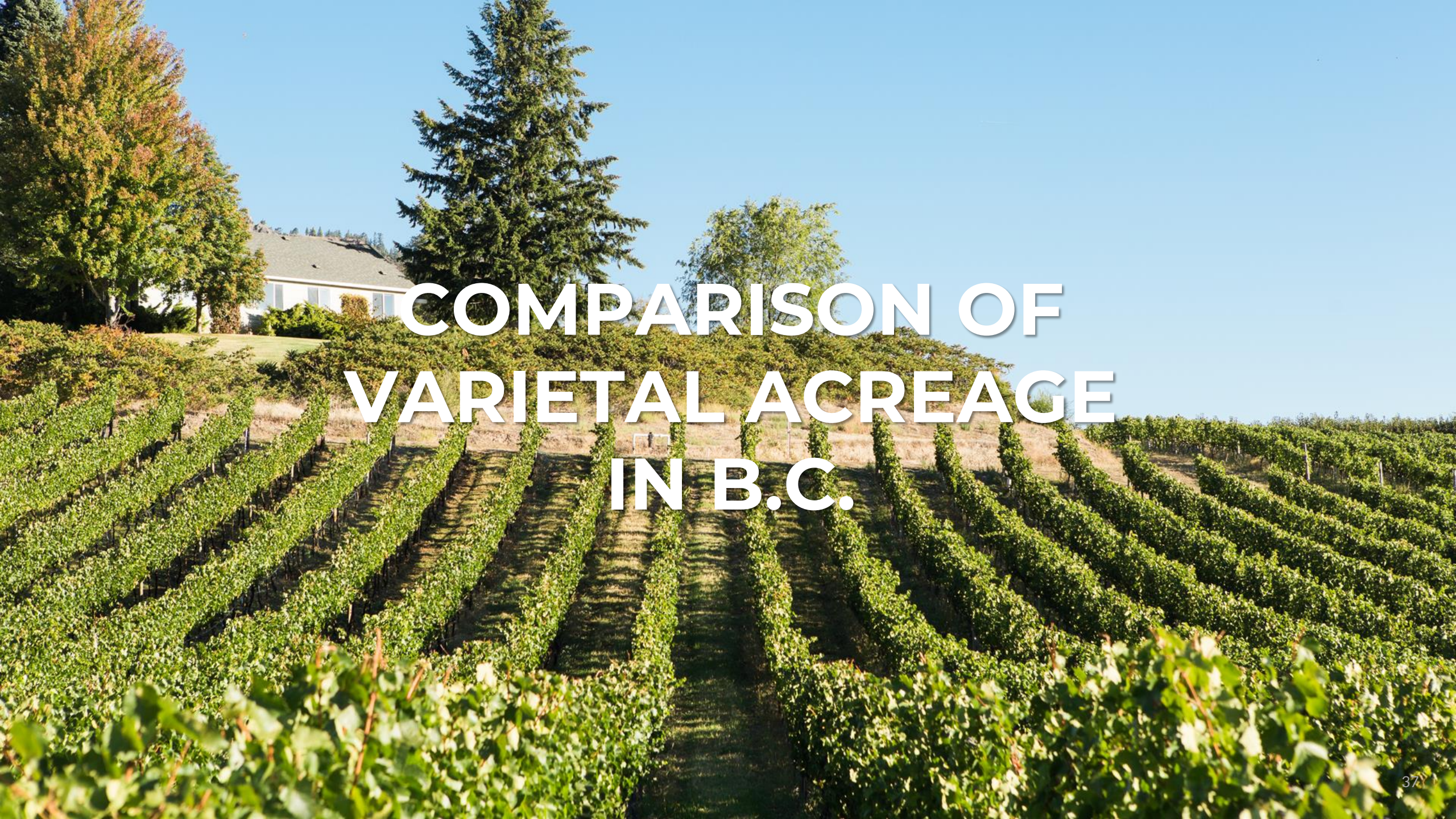
	1999	2004	2006	2008	2011	2014	2019
Total Wine Grape Acreage	4,184	5,462	6,632	9,066	9,854	10,260	11,055
% White Grapes	53.69%	50.56%	48.29%	49.01%	47.91%	49.04%	46.91%
% Red Grapes	46.31%	49.44%	51.71%	50.99%	52.09%	50.96%	53.09%
% Hybrid Grapes	4.08%	2.50%	2.20%	2.88%	4.30%	2.94%	2.38%
% Annual Change (Acres)		30.5%	21.4%	36.7%	8.7%	4.1%	7.8%
Principal White Varieties	Chardonnay	Chardonnay	Chardonnay	Pinot Gris	Pinot Gris	Pinot Gris	Pinot Gris
	Gewürztraminer	Pinot Gris	Pinot Gris	Chardonnay	Chardonnay	Chardonnay	Chardonnay
	Pinot Gris	Gewürztraminer	Gewürztraminer	Gewürztraminer	Gewürztraminer	Gewürztraminer	Gewürztraminer
	Pinot Blanc	Pinot Blanc	Pinot Blanc	Sauvignon Blanc	Riesling	Riesling	Riesling
	Riesling	Riesling	Sauvignon Blanc	Pinot Blanc	Sauvignon Blanc	Sauvignon Blanc	Sauvignon Blanc

