



Napa Valley Fast Facts

The Napa Valley American Viticultural Area (AVA)

- Although the most renowned in the United States, the Napa Valley AVA is also one of the **smallest yet most diverse** winegrowing regions in the world:
 - Only **4%** of California's wine grapes come from Napa Valley.
 - Only **9%** of Napa County's 504,450 acres (204,000 hectares) are planted to grapes or about **45,000 acres** (18,200 hectares) under cultivation.
 - The Napa Valley has a dry **Mediterranean climate**, which covers **only 2%** of the Earth's surface, and is ideal for growing wine grapes.
 - Napa Valley contains **33 soil series** with more than **100 soil variations** and **half of the soil orders** that exist within the world can be found in the Napa Valley.
 - Vineyards range in elevations from **sea level to 2,600 feet** (800 meters) above sea level.
 - Its **varying topography** includes flat valley floor; low, sloping alluvial fans; narrow, linear valleys; steep mountain slopes and ridges; and high plateaus.
 - There are **16 approved AVAs** within the Napa Valley AVA.

Environmental Leadership

- According to the Greenbelt Alliance, nearly **90% of Napa County** is under permanent or high levels of protection from development.
- The Napa Valley Ag Preserve, established in 1968, was the **first of its kind** in the United States to set land aside specifically for agriculture and today protects roughly **32,000 acres** (15,400 hectares) of valley floor land.
- **65,000 acres** (26,300 hectares) are in permanent Conservation Easements or nearly **13%** of Napa County.
- More than **70,000 acres** (28,300 hectares) are in the **Napa Green Certified Land** program, the region's signature land use and environmental certification program; **45%** of all vineyard land has been certified.
- More than **7 million** cases of wine are produced at **Napa Green Certified Wineries**.
- **Nearly 50%** of eligible members of the Napa Valley Vintners are in the **Napa Green** program.

Economic Impact

- The local wine industry and related businesses:
 - Create an economic impact of more than **\$13 billion** annually to the Napa County economy and a **\$50 billion** economic impact on the U.S. economy.
 - Provide **\$1.2 billion** in state and local tax revenue.
 - Create **46,000 jobs** in Napa County and **303,000** 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.
- The NVV has more than **525** winery members; **79%** own Napa County vineyard land.
- Of the NVV's members, nearly **80%** produce fewer than 10,000 cases annually; and **64%** produce fewer than 5,000 cases annually.
- **95%** of Napa Valley's wineries are family owned.

Charitable Giving

- The Napa Valley Vintners has **invested \$170 million** in local nonprofits since the 1981 inception of our annual community fundraiser, Auction Napa Valley. To make the most meaningful difference, the NVV awards grants to organizations emphasizing prevention and early intervention in the areas of community health and children's education. Funds support the Napa County community from American Canyon to Calistoga.

Want to learn more about the Napa Valley AVA? [Visit napavintners.com](http://napavintners.com)