PRODUCTION, EXPORT AND MARKETING OF YUGOSLAV WINES

ANTE KOLEGA[1)]
TITO ŽIMBREK[1)]

Institute of Agricultural Economics, College of Agricultural Sciences, University of Zagreb, Yugoslavia

Introduction

Grape growing and wine production are among the eldest human activities. A long history of viniculture goes back to the seventh millennium B.C.

The Yugoslav and Croatian tradition in grape growing is very long. The first records about this activity fall further than the sixth millennium B.C., when the grape vine was grown by the Greek immigrants on the Dalmatian islands, on a number of locations, and particularly on the islands of Vis (Issa), Korčula (Corcyra Nigra) and Hvar (Pharos). This tradition was taken over by Croatian population arriving and settling in these regions.

The critical period in vine-growing development was the period of vineyards renovation at the beginning of the 20th century, following appearance of the Phylloxera vastatrix in Europe, first in France (1864) and not long afterwards in our regions.

The vineyard renovation has caused change in varieties and grape growing concepts.

Recently, the vine growing and wine production in Yugoslavia are faced with the task of restructuring the wine production and export, and directing them towards the varieties which shall meet the most favorable qualities and types of wine, according to development of consumer preferences in both world and local market.

---

1) Authors' address:
Dr Ante KOLEGA, Associate Professor
Dr Tito ŽIMBREK, Associate Professor
Institut za ekonomiku i organizaciju poljoprivrede
Fakulteta poljoprivrednih znanosti
Sveučilišta u Zagrebu
25, Simunska cesta str.
41000 ZAGREB, YUGOSLAVIA

The purpose of this paper is to analyze the basic trends in wine production and export, to determine the export strategy and to indicate the specific characteristics of the consumption and the possibilities for change in Yugoslav wine export orientation.

Grape Growing and Wine Production

Today, Yugoslavia has about 205 thousand hectares of vineyards which places it into tenth position among the vine-growing countries in the world. The vine-growing areas in Yugoslavia have permanently been reduced during the last twenty or more years, this regarding only the areas being owned by family estates, while the socially-owned holdings increase their areas under vineyards.

Table Areas, Number of Vines, Grape Growing and Wine Production in Yugoslavia

total[1)] for 1986-88 period

	Area ha	Grape growing tons	No. of vines 10^3	Yield kg/vine	Wine product. 10^3 lit
Ø 1986-88	204,571	1,239,024	1,100,108	1.30	657,844
Index Ø 1986-88 / Ø 1969-71	95	117	81	154	110
Change rate (%) 1988:1969	-0.29	-0.79	-1.16	0.35	-1.06

1) Socially-owned and private sector together

Source: Statistical Bulletins and Statistical Yearbooks published by the Yugoslav Federal Bureau of Statistics

In Yugoslavia, the grape vine has been grown since the World War II both on family estates and in state- namely socially-owned sector. The progress in vine-growing started during the sixties, when the socially-owned holdings succeeded in growing the first modern plantations on a larger scale.

The considerable state financial support facilitated establishing of intensive socially-owned vineyards, while the production in private sector was stagnating and falling, mainly due to the dogmatic ideological reasons ruling the development obstruction.

An unequal social and economic position of family estates as compared to the socially-owned holdings, and generally unfavorable economic position of agriculture due to lack of adequate agricultural policy, caused in the post-war Yugoslavia a very stressing process of de-agrarization and economic emigration of farmers which, among other factors, negatively affected the vine-growing particularly on private estates.

The labor shortage on family estates, particularly in typical vinelands, mostly in highlands, with a long-lasting tradition in viniculture and growing of quality grapes had an unfavorable economic situation in vine-growing, the inappropriate price and income difference between the top-quality (vintage) and lower quality (table) vines caused the grape growing, mainly in the socially-owned sector, to move in lowlands, the productive but non-vineland regions. This caused considerable deterioration in grapes and wine quality and increased the grape growing risk due to the climatic conditions (frost).