COMPARISON OF B.C. GRAPE & WINE STATISTICS 1999-2019 *(Continued)*

	1999	2004	2006	2008	2011	2014	2019
Principal Red Varieties	Merlot	Merlot	Merlot	Merlot	Merlot	Merlot	Merlot
	Pinot Noir	Pinot Noir	Pinot Noir	Pinot Noir	Pinot Noir	Pinot Noir	Pinor Noir
	Cabernet Sauv.	Cabernet Sauv.	Cabernet Sauv.	Cabernet Sauv.	Cabernet Sauv.	Cabernet Sauv.	Cabernet Sauv.
	Cabernet Franc	Cabernet Franc	Syrah	Syrah	Syrah	Cabernet Franc	Cabernet Franc
	Gamay	Syrah	Cabernet Franc	Cabernet Franc	Cabernet Franc	Syrah	Syrah
Number of Vineyards	262	371	464	710	864	929	1,049
% Annual Change		41.6%	25.1%	53.0%	21.7%	7.5%	12.9%
Number of Wineries	61	90	118	144	210	254	282
% Annual Change		47.5%	31.1%	22.0%	45.8%	21.0%	11.0%

COMPARISON OF B.C. GRAPE & WINE STATISTICS 1999-2019 *(Continued)*

	1999	2004	2006	2008	2011	2014	2019
Winery Operated Acreage	59.30%	67.20%	70.40%	63.10%	61.70%	67.20%	71.3%
Average (acres)	40.68	40.80	39.60	39.70	28.97	28.02	14.72
Independent Operated Acreage	40.70%	32.80%	29.60%	36.90%	38.30%	32.80%	28.7%
Average (acres)	9.46	7.70	7.20	6.70	6.60	5.96	6.21

A photograph of a vineyard with rows of green grapevines planted on a hillside. In the background, there are trees, including a large evergreen, and a house with a grey roof. The sky is clear and blue.

COMPARISON OF VARIETAL ACREAGE IN B.C.

COMPARISON OF VARIETAL ACREAGE IN B.C.

WHITES	ACRES				% CHANGE			
Variety	2008	2011	2014	2019	2008-2011	2011-2014	2014-2019	2008-2019
Pinot Gris	928.29	1,065.67	1,114.25	1,166.57	14.80%	4.56%	4.70%	25.67%
Chardonnay	866.26	916.68	995.80	1,132.31	5.82%	8.63%	13.71%	30.71%
Gewurztraminer	643.77	706.64	734.96	646.47	9.77%	4.01%	-12.04%	0.42%
Sauvignon Blanc	438.76	392.70	393.87	403.01	-10.50%	0.30%	2.32%	-8.15%
Pinot Blanc	369.14	265.92	268.68	231.97	-27.96%	1.04%	-13.66%	-37.16%
Riesling	367.14	439.27	510.99	613.13	19.65%	16.33%	19.99%	67.00%
Viognier	164.48	204.01	222.58	234.22	24.03%	9.10%	5.23%	42.40%
Ehrenfelser	73.66	70.52	79.32	65.02	-4.26%	12.48%	-18.03%	-11.73%
Semillon	71.91	47.28	46.94	56.45	-34.25%	-0.72%	20.26%	-21.50%
Bacchus	52.30	51.97	49.47	48.68	-0.63%	-4.81%	-1.60%	-6.92%

