

Iowa Native Wine Production and Sales Report
Period Ending December 31, 2017
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Iowa's native wine industry experienced small changes in 2017, according to data reported by the wineries to the Iowa Alcoholic Beverages Division. The table below shows an overall 0.8 percent increase in ending inventories for the year, with 521,612 gallons in 99 wineries' December 2017 inventory. Sixteen wineries reported "0" for December 2017 inventory.

Table 1. Native Wine Ending Inventory by Winery Size

Native Wine Ending Inventory & Number of Wineries									
	Dec-15			Dec-16			Dec-17		
Winery Size in Gallons of Ending Inventory	# of Wineries	Ending Inventory by Winery Size	%	# of Wineries	Ending Inventory by Winery Size	%	# of Wineries	Ending Inventory by Winery Size	%
No Inventory	3	0	0.0%	5	0	0.0%	16	0	0.0%
1 to 5,000	73	110,728	23.6%	75	116,130	22.4%	72	110,569	21.2%
5,000 to 10,000	20	140,970	30.0%	17	129,029	24.9%	14	105,129	20.2%
Over 10,000	10	218,273	46.4%	12	272,437	52.6%	13	305,914	58.6%
Total	106	469,972	100.0%	109	517,597	100.0%	115	521,612	100.0%

Total wine production was 389,546 gallons in 2017, representing a 3.9 percent decrease in wine production since 2016. This followed a 20.2 percent increase from the 2015 to 2016 production years. Of Iowa's 115 registered wineries, twenty produced no wine during 2017. Wine sold at the wineries represented 44.6 percent of sales, while the remaining 55.4 percent were sold at wholesale.

Table 2. Native Wine Production and Sales

Native Wine Production and Sales for Year Ending (Gallons)						
	Dec-15		Dec-16		Dec.-17	
Production	334,897		405,317		389,546	
Sales at Retail	125,411	44.0%	132,731	42.7%	131,379	44.6%
Sold to an Iowa Licensed Wholesaler	0	0.0%	0	0.0%	446	0.2%
Sold At Wholesale	159,437	56.0%	178,073	57.3%	162,649	55.2%
Total Sales	284,848	100.0%	310,804	100.0%	294,474	100.0%

Wine taxes paid to the State of Iowa totaled \$285,416, representing an 8.4 percent decrease compared with 2016 wine tax figures. Since 2004, Iowa native wineries have paid just over \$2.7 million in wine tax.

Table 3. Iowa Wine Tax

Iowa Tax Paid on Native Wine Sold Outside of the Winery			
Year Ending	Dec-15	Dec-16	Dec-17
Gallons of Wine Sold to Retail Stores Outside of the Winery	159,437	178,073	162,649
Gallons of Wine Sold to Licensed Wholesalers	0	0	446
Total Wine Sold Subject to Iowa Wine Tax	159,437	178,073	163,095
Wine Taxes Paid to the State @ \$1.75/gallon	\$279,015	\$311,627	\$285,416

