

Wine Grape - Pinot noir – summary of indicators for base budget

Crop	Wine Grape - Pinot noir
PFR mapping type ¹	Continuous
Location	Marlborough
Analysis type	Whole farm
Average Well Suited Yield (t/ha)	5.2
Revenue (\$/ha)	\$18,000
Variable expenses (\$/ha)	\$0
Fixed Expenses)\$/ha)	\$13,000
Operating profit (\$/ha)	\$5,000
Capital employed in the land use (\$/ha)	\$172,000
On farm labour (FTE/10ha)	1.4
Total GDP (\$/ha)	\$18,000
Total Household Income (HHI)	\$10,000
Total employment (FTE/10ha)	1.9
Time to commercial yield (years)	2 -4
Specific skills required	Horticultural management, viticultural expertise
Critical infrastructure requirements	Winemaking facilities or transport
Market (Export/Domestic)	Export
Volatility of returns	High
Marketing structures	Individual winery
Reliability of data	Moderate
Entrepreneurship required	Low for contract grapes, higher for winery
Source	MPI, New Zealand Winegrowers

Notes:

- Data from industry sources (2022)², MPI (2019)³, Thomas et al 2020^{Error! Bookmark not defined.}.
- Yield data 5 year average 2017/18 to 2021/22 reported national yield. Price average 2019/20 – 2021/22 national data.
- Total GDP, HHI and employment reported for the Marlborough region.

¹ Refers to the Plant and Food estimates of suitability and yield. Fruit crops generally vary continuously from 0 – 1 suitability, while the arable crops are categorical in 4 classes.

² NZ Winegrowers, 2022. Annual report 2022. [nzw-annual-report-2022.pdf \(nzwine.com\)](#)

³ MPI 2019. 2019 Variety Gross Margin report. [Farm monitoring reports | NZ Government \(mpi.govt.nz\)](#). Accessed June 2022.

- Expenses reported here for the Marlborough region. All expenses adjusted from 2018 using the Producer Price Index and Labour Costs Index (Stats NZ) to the 2023 year.

Wine Grape Pinot noir – details of base budget (updated to 2023)

Item	Pinot Noir (/ha)
<u>Income</u>	
Production (t)	6.6
Unit price (\$/t)	3,445
Revenue	\$22,823
<u>Expenses</u>	
Hand harvesting	\$97
Pruning (and tying down)	\$2,925
Canopy/Crop management	\$1,856
Other wages ¹	\$2,295
ACC - employees	\$21
Disease, Pest & Weed control	\$1,370
Fertiliser & lime	\$744
Electricity/Irrigation	\$283
Vehicle	\$130
Fuel	\$450
Repairs & maintenance	\$1,163
General	\$201
Frost protection	\$97
Machine harvesting	\$394
Rates	\$368
Water rates	\$91
General insurance	\$171
ACC - owners	\$151
Communication	\$52
Accountancy	\$140
Legal & consultancy	\$55
Levies & subscriptions	\$265
Other administration	\$107
Total vineyard working	\$13,425
Vineyard operating profit	\$9,398