

NAPA VALLEY FAST FACTS

THE NAPA VALLEY AMERICAN VITICULTURAL AREA (AVA)

The most renowned winegrowing region in the U.S. is also one of the smallest and most diverse in the world:

- Limited production: Only 4% of California's wine grape harvest comes from Napa Valley
 - Napa Valley represents 0.4% of the world's wine production
- Small area: 46,000 acres (18,600 hectares) under cultivation
 - The valley floor is 30 miles long and just 5 miles across at its widest point
- Diverse soils: Half of the world's 12 recognized soil orders and 33 different soil series
- Ideal climate: Dry Mediterranean climate, which covers only 2% of the Earth's surface
 - Typical summer daytime high temperatures are 80°F (27°C) in the southern part of the valley and 95°F (35°C) in the northern part of the valley
 - Fog moderates summer overnight temperatures to an average of 53°F (12°C) throughout the valley
- Varied topography: Vineyards range in elevation from sea level to 2,600 feet (800 meters)
- There are 16 approved AVAs within the Napa Valley AVA
- Grape varieties (from 2016 Napa County Crop Report):
 - More than 34 different wine grape varieties grow in Napa County
 - 22% of vineyard acreage is planted to white wine grapes and 78% to red wine grapes
 - Top varieties:
 - Cabernet Sauvignon** – 22,868 acres/9,254 hectares (50%)
 - Chardonnay** – 6,445 acres/2,608 hectares (14%)
 - Merlot** – 4,583 acres/1,855 hectares (10%)
 - Sauvignon Blanc** – 2,789 acres/1,193 hectares (6%)
 - Pinot Noir** – 2,789 acres/1,129 hectares (6%)
 - Zinfandel** – 1,317 acres/533 hectares (3%)

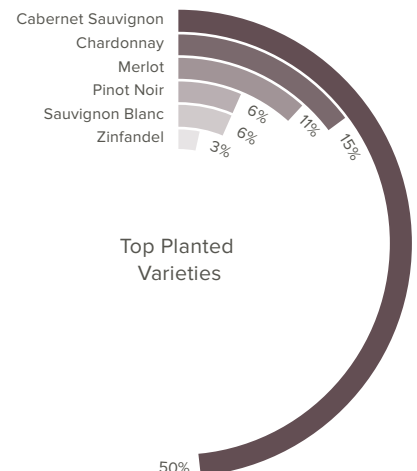


2%

Napa Valley has a Mediterranean climate which is found in just 2% of the world

16 AVAs

There are 16 approved AVAs within the Napa Valley AVA





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ENVIRONMENTAL LEADERSHIP

- The Napa Valley Agricultural Preserve, established in 1968, was the first of its kind in the United States to set land aside specifically for agriculture
- Today, nearly 90% of Napa County is under permanent or high levels of protection from development
- In 2015, the Napa Valley Vintners established the goal that all its eligible members will be in the Napa Green environmental certification program by the end of 2020
 - As of 2019, NVV is 70% of the way towards achieving this goal
- 40% of all sustainable winery certifications statewide
- More than 70 wineries are certified in the Napa Green Winery program

ECONOMIC IMPACT

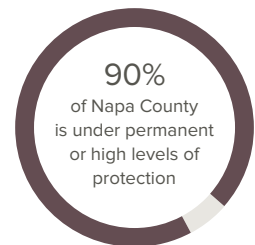
- The local wine industry and related businesses:
 - Provide an annual economic impact of more than \$9.4 billion locally and nearly \$34 billion in the U.S.
 - Create 44,000 jobs in Napa County and nearly 190,000 nationwide

WINERIES/GROWERS/NVV MEMBERS

- There are approximately 700 grape growers in Napa County
- There are approximately 475 physical wineries in Napa County producing more than 1,000 different wine brands
- 95% of Napa Valley's wineries are family owned
- The NVV has 540 winery members
 - Nearly 80% produce fewer than 10,000 cases annually

CHARITABLE GIVING

- The NVV has invested \$185 million in local health and children's education nonprofits since the 1981 inception of our annual community fundraiser, Auction Napa Valley



70%

70% of all eligible NVV members participate in Napa Green

\$34 Billion

Annual economic impact on the U.S. economy created by the Napa Valley wine industry



<10K

Nearly 80% of NVV members produce fewer than 10,000 cases of wine per year