The vine-growing on private estates has been characterized by unfavorable age and variety structure of vineyards and extensive thinning of plantations. The control measures have also been inadequate regarding the vineland zoning imposed by law as well as the production and the control of the seedlings and wines.

In the socially-owned sector, the vineyard areas had been increasing within the longer period (1969-88 rate is 2.2% annually); however, during the last years they have been stagnating and even decreasing (the annual rate is -0.18% for the 1981-88 period). The same stands for a number of productive vines. The period of stagnation on the socially-owned land and in a number of vines completely coincides with the economic crisis in Yugoslavia at the beginning of the eighties, which caused considerable fall in investments in economy, agriculture and in vine-growing which is specific for its need for considerable initial investment in new plantations. The stagnation in vine-growing has also been affected by the falling wine exports, wine sales and consumption in Yugoslavia.

On family estates, there was a reduction in vine-growing areas (1969-88 rate is -0.77% annually) and number of vines (the annual rate for the same period is -1.47%).

In Yugoslavia, the largest productive areas and the highest grape growing is in Croatia (64,132 ha), participating in total Yugoslav vine-growing ares with 32% and grape growing with 29%. The Croatia is followed by Serbia with considerable production (30% and 29%, respectively), and Macedonia (16% and 20%, respectively). These three regions participate in total Yugoslav vineland area and grape growing with approximately 80%.

In Croatia, being the most developed vineyard production region in Yugoslavia, the total vineyard areas reduced during the 1969-1988 period (at the rate of -0.78% annually), as well as the grape growing (annual rate of -0.28%), while the yield per vine somewhat increased (1.33%).

During the recent period (1980-88) the areas and grape growing indicate somewhat more intensive decrease (annual rate of -1.1% and -1.76%, respectively). However, this is the average for various tendencies in the socially-owned sector where the areas and the grape growing are on increase, while the decrease on family estates in considerable.

The vine-growing in the private sector, as traditionally labor intensive branch of agriculture, reduces its share in total agricultural and vine-growing production due to the process of de-agrarization and unfavorable economic results, particularly with the commodity producers.[1)]

The family estates vine-growing shows a growing tendency of non-farmers involvement in grape growing and wine production, such as weekenders and mixed households, growing modern plantations which are according to their technology and yield per hectare, as well as the yield quality equal if not better than the socially-owned holdings.

The yield per vine is rather low, in average 1 kg per vine. In the socially-owned production, characterized by modern intensive plantations, the yield is almost 3 kg per vine, or 3.5 times above average for family estates, with the tendency of increase in difference.

---

1) It should be emphasized that according to the partial studies of vineyard areas given in the statistics are overestimated, and for Croatia they are particularly overestimated for the coastal belt.

In Croatia, in average the yield per vine is lower both in the socially-owned and the private sector since the Yugoslav average is affected by high production and yields in the socially-owned sector mostly in the lowlands of Macedonia and Kosovo.

Wine Production

The average annual production in the Yugoslav socially-owned agricultural holdings and family estates during the last five years (1985-89) has been 565 million liters of wine. The total production during the last 20 years has been decreasing by the rate of -1.06% annually. The wine production is characterized by three basic features, i.e.

(a) oscillation in production due to unfavorable climatic conditions,

(b) various tendencies in production depending on:
  (1) sector of ownership (socially-owned holdings or family estates),
  (2) production region location in Yugoslavia.

Item (a): Due to particularly unfavorable climatic conditions for grape growing (low winter temperatures, early spring frosts, drought, vine deceases), the yield of grapes was to 50% below average in particular years. As mentioned earlier, the vine-growing production risks have considerably increased because more and more new vineyards are grown in non-vineland regions, while the vine-growing regions where the grape vine was grown for centuries are being abandoned.