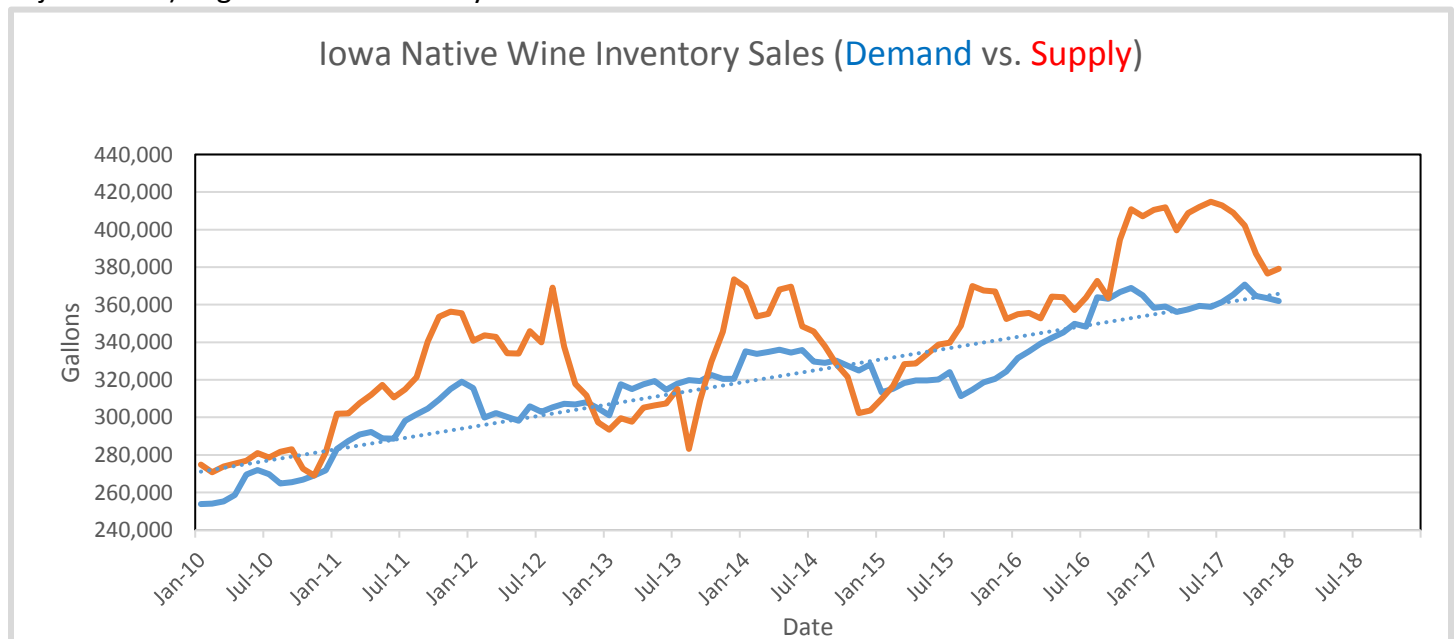
Iowa Wine Consumption

Iowa’s wholesale purchases of all types of wine totaled 4,793,278 gallons in 2017, according to the Iowa Alcoholic Beverages Division 2017 Annual Report. These wines will be resold in various retail establishments. Iowa’s wineries reported wholesale sales of 163,095 gallons of native Iowa wines to retail outlets and other licensed wholesalers in 2017, in addition to the 131,379 gallons of native Iowa wines sold directly to consumers at the wineries. Total sales of Iowa wines were 294,474 gallons, representing a 6 percent share of Iowa’s wine market.

Iowa’s 2017 population is 3,145,711, with an estimated 2,249,673 persons of legal drinking age (71.5% of total population). Using these estimates, Iowans of legal drinking age consumed 2.13 gallons of wine per person in 2017, whereas per capita wine consumption would be 1.53 gallons if using Iowa’s entire population. US per capita consumption of wine is 2.94 gallons, according to the latest (2016) statistics gathered by The Wine Institute and based on US Census data counting all US residents, not just those of legal drinking age.

Iowa Native Wine Demand vs. Supply

The chart below illustrates the relationship of supply (production) and demand (sales including inventory adjustments) in gallons from January 2010 to December 2017.



Winery Size Rankings by Ending Inventory, Production, Sales, and Sample Percentage

Table 4. lists Iowa wineries by 2017 ending inventory (largest to smallest, by “Group”) and also shows the rank for each winery for production, sales, and sample percentage. Winery owners can identify their winery by knowing their ending inventory for 2017.

Table 4. Winery Size Rankings by Ending Inventory, Production, Sales, and Sample Percentage

Percentage of Samples to Wine Sold		Production		Sales		Ending Inventory		Group
Percentage	Rank	Gallons	Rank	Gallons	Rank	Gallons	Rank	
5.8	62	52203	1	35100	1	85548	1	4
6.2	55	33807	3	29477	2	29127	2	4
15.4	17	6425	15	1991	35	24600	3	4
6.3	54	14957	7	12735	7	24351	4	4
6.4	53	23557	4	17822	4	23608	5	4
5.3	65	10750	9	6082	11	21595	6	4
1.1	86	17651	5	15762	6	16960	7	4
12.6	25	5523	20	4440	16	16355	8	4
5.4	63	5795	19	1539	37	15801	9	4
0.5	91	16151	6	16134	5	13983	10	4
0	93	6547	14	4729	14	12540	11	4
0.3	92	36407	2	19171	3	11220	12	4
7.2	50	8563	10	3215	21	10227	13	4
9.4	39	2547	31	2044	34	9221	14	3
2.2	83	2724	29	3094	23	8859	15	3
4.2	69	14475	8	12448	8	8830	16	3
11.2	31	6239	16	4365	17	8796	17	3
0	94	5812	18	3531	19	8527	18	3
0	95	2095	41	2420	28	8498	19	3
17.1	15	358	75	918	54	8002	20	3
13.5	21	2386	34	1199	44	7921	21	3
6.5	51	3532	25	3203	22	7373	22	3
3.2	78	7511	13	6334	10	6729	23	3
6.2	56	1870	42	1472	39	6544	24	3
17.2	14	2365	35	653	61	5443	25	3
12.5	27	2545	32	1378	41	5364	26	3
9.8	36	3790	24	2775	25	5021	27	3
12.5	28	3450	26	2129	32	4887	28	2
26.6	5	300	77	404	69	4871	29	2
8.6	44	8310	11	7443	9	4527	30	2
0	96	3016	28	2078	33	4475	31	2
0.8	88	2590	30	5703	12	4297	32	2
3.2	79	515	68	968	52	4229	33	2
6.1	58	2100	40	2354	30	4028	34	2
6	59	2360	36	1242	43	3959	35	2
3.6	74	225	85	646	62	3886	36	2

