

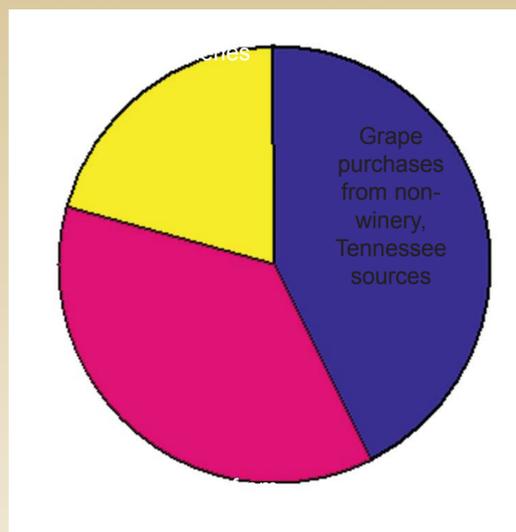
# An Evaluation of Potential Opportunities for Tennessee's Grape and Wine Industry

Rob Holland, The University of Tennessee, Center for Profitable Agriculture

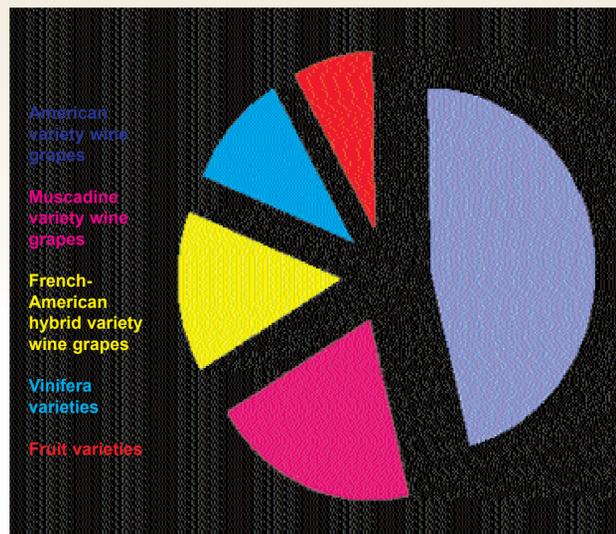


## Assessing the Potential

Research conducted in the 1990s revealed that 43% of wine grape purchases by Tennessee producers are from non-winery, Tennessee sources.

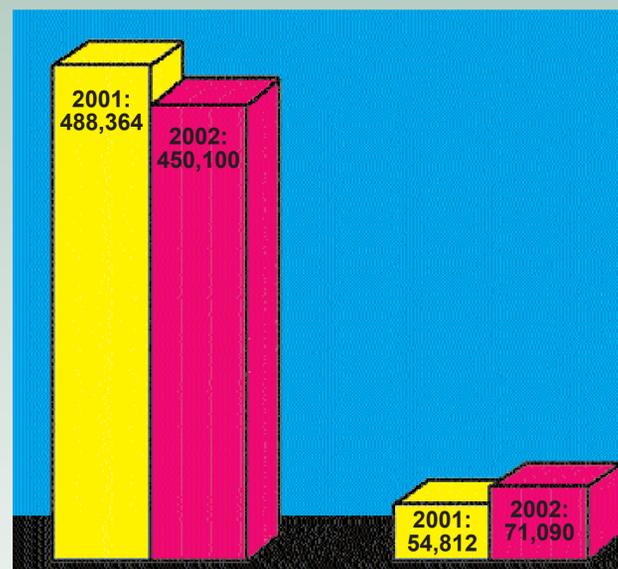


It was also critical to understand the types of Tennessee product—specifically which types of grapes—were being requested the most from other state.



## Evaluating the Evidence

- 1970s & 1980s: Steady growth of Tennessee's winery industry—additional farm wineries and increased sales throughout the
- 2001: Eleven Tennessee wineries requested waivers for 60 out-of-state purchases of 24 varieties of grapes
- 2002: Twelve wineries requested waivers for 64 out-of-state purchases of 22 varieties of grapes



Non-Tennessee wineries requesting Tennessee product (in lbs.)

Non-Tennessee wineries requesting Tennessee product (in gallons)



## Drawing Conclusions

The fruit varieties in Tennessee were rated for their production possibility, on a scale of 1 (no potential) to 10 (perfectly suited for commercial production in Tennessee). Eighteen varieties were identified as scoring 7 or better. Factoring in their average annual volume, research suggests that Tennessee wineries represent a market for approximately 90 additional acres of annual fruit production. This represents an annual projected revenue of \$316,000 annually.

Variety of Fruit	Production Potential	Average Annual Volume
Concord	10	36,045 gal
Niagara	10	12,136 gal
Blackberries	10	28,500lbs/3,125 gal
Catawba	10	11,750 lbs
Strawberry	10	10,000 lbs/300 gal
Cynthiana	9	275 gal
Seyval	9	1,700 gal
Cayuga	9	1,650 gal
Chambourcin	9	2,250 gal
Foch	8	550 gal
Vignoles	8	825 gal
Leon Millot	8	1,000 gal
Chancellor	8	3,482 gal
Venus	8	2,500 gal
Baco	8	120 gal
Rougeon	8	150 gal
DeChaunac	8	2,275 gal
Raspberry	7	12,700 gal

66% of the varieties scored 7 or better on the production potential scale.

## Abstract:

Through the 1970s and 1980s Tennessee's winery industry has experienced steady growth in the form of additional farm wineries and increased sales, yet a significant amount of product used for the state's commercial wine production is from out of the state. There may, then, be a good opportunity to grow more fruit product and see less of it being imported. The Center for Profitable Agriculture conducted a study to assess the volume, species and variety of raw product typically acquired from out-of-state sources. As part of the study, David Lockwood, the University of Tennessee Extension fruit and nut specialist, evaluated the growing potential of each fruit variety that was requested for out-of-state purchase in 2001 and 2002. His findings showed that 66 percent of the varieties growing potential was high. The study results indicate that Tennessee wineries represent a market for approximately 90 additional acres of annual fruit production, with an estimated market value of \$316,000 annually.