Item (b): The production of wine in the socially-owned sector increases, while in the family estates it decreases and this decrease affects total production since the private sector dominates the total production (57% of the total).

While the socially-owned holdings in the vine-growing production either process the grapes into wine in their wineries or sell them to other wineries in the country (with an exception of the table grape), the private sector uses the majority of its wine production to meet their own needs (the production marketability is about 20%).

The marketability of the private vine-growing production expressed through wine is low since the vine-growing production is mainly economically realized through selling the grapes to the socially-owned wineries (since there are no private ones) or to the retailers, and the quantities of sold wine are low.

In the eastern parts of Yugoslavia (Macedonia and Kosovo) there was no vine-growing and wine consumption tradition before the World War II. The vineyards planting started during the sixties in the productive areas, mainly lowlands. The yield of grapes is very high but the quality is lower, so it is mainly used for production of table wines. These regions show the tendency of increase in wine production, as opposed to the western regions of Yugoslavia (Croatia and Slovenia) where the wine production is on the fall.

Yugoslav Wine Export

The increasing export of Yugoslav wine stimulates development of vine-growing and wine production. The wine export structure and destinations, however, do not lead to optimistic conclusions regarding further development of vine-growing and wine production in Yugoslavia. The ever increasing gap between the Yugoslav production and wine consumption in foreign countries forces us to undertake particular organizational and economic measures in order to change our supply and come closer the consumption structure of the world market. Although Yugoslavia holds the twelfth position among the world wine producers, and the fifth among the wine exporters, with the exports which exceed twenty percent of total wine production (approx. 1.0 - 1.3 million of hectoliters or an annual value of USD 30 - 50 million), the wine export should not be considered satisfactory, since in the structure of exported wined only some 15 percent are bottled wines. The export objective should be to reach the ratio of 50% of bottled and 50% of bulk wine.

Wine Export Trends and Tendencies

During the analyzed period from 1960 to 1989, the wine export doubled and reached about million hectoliters, which is approximately 19% of total wine production, namely during this period its growth rate is more than 6 percent. The majority of wine is still exported as bulk cargo. Only some 15% of the total exported quantity is bottled wine, which makes about 25 percent of the total wine export value. Lagging of bottled wine export indicates poor adaptation of Yugoslav quality wines supply to the foreign market. It is obvious that the structure of exported wine has to be changed to the benefit of bottled wines, and thus increase the financial value of exports.

The highest export was recorded at the beginning of this decade, and than reached level is still maintained. The export structure has slightly changed on behalf of bottled wines. The biggest buyer of the Yugoslav wines are the EEC countries, which are also the biggest world wine producers, exporters and importers. The next in size market for Yugoslav wines is the COMECON countries. However, this market no longer exists in the previous form. These countries are followed by the EFTA and the overseas countries. The most interesting market for Yugoslavia is the one of the EEC countries, not only because they are the largest buyer, but also due to the Yugoslav desire to enter this Community and the fact that the Community is open to free development. In the countries which are the members of this Community, Yugoslavia in unevenly present. The largest importer is Germany, then Great Britain, etc. Yugoslav share in their imports ranges from 4.2% in Germany, to only 0.001% in Belgium. However, there is still an open issue of what shall happen in this sector of economy when the liberalization planned for 1992 starts. If Yugoslavia wants to maintain the present position in wine export, many quality-related issues should be solved.

Yugoslavia is mainly exporting the bulk wine, in casks, and this form of export is on rise.

The export of wine in casks or tanks may be broken down into export of table wines, generic wines, and desert and other wines. The fastest export increase is recorded in relation to table wine in casks, while the export of generic wines, desert wines and other wines stagnates or falls. The cask wine export is intended for industrial wine markets (blending wines), and the Yugoslav supply lags regarding quality since the export of bulk wines of poorer quality exceeds the export of generic bulk wines. The wine export is primarily intended for large customers who subject them to further processing and prepare them for particular markets and end users. The wine origin, manufacturer, brand, variety, and type, even the country of production are thus lost in this type of product and such wine supply.