COMPARISON OF VARIETAL ACREAGE IN B.C. *(Continued)*

REDS	ACRES				% CHANGE			
Variety	2008	2011	2014	2019	2008-2011	2011-2014	2014-2019	2008-2019
Merlot	1,585.46	1,600.90	1,563.71	1,618.85	0.97%	-2.32%	3.53%	2.11%
Pinot Noir	793.41	948.71	1,073.11	1,331.94	19.57%	13.11%	24.12%	67.88%
Cabernet Sauvignon	680.87	755.17	755.82	853.41	10.91%	0.09%	12.91%	25.34%
Syrah (Shiraz)	516.27	546.50	530.04	553.86	5.86%	-3.01%	4.49%	7.28%
Cabernet Franc	391.18	517.45	546.13	719.52	32.28%	5.54%	31.75%	83.94%
Gamay Noir	143.69	153.73	171.88	189.66	6.99%	11.81%	10.34%	31.99%
Marechal Foch	121.55	137.30	140.59	115.09	12.96%	2.40%	-18.14%	-5.31%
Malbec	71.87	95.96	101.92	122.17	33.52%	6.21%	19.87%	69.98%
Petit Verdot	55.69	65.58	64.04	76.05	17.76%	-2.35%	18.75%	36.56%
Zweigelt	43.23	41.72	45.79	40.95	-3.49%	9.76%	-10.57%	-5.27%

A photograph of a vineyard with rows of grapevines on a hillside. Two people are walking on a dirt path that runs through the vines. The sky is clear and blue.

COMPARISON OF REGIONAL ACREAGE IN B.C.

COMPARISON OF REGIONAL ACREAGE IN B.C.

REGION	ACRES				% CHANGE			
	2008	2011	2014	2019	2008-2011	2011-2014	2014-2019	2008-2019
Oliver	3,398.27	3,543.18	3,639.31	4,344.20	4.26%	2.71%	19.37%	27.84%
Penticton / Naramata / Kaleden	953.55	1,013.03	1,144.50	1,357.80	6.24%	12.98%	18.64%	42.39%
Kelowna / West Kelowna	835.55	904.46	1,037.08	1,265.15	8.25%	14.66%	21.99%	51.42%
Osoyoos	1,407.96	1,509.62	1,544.79	1,218.10	7.22%	2.33%	-21.15%	-13.48%
Similkameen Valley / Cawston	579.89	691.44	657.66	633.00	19.24%	-4.89%	-3.75%	9.16%
Okanagan Falls	549.61	538.81	593.93	578.30	-1.97%	10.23%	-2.63%	5.22%
Summerland / Peachland	335.47	354.67	404.62	508.39	5.72%	14.08%	25.65%	51.55%
Lake Country / Vernon	158.78	196.43	255.03	345.40	23.71%	29.83%	35.44%	117.53%
Vancouver Island	347.38	431.87	389.22	277.00	24.32%	-9.88%	-28.83%	-20.26%

COMPARISON OF REGIONAL ACREAGE IN B.C. (Continued)

REGION	ACRES				% CHANGE			
	2008	2011	2014	2019	2008-2011	2011-2014	2014-2019	2008-2019
Fraser Valley	204.10	263.45	200.85	155.00	29.08%	-23.76%	-22.83%	-24.06%
Shuswap / Tappen	76.00	97.00	95.50	100.90	27.63%	-1.55%	5.65%	32.76%
Kamloops	104.55	66.25	78.85	90.40		19.02%	14.65%	
Kootenays		86.47	94.27	83.10		9.02%	-11.85%	
Lillooet		54.20	30.30	50.90		-44.10%	67.99%	
Gulf Islands	114.94	115.64	94.03	78.60	0.61%	-18.69%	-16.41%	-31.62%
Total	9,066.05	9,866.52	10,259.94	11,086.24	8.83%	3.99%	8.05%	22.28%

Note: 2019 acreage excludes the 2020 acres from the database.

An aerial photograph of a lush green vineyard with rows of grapevines. A light-colored gravel path winds through the vines. Two people are riding bicycles on the path; one is in the foreground, and another is further ahead. In the background, a large blue lake stretches across the middle ground, with steep, rocky hills and mountains rising behind it under a clear blue sky.

