



KANSAS 2010 WINE PRODUCTION



Kansas Agricultural Statistics

Cooperating with the Kansas Department of Agriculture

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Released: September 30, 2011

Kansas Produced More Than 100,000 Gallons of Wine in 2010

Wine Production

Kansas wineries produced 107,419 gallons of wine in 2010. Table wines accounted for 64.5 percent of total production, followed by specialty wines with 32.2 percent. Fortified wines accounted for 2.7 percent, while dessert or sparkling wines accounted for 0.6 percent.

Wine Production by Type, Kansas, 2010

Wine Type	Production	Percent of Total
	Gallons	Percent
Table	69,238	64.5
Dessert ^{1/} or Sparkling	666	0.6
Fortified ^{2/}	2,907	2.7
Specialty ^{3/}	34,608	32.2
Total	107,419	100.0

1/ Dessert wines refer to late harvest and ice wines below 14 percent alcohol.

2/ Fortified wines refer to ports and sherries above 14 percent alcohol.

3/ Specialty wines include fruit wines, flavored wines, honey wines, brandies, wine coolers and others.

Of the wineries engaged in making specialty wine, one third reported making wine with peaches, a third used raspberries, and a third made wine from elderberries. Other fruits used by specialty wine makers included but were not limited to blackberries, blueberries, apples, and pears.

Table Wine Production

Red wines were the most predominant type of table wine, comprising 53.2 percent of total table wine production in 2010. White wines followed with 38.8 percent, while rose or blush wines accounted for 8.0 percent.

Table Wines by Species

French-American Hybrids were the most commonly used species of grapes in table wine production in 2010. Hybrids accounted for 65.2 percent of all red table wine production. Native American species were second with 19.3 percent, while *Vitis Vinifera* accounted for 15.5 percent of total red table wine production.

For white table wines, hybrids accounted for 77.7 percent of total white table wine production. Native American species followed with 14.3 percent, and *Vitis Vinifera* accounted for 8.0 percent of all white table wine production.

Hybrids accounted for 66.9 percent of all rose or blush table wine production, while Native American and *Vitis Vinifera* comprised the remainder.

Percent of Table Wine Production by Type and Species, Kansas, 2010

Type	Species		
	French-Am. Hybrid	Native American	<i>Vitis Vinifera</i>
	Percent		
Red	65.2	19.3	15.5
White	77.7	14.3	8.0
Rose/Blush	66.9	1/	1/

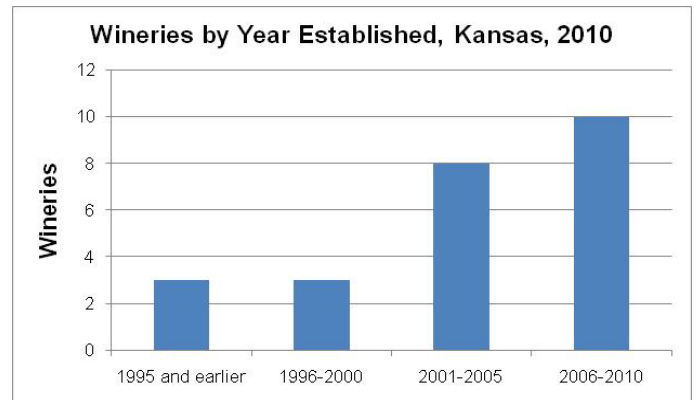
1/ Data suppressed for confidentiality

Capacity

Kansas wineries had a total production capacity of 134,075 gallons in 2010. Stainless steel capacity accounted for 49,466 gallons and oak barrels accounted for 13,619 gallons. Other materials accounted for 70,990 gallons and included materials such as glass and food grade polyethylene tanks.

Wineries

Forty-two percent of Kansas wineries responding to the winery survey indicated they had been established within the past five years.



Thirty-eight percent of the wineries in Kansas belonged to a wine trail or farm tour in 2010. The trails or tours included the Northeast Kansas Wine Trail, the Somerset Wine Trail, and the Kaw Valley Farm Tour. Fifteen wineries indicated they didn't belong to any trail or tour. Eighty-eight percent of the wineries in Kansas indicated they have their own website.

Wineries in Kansas are most likely to hold a farm winery license over any other type. Ninety-two percent of wineries indicated they held this type of license in 2010.

Most wineries in Kansas operated a vineyard in addition to their winery in 2010, with a total of 139.6 bearing acres. Twenty-nine percent of Kansas wineries grow other fruit or berries for wine production on a total of 56.3 acres. Regardless of whether a vineyard was operated by a winery, nearly all wineries reported they pressed fresh grapes.

Tourism

Kansas wineries hosted a total of 251,870 visitors in 2010. Special winery and other events attracted 7.5 percent of the visitors while the rest, 92.5 percent, stopped by for general purposes such as shopping, tasting, etc.