The export prices of bulk table wines indicate that these prices are almost the lowerest achieved, and even lower than the prices on the Yugoslav market, thus the foreign customers are actually realizing the majority of value, namely the largest share of trading Yugoslav wines in export. The tendencies in export of bulk wines of higher quality indicate particular increase in export and replacement of the wines of lower quality with quality bulk wines, as required by foreign market. After 1978, this export falls again on behalf of increase in export of table wines. Thus, it is obvious that Yugoslav production of export wines indicates an increasing tendency towards export of bulk wines of poorer quality achieving lower prices, and shows actually no interest in wine export structure change.

Export of bottled wine during the period 1960 - 1989 followed the rate of 5 - 6 percent.

The latest tendency in bottled wine export indicates particular change in orientation, however in export structure these positive trends are not extensive. Only 15% of total export involves the bottled wine. The export price of the bottled wine also indicates that the Yugoslav bottled wines get the lowest price in the world market. Still, these prices are 2 to 5 times higher than the price of bulk wine. However, the bottled wine quality differences indicate that the majority of the bottled wine export is that of table wines, while export of bottled generic and vintage wines is lower.

Based on this survey, it may be stated that no change in orientation towards export of bottled generic and vintage wines happened during the analyzed period. This is primarily due to an export strategy of Yugoslav vine-growing and wine production and lack of wine export marketing. So, the production lowered the quality as indicated by an unfavorable structure of wine exports. The massive export of low-quality wines is based on industrial grape growing, mainly on new large plantations, and nonexisting wine production in typical vineland regions which would be the base for quality and top-quality wine production. Yet, the world trends indicate that the world market is saturated with table wines and that the world export increased in sales of generic wines from specific vine-growing regions and climates and of wines of special brands as particular products, namely that the top-quality wine sales have increased. The Yugoslav wine production has not followed the world demand trends, and the supply structure of the nineties is only a replica of the wine supply structure of the sixties.

Export Marketing for Contemporary Yugoslav Wine Production

In order to remain in the world wine market, Yugoslavia has to undertake urgent changes in orientation regarding organization of export marketing so as to base it on product strategy rather than on production strategy as it was the case so far. The export strategy starts with the producers' which should be bound to the target market. The target market should become familiar with the producer, vine-growing region and generic wine characteristics.

Thus, the complete export strategy should emerge from quality of wine requested by a particular segment of consumption, from the end consumer in the foreign market; the sales channels should be found through which the particular consumer shall be quickly and directly supplied with the goods, with the possibility to realize the communication between the producer and the consumer.

The wine promotion shall be based on producers' activities in the media the most suitable for communication with the target market. The promotion shall be in direct relation and with cooperation of the end consumer of the particular segment of consumption.

The majority of wine supply has to be determined by the specific segment consumption of the foreign market - by the emigrants. The motivation to purchase "the wine that our grandparents used to drink" is strongly pronounced with the people of Yugoslav origin, and this is still unexplored opportunity of wine export marketing.

A particular role in export marketing is plaid both by grapes producers' associations and state institutions. The product quality control is of the foremost importance. The quality control at the producers' premises is to be organized on the levels of both producers' association and state. The producers' associations can be organized for a particular brand or type of wine, according to vineland regions or districts, or as an associations for wine export marketing.

The state bodies responsible for control and supervision have to organize a strict wine quality control according to their proper regulations and the regulations of the importing countries. The export declaration requests the quality certificate to be issued by the producers' association and the state authorities.

In addition to supervision and control on associations level, the foreign market research services should be established as well as the advertizing and promotion of Yugoslav wines abroad.

Conclusions

1. The fact is established that the Yugoslav production of export wines increasingly inclines towards export of bulk wines of poorer quality and that there is no actual interest in change of structure of export of Yugoslav wines.

