

# THE GRAPE GROWING INDUSTRY

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## 1. *Background to the Murraylands Wine-Grape Growing Industry*

- The designated 'Lower Murray Zone' covers the eastern part of the State of SA and borders on the Barossa Valley, Langhorne Creek wine growing Regions in the west and the Limestone coast in the south. The Riverland is a designated GI Region completely surrounded by the 'Lower Murray Zone'. The Riverland Region includes Blanchetown, Morgan and Cadell. The designated 'Lower Murray Zone (other)' exceeds the Murraylands Region
- The 'Lower Murray Zone (other)' has an estimated 30 wine grape-growers actively involved in viticulture, out of a South Australian total of 3,563 growers.
- The 'Lower Murray Zone (other)' viticulturists comprise, 14 growers on less than 10 hectares; 7 growers on 10 -24 hectares; 9 growers on 25-49 hectares
- A number of growers do not live on their vineyards or in the Murraylands region.
- Current plantings for the 'Lower Murray Zone (other)' are 461 hectares or 0.6% of the South Australian plantings, (74,414 hectares total) and mainly located in the upper reaches of the River Murray as it enters the Murraylands Region, and at Mypolonga
- Total crush for year 2006 amounted to 2086 tonnes (including 169 tonnes of winery grown)

*(All Statistics are from the Phylloxera and Grape Industry Board of SA's 2006 South Australian Wine-grape Utilisation and Pricing Survey – ([www.phylloxera.com.au](http://www.phylloxera.com.au) )*

- Compared to the major wine grape growing regions and zones in South Australia, the Murraylands produces an insignificant amount; however it is comparable to niche marketing areas such as Mount Benson, Currency Creek and Southern Flinders Ranges and not far behind the Adelaide Plains.
- Currently, the entire grape crush takes place outside of the Murraylands Region. A significant percentage of the Region's growers, operate without firm winery contracts.

## 2. *Regional Development / Expansion Potential*

- Given the stern realities of our limited water resources, potential for an expansion of plantings in the Murraylands Region irrigating from the river even with suitable soil profiles is unlikely in the near term.  
[http://www.dwlbc.sa.gov.au/assets/files/SAMDB\\_Concept\\_Statement\\_21\\_02\\_07.pdf](http://www.dwlbc.sa.gov.au/assets/files/SAMDB_Concept_Statement_21_02_07.pdf))
- There is the possibility of some expansion in the Mallee Prescribed Wells Area (MPWA) where currently 5Ha of Vines, 3289 Ha of Potatoes, 720 Ha of Olives and 225 Ha of Pistachio plus a variety of other horticultural crops are under irrigation.  
[www.dwlbc.sa.gov.au/assets/files/SAMDB\\_Report\\_0405.pdf](http://www.dwlbc.sa.gov.au/assets/files/SAMDB_Report_0405.pdf) )  
[http://www.dwlbc.sa.gov.au/assets/files/SAMDB\\_Concept\\_Statement\\_21\\_02\\_07.pdf](http://www.dwlbc.sa.gov.au/assets/files/SAMDB_Concept_Statement_21_02_07.pdf))
- The Murraylands Region borders on major GI Regions and Zones of the South Australian Wine Grape Growing Industry. Contract wine processing companies are strategically positioned in the key grape-growing regions and some contract bottling plants may consider the Monarto precinct has a strategic value. Boars Rock have three contract wine processing plants; McLaren Vale, EPA licence for 10,000 tonnes; Langhorne Creek EPA licence for 30,000 tonnes; Riverland EPA licence for 40,000 tonnes. ([www.boarsrock.com.au](http://www.boarsrock.com.au))
- **REPORT** - Australian Wine Directions TO 2025 [www.wineaustralia.com/Australia/Default.aspx?tabid=3529](http://www.wineaustralia.com/Australia/Default.aspx?tabid=3529)

- A wine-grape processing plant in the Region would enhance the marketing and promotional efforts of the tourism authorities and food processing companies seeking the “Naturally Diverse” branding of the Region.  
[www.winesa.asn.au](http://www.winesa.asn.au)
  - ✓ Expansion of existing plantings (in the Region)
  - ✓ Promotion of the Murraylands as a quality wine-grape growing location.
  - ✓ Centrally located facility to existing and new plantings
  - ✓ Leakage of wine-grapes from nearby Regions to the Murraylands facility
  - ✓ Market targeting of the Asian Region

### 3. *Identifying Investment Potential*

- Investment into a Murraylands grape growing industry could come from a consortium of growers' value adding to their existing investment by developing a grape crushing plant or wine processing facility, or expansion of new varieties plantings etc.
- Managed Investment Funds and Superannuation Funds are continuing planting in water secure areas.

### 4. *Challenges*

- The establishment of a fair, equitable and predictable irrigation regime for growers by the Federal Government
- The ability to manage periodic drought and climate change
- Facilitate the formation of a Murraylands Grape Growers Association and begin planning a direction.
- Consider the feasibility of establishing a Murraylands Wine Region
- South Australian Wine-grape Outlook <http://www.winesa.asn.au/viticulture/>
- **REPORT** - South Australia – Wine: A Partnership 2005-2010  
[www.pir.sa.gov.au/\\_data/assets/pdf\\_file/0015/33261/wine\\_a\\_partnership.pdf](http://www.pir.sa.gov.au/_data/assets/pdf_file/0015/33261/wine_a_partnership.pdf)

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