Economic Trends in the Australian Wine Industry

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Source: awsottawa.com/(2014).
Australian Wine: Stocks, Trade and Production

Source: ABS.
Wine Exports and Exchange Rate

Source: ABS.
Wine Export Prices

<table>
<thead>
<tr>
<th>Year</th>
<th>Average $/Litre</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>$5.18</td>
</tr>
<tr>
<td>2002</td>
<td>$5.03</td>
</tr>
<tr>
<td>2003</td>
<td>$4.67</td>
</tr>
<tr>
<td>2004</td>
<td>$4.27</td>
</tr>
<tr>
<td>2005</td>
<td>$4.16</td>
</tr>
<tr>
<td>2006</td>
<td>$3.80</td>
</tr>
<tr>
<td>2007</td>
<td>$3.75</td>
</tr>
<tr>
<td>2008</td>
<td>$3.79</td>
</tr>
<tr>
<td>2009</td>
<td>$3.24</td>
</tr>
<tr>
<td>2010</td>
<td>$2.80</td>
</tr>
<tr>
<td>2011</td>
<td>$2.66</td>
</tr>
<tr>
<td>2012</td>
<td>$2.57</td>
</tr>
</tbody>
</table>

Source: ABS.
Grape Prices

Source: ABARE.
Australian Vineyard Area

Source: ABS.
Wine Industry Employment

Thousands of workers

Viticulture Employment
Winery Employment

Source: ABS.
Australian Grape Production

Source: ABS.
Export Share

Wine Production Exported (%)

Source: ABS.
Wine Exports by Price Segments

Variations in Regional Grape Prices

Conclusions

- Exports and Domestic Consumption remained steady.
- Wine Prices and Export Revenue have decreased.
- As a consequence, grape prices, vineyard area and employment have decreased.
- White grape production have remained steady, while red grape production have decreased.
- Exports have moved to higher prices segments in the low portion of the market, so better quality wine is exported.
- There are differences in grape prices paid among regions.
- Grape prices have decreased in most of the regions.
Thank You Very Much!!

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Discussion Time!!