2. During the analyzed period of time no change happened in orientation in export of Yugoslav bulk wine of poorer quality towards export of wines of distinguished producers from the specific vineland regions and climatic districts, particularly bottled wines for known market of the end consumer.

3. The prospective for export of Yugoslav wines shall have to be founded on good organization of wine export marketing aimed at taking the product instead of production strategy as the basis, as opposed to the practice that was governing this branch so far.

References

(1) Kolega, A., Stancl, B.: Changes in the Market and Some Wine Marketing Issues, The Proceedings, Novi Sad, Yugoslavia, 1981

(2) Kolega, A.: Agricultural Products Marketing Concepts, Agronomic Journal No. 1, Zagreb, Yugoslavia, 1976

(3) Kolar, Z.: Research in Yugoslav Wine Production and Export Tendencies, Master's Thesis, Institute of Agricultural Economics, Zagreb, Yugoslavia, 1986

(4) Stancl, B., Milat, V.: Wines of Yugoslavia, Mladost Publishers, Zagreb, Yugoslavia, 1986

(5) Bišof, R.: Contemporary Tendencies in Vine-Growing Production, College of Agricultural Sciences, University of Zagreb, Yugoslavia

E N C L O S U R E S

Table 1.

VINEYARD AREAS, GRAPE GROWING AND WINE PRODUCTIN IN YUGOSLAVIA
1969-1988 period

Year	Vineyard areas, ha			Growing, tons			Vines total, 10^3			Productive vines, 10^3			Yield, kg/vine			Wine production, 10^3		
	social	private	total	social	private	total	social	private	total	social	private	total	social	private	total	social	private	total
1969	27246	188144	215390	202410	1080490	1282900	88478	1277260	1365738	79764	1196500	1276264	2.54	0.90	1.01	164010	541950	705960
1970	27913	187213	215126	180200	772312	952512	87973	1264965	1352938	77999	1186386	1264385	2.31	0.65	0.75	138620	400790	539410
1971	27488	186844	214332	191800	756058	947858	85567	1263840	1349407	74145	1196871	1271016	2.59	0.63	0.75	165140	389410	554550
1972	27951	186414	214365	170408	821489	991897	87520	1266031	1353551	72113	1170810	1242923	2.36	0.70	0.80	231520	394740	626260
1973	28429	185268	213697	230210	1042160	1272370	88267	1249095	1337362	77307	1186246	1263553	2.98	0.88	1.01	269410	500670	770080
1974	29217	184993	214210	194142	758642	952784	90966	1242699	1333665	79040	1168376	1247416	2.46	0.65	0.76	220130	360930	581060
1975	31059	182654	213713	231331	672678	904009	95986	1213368	1309354	78659	1141132	1219791	2.94	0.59	0.74	212390	329480	541870
1976	32843	182406	215249	239969	832367	1072336	100916	1178692	1279608	79408	1115282	1194690	3.02	0.75	0.90	269190	368740	637930
1977	34023	181470	215493	254975	827961	1082936	103687	1177752	1281439	84178	1109954	1194132	3.03	0.75	0.91	280320	349390	629710
1978	36493	180565	217058	282361	702343	984704	109965	1183018	1292983	89134	1106680	1195814	3.17	0.63	0.82	290000	298050	588050
1979	37966	178890	216856	276517	900074	1176591	116167	1160193	1276360	92622	1082986	1175608	2.99	0.83	1.00	270500	403760	674260
1980	40369	178055	218424	352834	1087474	1440308	123221	1154023	1277244	97175	1080097	1177272	3.63	1.01	1.22	373503	443776	817279
1981	41776	178677	220453	316048	862936	1178984	130444	1145409	1275853	101103	1066345	1167448	3.13	0.81	1.01	307923	380731	688654
1982	42471	175581	218052	434997	1177942	1612939	131917	1090147	1222064	108056	1024770	1132826	4.03	1.15	1.42	378658	478983	857641
1983	42538	172747	215285	371424	1082689	1454113	131704	1064249	1195953	116073	999106	1115179	3.20	1.08	1.30	336850	450894	787744
1984	42143	170017	212160	353294	926575	1279869	131665	1031009	1162674	118140	972805	1090945	2.99	0.95	1.17	286258	405761	692019
1985	42018	165753	207771	249507	611988	861495	128356	992691	1121047	119101	935404	1054505	2.09	0.65	0.82	92861	273461	366322
1986	41343	163743	205086	379995	1030171	1410166	127060	974294	1101354	118841	921316	1040157	3.20	1.12	1.36	322191	433434	755625
1987	41745	163404	205149	339242	865191	1204433	130415	979548	1109963	118491	913765	1032256	2.86	0.95	1.17	243449	398268	641717
1988	41230	162247	203477	342733	759739	1102472	131084	957923	1089007	118241	902736	1020977	2.90	0.84	1.08	245690	330500	576190

