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 80ºF (27ºC) in the southern part of the valley and 95ºF (35ºC) in the northern part of the valley
  - Fog moderates summer overnight temperatures to an average of 53ºF (12ºC) 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 2018 Napa County Crop Report):
  - More than 34 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 – 24,045 acres/9,730 hectares (51%)
    - Chardonnay – 6,130 acres/2,480 hectares (13%)
    - Merlot – 4,294 acres/1,737 hectares (9%)
    - Sauvignon Blanc – 2,812 acres/1,138 hectares (6%)
    - Pinot Noir – 2,821 acres/1,141 hectares (6%)
    - Zinfandel – 1,293 acres/523 hectares (3%)

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

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

16 AVAs
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Top Planted Varieties

6% 9% 15%
Cabernet Sauvignon
Chardonnay
Merlot
Pinot Noir
Sauvignon Blanc
Zinfandel

51%

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ENVIROMENTAL 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.

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 550 winery members.
  - Nearly 80% produce fewer than 10,000 cases annually.

CHARITABLE GIVING

- The NVV has invested $195 million in local health and children’s education nonprofits since the 1981 inception of our annual community fundraiser, Auction Napa Valley.

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