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Major Wine Producing Countries

Does the California Wine Brand Need Help?

Slowing sales for lower priced California wines due to imports, consumer changes.

California wine sales are growing in the $10 and higher price segments, but the picture is not so rosy for manufacturers of lower priced bottles.

A strengthening dollar, young consumers who are constantly on the lookout for something new and exotic, and foreign wineries with ambitious plans to expand sales in the United States are some of the exterior challenges for the state’s wine industry.

For decades, affordable California appellation wine has been the entry point for millions of consumers across the nation. Recently, however, sales for wines priced less than $10 per bottle have not grown as fast as higher priced wines. Prices for grapes in the San Joaquin Valley have fallen in the wake of record harvests and diminished winery demand.

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Other Wine Producing Countries

Climate change a ‘plus’ for Swiss wine growers

Climate change may be bad news for other sectors but it should have a positive impact for Switzerland’s wine industry, a federal agricultural expert says.

Global warming is “positive overall for Swiss wine growers because it guarantees better maturation, especially for late harvest grape varieties,” Vivian Zufferey, from Agroscope, the agricultural research organization.

In the past 100 years, Switzerland has experienced an average increase in temperatures of 1.6 degrees Celsius. Temperatures are expected to continue rising in the coming years but it is difficult to predict whether this will lead to dry or humid conditions, she said.

Wine growers can adapt to higher temperatures by leaving more leaves to protect the grapes from
Comment: According to the OIV, the vineyard area in Switzerland is 15 000 hectares. White grapes varieties are grown on 42% of the country's vineyard surface, and red grape varieties on 58%. Organic share of the total vineyard area is 2.5%.