Source: Statistical Bulletin: Farming, Fruit Growing and Vine Growing, and Yugoslav Statistical Yearbook

Table 2.

GRAPE GROWING AND WINE PRODUCTION IN YUGOSLAVIA AS PER REPUBLICS [1)]

1986-1988 period

	Area, -ha-	Share, %	Rate, [2)] %	Growing tons	Share, %	Rate, [2)] %	Vine qty, 10^3	Share, %	Rate, [2)] %	Yield, kg/ha	Rate, [2)] %	Wine production, 10^3	Share, %	Rate, [2)] %
YUGOSLAVIA	204804	100	-0,30	1238924	100	-0,79	1031130	100	-1,17	1,20	0.50	675844	100	-1,06
Croatia	64604	31,5	-0,78	386030	31.2	-0,28	363230	35.2	-1,28	1,03	1,33	244753	36.2	-1,00
Serbia	60715	29,6	-1,32	321094	25.9	-2,98	347956	33.7	-1,77	0,87	-3,29	125561	18.6	-3,67
Macedonia	32544	15,9	2,32	254694	20.6	1,39	123163	11.9	1,54	2,07	-0-	142619	21.1	3,68
Slovenia	19127	9,3	0,69	107245	8.7	2,03	61768	6.0	-0,71	1,70	2,59	63070	9.3	-0,19
Voivodina	10779	5,3	-1,24	51845	4.2	-2,41	52320	5.1	-2,64	1,00	0,55	27502	4.1	-3,75
Kosovo	9158	4,5	4,93	56201	4.5	1,15	29437	2.9	1,35	1,93	-0-	21914	3.2	0,53
B & H	5475	2,7	0,54	37194	3.0	1,80	20952	2.0	-1,84	1,93	5,86	21430	3.2	3,20
Montenegro	2467	1,2	6,49	23326	1.9	5,54	11080	1.1	4,78	2.06	0,70	10968	1.6	8,72

1) Socially-owned and private sector together

2) Rate 1988:1966

Source: Statistical Bulletins and the Statistical Yearbook of the Yugoslav Federal Bureau of Statistics

Table 3.