COMPARISON OF WINERY AND INDEPENDENT GROWER OPERATED VINEYARDS IN B.C. (2014 – 2019)

WINERY GROWER OPERATED VINEYARDS IN B.C. (2014 – 2019)

WINERY OPERATED VINEYARDS									
	ACRES			# VINEYARDS			AVG. ACRES/VINEYARD		
REGION	2014	2019	% CHANGE	2014	2019	% CHANGE	2014	2019	% CHANGE
Oliver	2,457.03	3,220.90	31.1%	91	109	19.8%	27.00	29.55	9.4%
Penticton / Naramata / Kaleden	585.52	832.70	42.2%	80	120	50.0%	7.32	6.94	-5.2%
Osoyoos	1,037.34	666.90	-35.7%	38	49	28.9%	27.30	13.61	-50.1%
Kelowna/West Kelowna	756.83	1,007.35	33.1%	41	71	73.2%	18.46	14.19	-23.1%
Okanagan Falls	534.06	501.70	-6.1%	22	23	4.5%	24.28	21.81	-10.1%
Similkameen Valley / Cawston	339.29	433.90	27.9%	22	29	31.8%	15.42	14.96	-3.0%
Summerland / Peachland	237.97	317.00	33.2%	23	37	60.9%	10.35	8.57	-17.2%
Lake Country / Vernon	144.83	236.10	63.0%	11	15	36.4%	13.17	15.74	19.5%

WINERY GROWER OPERATED VINEYARDS IN B.C. (2014 – 2019) *(Continued)*

WINERY OPERATED VINEYARDS									
	ACRES			# VINEYARDS			AVG. ACRES/VINEYARD		
REGION	2014	2019	% CHANGE	2014	2019	% CHANGE	2014	2019	% CHANGE
Vancouver Island	346.25	216.30	-37.5%	34	33	-2.9%	10.18	6.55	-35.6%
Fraser Valley	153.65	127.60	-17.0%	18	20	11.1%	8.54	6.38	-25.3%
Kamloops	70.25	88.40	25.8%	4	4	0.0%	17.56	22.10	25.8%
Gulf Islands	86.03	76.60	-11.0%	14	10	-28.6%	6.15	7.66	24.7%
Salmon Arm / Tappen	53.50	72.10	34.8%	7	9	28.6%	7.64	8.01	4.8%
Kootenays	69.70	64.80	-7.0%	6	6	0.0%	11.62	10.80	-7.0%
Lillooet	20.20	42.60	110.9%	1	2	100.0%	20.20	21.30	5.4%
Total	6,892.45	7,904.95	14.7%	412	537	30.3%	16.73	14.72	-12.0%

INDEPENDENT GROWER OPERATED VINEYARDS IN B.C. (2014 – 2019)

INDEPENDENT GROWER OPERATED VINEYARDS									
	ACRES			# VINEYARDS			AVG. ACRES/VINEYARD		
REGION	2014	2019	% CHANGE	2014	2019	% CHANGE	2014	2019	% CHANGE
Oliver	1,182.28	1,123.30	-5.0%	112	110	-1.8%	10.56	10.21	-3.3%
Penticton / Naramata / Kaleden	558.98	525.10	-6.1%	142	151	6.3%	3.94	3.48	-11.7%
Osoyoos	507.45	551.20	8.6%	70	72	2.9%	7.25	7.66	5.6%
Kelowna/West Kelowna	280.25	257.80	-8.0%	44	43	-2.3%	6.37	6.00	-5.9%
Okanagan Falls	59.87	76.60	27.9%	13	16	23.1%	4.61	4.79	4.0%
Similkameen Valley / Cawston	318.37	199.10	-37.5%	23	16	-30.4%	13.84	12.44	-10.1%
Summerland / Peachland	166.65	191.39	14.8%	36	39	8.3%	4.63	4.91	6.0%
Lake Country / Vernon	110.20	109.30	-0.8%	21	23	9.5%	5.25	4.75	-9.4%

