Global Trends - Wine Industry Key Elements

South Africa shows the world why ethics in winemaking matter
There are an array of important issues being examined around the world right now. Conversations surrounding sustainability, labor, community development, equal opportunity and equitable representation are becoming more prominent in nearly every country, culture and profession, and the wine industry is not immune. Today, the pursuit of the greater good, especially in business, is not necessarily a given, but it’s one that rings louder and truer with each passing moment. Its effects can be real and lasting, and it can help to ensure a viable and valuable wine industry.

Ahead, we shine a light on some of the successful strategies employed within South Africa’s wine industry.
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Major Wine Producing Countries

California Grape Glut Starts to Bite
The 2019 crush was smaller than the previous year’s record, but growers are still worried about oversupply. California’s winegrowers may have reached a ceiling – the 2019 grape crush was 9.1 percent smaller than the record 2018 crush, and is the smallest overall since 2011, according to the California Department of Food & Agriculture.

In Napa County, the drop in crush was even more dramatic: 20.1 percent fewer white grapes crushed in 2019 than in 2018, and 15.5 percent fewer red grapes. However, the drops shown in the CDFA’s annual Grape Crush Report, which was released Monday, are mostly due to growers leaving grapes unharvested on the vines. The vines are still in the ground and, depending on the weather, are still capable of producing another 2018-size crop this year.

The wine industry as a whole wants to avoid that. Jeff Bitter, president of Allied Grape Growers, told farmers last week that they must rip 30,000 acres (12 141 hectares) of vines out of the ground to fix California’s oversupply problem. That’s 121 square kilometers: about the size of the city of San Francisco.
The problem is that wine sales in the US have slowed after 25 years of consistent growth. A recent report from market analysts bw166 says that wine sales actually did go up slightly in the US in 2019, but not by as much as in recent years.

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