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: 44,210 acres (17,891 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 2019 Napa County Crop Report):
  - More than 40 different wine grape varieties grow in Napa County
  - 21% of vineyard acreage is planted to white wine grapes and 79% to red wine grapes
  - Top varieties:
    - **Cabernet Sauvignon** – 24,354 acres/9,856 hectares (55%)
    - **Chardonnay** – 6,108 acres/2,472 hectares (14%)
    - **Merlot** – 4,213 acres/1,705 hectares (10%)
    - **Pinot Noir** – 2,856 acres/1,156 hectares (6%)
    - **Sauvignon Blanc** – 2,822 acres/1,142 hectares (6%)
    - **Zinfandel** – 1,255 acres/508 hectares (3%)

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

There are 16 approved AVAs within the Napa Valley AVA

Grape Variety Distribution

Cabernet Sauvignon 55%
Chardonnay 14%
Merlot 10%
Pinot Noir 6%
Sauvignon Blanc 6%
Zinfandel 3%
Top Planted Varieties

4% of California’s wine grapes come from Napa Valley

Learn more at napavintners.com
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THE NAPA VALLEY AMERICAN VITICULTURAL AREA /parenleft.caseAVA/parenright.case

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90% of Napa County is under permanent or high levels of protection

95% of all eligible NVV members participate in Napa Green

95% of all eligible NVV members are under permanent or high levels of protection

$34 Billion
Annual economic impact on the U.S. economy created by the Napa Valley wine industry

92% of Napa Valley’s wineries are family owned

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

As of December 2020, NVV is 95% of the way towards achieving this goal

Napa Valley wineries represent 40% of all sustainable winery certifications statewide

ENVIRONMENTAL LEADERSHIP

ECONOMIC IMPACT

WINERIES/GROWERS/NVV MEMBERS

CHARITABLE GIVING

The NVV has invested more than $200 million in local health and children’s education nonprofits since the 1981 inception of our annual community fundraiser, Auction Napa Valley

Learn more at napavintners.com
facebook.com/napavintners or @napavintners