INDEPENDENT GROWER OPERATED VINEYARDS IN B.C. (2014 – 2019) *(Continued)*

INDEPENDENT GROWER OPERATED VINEYARDS									
	ACRES			# VINEYARDS			AVG. ACRES/VINEYARD		
REGION	2014	2019	% CHANGE	2014	2019	% CHANGE	2014	2019	% CHANGE
Vancouver Island	42.97	60.70	41.3%	16	16	0.0%	2.69	3.79	41.3%
Fraser Valley	47.20	27.40	-41.9%	14	11	-21.4%	3.37	2.49	-26.1%
Kamloops	8.60	2.00	-76.7%	2	1	-50.0%	4.30	2.00	-53.5%
Gulf Islands	8.00	2.00	-75.0%	2	1	-50.0%	4.00	2.00	-50.0%
Salmon Arm / Tappen	42.00	28.80	-31.4%	7	3	-57.1%	6.00	9.60	60.0%
Kootenays	24.57	18.30	-25.5%	9	6	-33.3%	2.73	3.05	11.7%
Lillooet	10.10	8.30	-17.8%	6	4	-33.3%	1.68	2.08	23.3%
Total	3,367.49	3,181.29	-5.5%	517	512	-1.0%	6.51	6.21	-4.6%

COMPARISON OF WINERY AND INDEPENDENT GROWER OPERATED VINEYARDS IN B.C. (2014 – 2019) *(Continued)*

ALL VINEYARDS									
	ACRES			# VINEYARDS			AVG. ACRES/VINEYARD		
REGION	2014	2019	% CHANGE	2014	2019	% CHANGE	2014	2019	% CHANGE
Total British Columbia	10,259.94	11,086.24	8.1%	929	1,049	12.9%	23.24	20.93	-9.9%

Note: The total acres may vary slightly between various tables due to rounding from the data sources.



INDUSTRY INSIGHTS

KEY FINDINGS

- The overall wine grape acreage in B.C. continues to expand, showing an increase of 8.05% (826.30 acres) from 2014 to 2019. About half of the regions saw an increase in acreage and the other half saw decreases in planted acreage. While the Table on page 45 shows these changes on a percentage basis, it is interesting to look at these on an actual acreage basis.
 - The regions with the largest increase in acreage were Oliver (704.89 ac.), Kelowna/West Kelowna (228.07 ac.), Penticton/Naramata/Kaleden (213.30 ac.), Summerland/Peachland (103.77 ac.) and Lake Country/Vernon (90.37).
 - The regions with the largest decreases in planted acres were Osoyoos (326.69 ac.), Vancouver Island (112.22 ac.), Fraser Valley (45.85 ac.) and Similkameen Valley (24.66 ac.).
 - The Oliver and Osoyoos regions remain the major source of wine grape acreage in B.C. with just over 50% of the plantings.



KEY FINDINGS

- While the ranking of the list of varieties included in the top 10 has changed slightly, the varieties are the same as in 2014, and encompass just over 80% of B.C. plantings. The top 5 varieties comprise 55% of B.C. acreage. Merlot continues to be the most planted variety in B.C., with Pinot Noir moving up past Pinot Gris as the second most planted. Cabernet Franc has replaced Gewürztraminer at 6th place, with Riesling surpassing Syrah at 8th position.
- Merlot plantings predominate in Oliver, Osoyoos and the Similkameen Valley.
 - Pinot Noir plantings dominate in Penticton/Naramata/Kaleden, Kelowna, Okanagan Falls, Summerland/Peachland, West Kelowna, Lake Country/Vernon, Fraser Valley, Kootenays and the Gulf Islands.
 - Pinot Gris plantings significant in Penticton/ Naramata / Kaleden, Kelowna, Okanagan Falls, Lake Country/Vernon, Vancouver Island, Kootenays and the Gulf Islands.
 - Chardonnay acreage is significant in Oliver, Okanagan Falls, West Kelowna, Kelowna and the Gulf Islands.



KEY FINDINGS

- From 2014 to 2019 the number of vineyards increased from 929 to 1,049, with a total planted acreage of just over 11,086. Acres of winery operated vineyards increased 15.0% with the number of vineyards increasing from 412 to 537, averaging 14.72 acres. Independent grower operated vineyard acreage decreased 4.8% over the same period with the number of vineyards declining slightly from 517 to 512 and the average size from 6.5 to 6.2 acres.
- The number of wineries in B.C. increased 11% from 254 to 282. The Penticton/Naramata/Kaleden region had the highest percentage of the total number of wineries at 18.4%. The distribution of wineries are as follows:

Okanagan & Similkameen Valleys	71.3%
Vancouver Island/Gulf Islands	11.0%
Fraser Valley	10.3%
Other Interior Areas	7.4%

- Based on the number of acres and planting age from pre-2017 through 2019 plantings, the potential wine production is estimated to be 23.3 million litres for 2019 and 23.8 million in 2020.



