

New Zealand Organic Wine Sector Overview.

Target Audience: Foreign potential customers seeking information to buy organic wine from New Zealand.

Updated: May 2017

THE NUMBERS

- \$1.6 billion wine exports from New Zealand in total.
- \$461 million wine exports from New Zealand to the USA (largest export market).
- 36,000 hectares of land growing grapes for wine.
- 17.4 hectares – average size of the New Zealand vineyard.
- 2,040 - Number of vineyards in New Zealand.
- 675 – Number of Wineries in New Zealand.
- 747 – Number of Wine Growers in New Zealand.
- 2,100 hectares of **organically** managed vineyard land.
- 12% (90) of all New Zealand growers have an **organic** vineyard.
- 6% of all New Zealand vineyard land is certified **organic** – the largest proportion of any country!
- 150 – members of the **Organic** Winegrowers of New Zealand

Growers Advocacy Trade Association is Organic Wine New Zealand (OWNZ). Their goal is to have 20% of New Zealand vineyards organic by the year 2020. The key contact is the national administrative coordinator, Rebecca Reider. rebecca.reider@gmail.com

Export Markets

New Zealand has an enviable position as commanding high prices for its wine relative to other wine trading nations recognising the premium value of New Zealand wines. New Zealand Organic Wine is marketed in Australia, Canada, Germany, Hong Kong, Japan, Korea, Mauritius, Netherlands, Seychelles, Singapore, Sweden, Taiwan, UK, USA and Vietnam.

RECOMMENDED NEW ZEALAND ORGANIC WINE EXPORTERS

www.villamaria.co.nz contact Jeremy Boucher on marketing@villamaria.co.nz

Sources: New Zealand Winegrowers
Organic Wine New Zealand
Organic Exporters Association Research.
Ministry for Primary Industries