Most visitors were from Kansas, accounting for 48.2 percent of the total visitors. Visitors from neighboring states accounted for 23.9 percent of the total.

Percent of Total Visitors to Wineries by Origin, Kansas, 2010

Origin	Percent of Total
Kansas	48.2
Neighboring States ^{1/}	23.9
Other States	16.1
Other Foreign Countries	3.2
Canada or Mexico	0.9
Unknown	7.7
Total	100.0

1/ Includes CO, MO, NE, and OK



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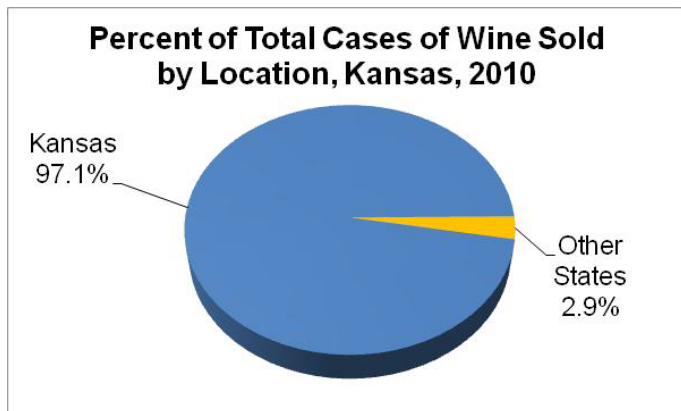
Fact Finders
For Agriculture

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U.S. Department of Agriculture
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Topeka, KS 66601-3534

Wine Sales

Total sales at winery tasting rooms in 2010 were \$3,478,987. Wineries reported average sales per customer were \$31.23 in their tasting rooms. Wine purchases accounted for 87.7 percent of these sales, while other items accounted for 12.3 percent.

Kansas wineries sold a total of 31,066 cases of wine in 2010 averaging \$110 per case. Virtually all sales were to recipients in Kansas, accounting for 30,153 cases, or 97.1 percent, while recipients in other states purchased 913 cases in 2010.



Kansas wineries reported 94.9 percent of all sales took place within 100 miles of their operation.

Most case sales by Kansas wineries were directly to consumers at their location. Consumers purchased 22,677 cases at wineries in 2010, accounting for 81.1 percent of total sales dollars. Beverage distributors in Kansas accounted for 13.0 percent of total sales, while liquor stores followed with 3.8 percent.

Cases Sold and Total Sales Percent by Location, Kansas, 2010

Location	Cases	Percent of Sales
	Number	Percent
Consumer at Winery	22,677	81.1
Kansas Distributors	5,570	13.1
Liquor Stores	1,811	3.8
Restaurants ^{1/}	355	0.5
Consumer Via Carrier ^{2/}	189	0.3
Other	464	1.2
Total	31,066	100.0

^{1/} Includes drinking establishments

^{2/} Such as UPS or other delivery services

Employment and Payroll

Kansas wineries paid a total of \$1,544,281 in wages and employed 122 workers during 2010. More than half of these workers were part-time employees, comprising 56.6 percent of total workers. Fifty-one full and part-time employees were involved in tasting room activities. Vineyard operations followed with 27 total employees. Twenty-one employees were reported as being involved in wine production. Twenty-three workers were involved in other activities which included general management, bookkeeping, or events.

Number of Employees by Activity, Kansas, 2010

Activity	Total	Full-time	Part-time
		Employees	
Tasting Room	51	20	31
Vineyard Operation	27	5	22
Wine Production	21	18	3
Other	23	10	13
Total	122	53	69

Of the wineries answering reliable worker questions, 72.7 percent indicated they could find reliable workers for vineyard operations. For winery operations, 69.2 percent of wineries reporting indicated they could find reliable workers.

Capital Investments

Kansas winery operators invested a total of \$1,440,958 in 2010. The primary area of investment was the wine making area with \$625,572, or 43.4 percent of total investments. Vineyard operations followed with \$300,836, or 20.9 percent.

Total Investments by Area and Percent of Total, Kansas, 2010

Area	Investment	Percent of Total
	Dollars	Percent
Wine Making Area	625,572	43.4
Vineyard	300,836	20.9
Tasting Room	147,550	10.2
Other	367,000	25.5
Total	1,440,958	100.0

We would like to thank all the grape and wine producers who took the time to participate in the Winery Survey by responding by mail, telephone, or personal interview. More than thirty wineries were contacted for the survey with approximately 90 percent completing the questionnaire. Summary results are a tabulated summation of the reports received. No attempt was made to estimate for non-response. This report would not have been possible without the valuable input from respondents, and funding from a USDA specialty crop block grant. Results from the grape production survey can be viewed in the Kansas 2010 Grape Production release.