GENERAL COMMENTARY ON WINE GRAPE ACREAGE IN B.C.

In preparation of the acreage report for the province, the Wine Grape Council and BC Grape growers asked the authors to make comment on the trends in the industry after reviewing the data, and interviewing persons or organizations operating in the wine grape industry in B.C. The following bullets summarize those findings by Region.

- **Okanagan/Similkameen:** areas South of Penticton are currently experiencing significant removal of tree fruits and investment in grape production. Land prices for planted grape acreages hover at \$350,000/acre, and the interest is in red varieties that are winter hardy and early ripening. There may be more Gamay and Cabernet Franc available in the next three years. For areas North of Penticton there is less tree fruit removal, but significant plantings on larger acreages previously not in agricultural production or potentially in forage or pasture lands.



GENERAL COMMENTARY ON WINE GRAPE ACREAGE IN B.C.

- **Thompson Region:** there has been some renewal of existing plantings in the Thompson region with varieties like Riesling doing well. The inclusion of Minnesota (hybrid) varieties to the BC VQA list has been beneficial to the region and will likely contribute to the varietal profile of the Region into the foreseeable future. Disease pressure remains low and there may be speculative land purchases as wineries in the Okanagan compete with cherry production for acreages to plant and manage. Small “test” plantings on the North banks of the Thompson River continue to prove successful and may expand some planted acreage soon.
- **Fraser Valley:** the majority of wineries in the valley are land based and “small” to medium sized compared to Interior wineries. With a Coastal influence to the growing season, Germanic and cool season varieties are grown. Coastal wineries are often diversified, producing both grape and fruit wines. Importation of both grapes and fruit come from the interior of B.C. to supplement Coastal production. Because of the cool, moist climate some black rot, wasp and truck disease challenges make harvesting a challenge.



GENERAL COMMENTARY ON WINE GRAPE ACREAGE IN B.C.

- **Vancouver Island/Gulf Islands:** grape acreages on the Islands remain at a premium, as wineries seek to produce estate/land based wines with 100% Island grown fruit. Longer, hotter summers have benefitted the region generally, but the hotter summers have challenged existing vineyards to continue on without irrigation. Newer plantings generally include irrigation systems. As well, late season rains at harvest pose disease challenges: powdery mildew remains the disease pressure on the Islands. Recently, two vineyards on the Island have shown signs of phylloxera. The industry has partnered with government agencies to survey and respond to this outbreak.



APPENDIX A – STATEMENT OF CONSULTANT QUALIFICATIONS

Carl Withler, PAg is a Professional Agrologist (#695) registered and in good standing in the province of British Columbia and has been so for over 30 years. Because of this registration he is bound by a code of ethics, guided by standard and normal practices and uses scientific and field information to come to logical and rational recommendations and decisions.

Specific to this report Mr. Withler has spent 40 years in production agriculture working in every commodity from animal husbandry to tree fruit horticulture in Canada and abroad. During his working career Mr. Withler worked very closely with the Agricultural Land Commission (ALC), Ministry of Agriculture Strengthening Farming program staff and Local Government planners to create and review bylaws related to agricultural production. As well, Mr. Withler is relied on by Farm Industry Review board hearings as a “Knowledgeable Person” and allowed to offer opinion regarding normalized farming practices. Recently, the author retired from the provincial civil service as the Industry Specialist for the Tree fruit and Grape industries where he was the first point of contact for Tree fruit and grape producers seeking government assistance or programming. As well, Mr. Withler administered the Tree fruit replant program from 2015 until 2020 which encouraged producers to remove and replace older trees with newer and more profitable varieties. Mr. Withler is now the lead Agrologist for Green Spark Consulting.



APPENDIX A – STATEMENT OF CONSULTANT QUALIFICATIONS

George Geldart, PAg is a Professional Agrologist (#206) registered and in good standing with the BC Institute of Agrologists and has worked in agriculture for over 40 years in the area of farm business management, agriculture economics and policy and extension covering a range of agricultural commodities. The majority of his 33 years with the BC Ministry of Agriculture involved supporting numerous financial and economic issues for the Tree Fruits and Grape industries. He is currently working as an Agricultural Economist and Farm Business Management Consultant, and is on the list of qualified business consultants for the BC Ministry of Agriculture's Agri-business Planning Program.

