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%)

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

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

16 AVAs

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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.
  - Vintners in Napa County widely embrace sustainability best-practices, with more than 95% of NVV members participating in voluntary certification programs.
- Programs such as Napa Green, provide wineries with a sustainability certification framework to reduce greenhouse gas emissions, implement progressive social equity policies and operate efficiently.
- Napa Valley wineries represent 40% of all sustainable winery certifications statewide.

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.
- 92% of Napa Valley’s wineries are family owned.
- The NVV has 546 winery members.
  - Nearly 80% produce fewer than 10,000 cases annually.

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
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90% of Napa County is under permanent or high levels of protection.
90% 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.
92% of Napa Valley’s wineries are family owned.
Nearly 80% of NVV members produce fewer than 10,000 cases of wine per year.