WINE PRODUCTION, EXPORT AND TRADE IN RETAIL AND CATERING INDUSTRY 10^3 lit

Period	Production	%	Export	%	Retail	%	Catering	%	Total trade	%
1960-1962	425333	100	47879	11.3	60941	14.3	76195	17.9	185015	43.5
1963-1965	563333	100	44929	8.0	63389	11.3	70516	12.5	178197	31.6
1966-1968	566666	100	36998	6.5	71874	12.7	76131	13.4	185003	32.6
1969-1971	599836	100	50366	8.4	83057	13.8	82935	13.8	216359	36.1
1972-1974	659133	100	75143	11.4	102738	15.6	67688	10.3	245569	37.3
1975-1977	603170	100	72853	12.1	118961	19.7	70885	11.8	262699	43.6
1978-1980	694200	100	103813	15.0	146889	21.2	76711	11.1	327418	47.2
1981-1983	778010	100	137276	17.6	177426	22.8	74093	9.5	388831	50.0
1984-1986	616120	100	129197	21.0	179368	29.1	55726	9.0	364291	59.1
1987-1988	592450	100	106854	18.0	161797	27.3	38531	6.5	307182	51.8
1960-1969	534540	100	74280	13.9	66443	12.4	72959	13.6	213682	40.0
1970-1979	614618	100	74409	12.1	112819	18.4	73856	12.0	261084	42.5
1980-1985	691110	100	130066	18.8	178884	25.9	73059	10.6	382009	55.3
1985	366322	100	136936	37.4	220205	60.1	47700	13.0	401841	-
1986	734554	100	132113	18.0	163737	22.3	39752	5.4	335602	45.7
1987	608760	100	109446	18.0	159594	26.2	38788	6.4	307828	50.6
1988	576140	100	104262	18.1	164000	28.5	38274	6.6	306536	53.2
1989	486467	100	92338	19.0	136000	28.0	30016	6.2	278354	57.2

Source: Federal Bureau of Statistics

Table 4.

EXPORT OF BULK WINE FROM YUGOSLAVIA

10^3 lit

Year	Total export of bulk wine	Export of bulk wine	Export of bottled wine	Export of other wines	USD value of exported wine
1930	12400	-	-	-	-
1951	30426	-	-	-	-
1960-1962	47879	31450	672	15757	-
1963-1965	44929	32242	1896	10791	-
1966-1968	36998	28521	1137	7331	-
1969-1971	50366	34697	3676	11993	-
1972-1974	75143	47983	9378	17827	-
1975-1977	72853	50992	5836	16025	-
1978-1980	103813	72623	8448	22742	-
1981-1983	137276	104773	12772	14781	-
1984-1986	129197	98001	10732	20464	-
1987-1989	106854	-	-	-	-
1960-1969	74280	34831	1302	38147	-
1970-1979	74409	50672	6521	17216	-
1980-1989	117520	-	-	-	-
1985	136936	99806	13129	12347	-
1986	132113	97551	7540	18957	-
1987	109446	80916	9323	18852	-
1988	104262	-	-	-	39000000
1989	92338	-	-	-	34320000

Remark: Since 1988 the data collection methodology has changed; the record is kept for vermouth and aromatic vines together, for sprinkling wines, and for the most important category - the wine produced from fresh grapes

Source: Federal Bureau of Statistics, Yugoslav Foreing Trade Statistics

Table 5.

EXPORT OF BULK WINE FROM YUGOSLAVIA

10^3 lit

Periode	Wine in casks and tanks, total	Common wine in casks and tanks	Vintage wine in casks and tanks	Desert wine in casks and tanks
1960-1962	314506	9775	14849	6825
1963-1965	332420	4314	24474	4452
1966-1968	285216	1974	24672	1875
1969-1971	346976	5421	26867	2048
1972-1974	474386	14265	32001	1617
1975-1977	509923	9760	40734	496
1978-1980	726233	70099	392	2132
1981-1983	109773	107795	746	1232
1984-1986	98001	37877	53159	6964
1987-1989	(93730)	(31432)	(56567)	(5731)
1960-1969	348381	5102	22031	4264
1970-1979	506726	21925	27165	1554
1980-1989	-	-	-	-
1985	99806	30216	60453	9137
1986	97551	22603	68830	6118
1987	80916	12094	66791	2031
1988	-	-	-	-

Remark: Since 1988 the data collection methodology has changed; the record is kept for vermouth and aromatic vines together, for sprinkling wines, and for the most important category - the wine produced from fresh grapes

Source: Federal Bureau of Statistics, Yugoslav Foreing Trade Statistics