13.4	22	4072	23	2566	27	3649	37	2
11.6	30	1782	43	1115	47	3628	38	2
2.9	81	600	65	767	56	3598	39	2
3.8	71	860	57	1154	45	3129	40	2
0	97	0	96	217	76	2774	41	2
3	80	3208	27	2419	29	2661	42	2
6	60	2235	37	2716	26	2651	43	2
34.2	2	700	62	140	88	2566	44	2
0	98	0	97	0	100	2484	45	2
2.7	82	7905	12	4507	15	2392	46	2
9.8	37	290	80	109	89	2376	47	2
0	99	4500	21	3904	18	2279	48	2
5.3	66	1717	44	1027	49	1961	49	2
9.6	38	1040	53	767	57	1855	50	2
3.3	76	345	76	811	55	1823	51	2
7.3	49	247	83	361	71	1743	52	2
0	100	0	98	34	99	1708	53	2
9.2	41	1463	47	987	51	1590	54	2
30.7	3	64	91	105	90	1589	55	2
3.3	77	118	87	516	67	1255	56	2
3.8	72	502	70	314	73	1233	57	2
24.2	7	506	69	189	83	1220	58	2
14.9	18	1192	51	619	64	1178	59	2
0	101	772	59	0	101	1155	60	2
6	61	981	54	1025	50	1071	61	2
3.7	73	832	58	674	58	1031	62	2
21.2	9	1069	52	645	63	1015	63	2
10.7	33	741	61	390	70	993	64	2
7.5	48	427	73	570	65	946	65	2
18.4	12	497	71	225	75	934	66	2
8.8	42	2158	38	1040	48	912	67	2
8.3	45	1406	48	954	53	791	68	2
14.9	19	748	60	329	72	740	69	2
0	102	0	99	0	102	705	70	2
11.7	29	529	67	200	79	687	71	2
0	103	674	63	0	103	674	72	2
8.1	46	919	55	197	81	666	73	2
17	16	1602	45	1467	40	598	74	2
4	70	487	72	199	80	586	75	2
4.9	68	1200	50	1284	42	530	76	2
10.9	32	300	78	183	85	511	77	2
6.2	57	876	56	548	66	494	78	2
1.4	84	50	93	209	78	464	79	2
8.8	43	4099	22	3390	20	460	80	2
5.2	67	1214	49	1127	46	414	81	2
18.5	11	18	94	97	92	401	82	2

6.5	52	5930	17	5493	13	397	83	2
7.7	47	629	64	669	59	390	84	2
1	87	2480	33	2150	31	375	85	2
22	8	414	74	215	77	352	86	2
1.2	85	2139	39	1701	36	352	87	2
12.6	26	245	84	166	87	272	88	2
9.9	35	83	88	60	94	251	89	2
13	23	561	66	498	68	244	90	2
19.1	10	148	86	96	93	208	91	2
0	104	0	100	0	104	115	92	2
12.9	24	52	92	45	96	66	93	2
5.4	64	1464	46	1529	38	61	94	2
9.4	40	75	89	104	91	59	95	2
14.8	20	286	81	187	84	57	96	2
25.2	6	0	101	657	60	54	97	2
38.8	1	290	79	172	86	26	98	2
3.6	75	70	90	55	95	13	99	2
0	105	0	102	0	105	0	100	1
0.8	89	0	103	3042	24	0	101	1
0.8	90	282	82	266	74	0	102	1
10.4	34	0	104	193	82	0	103	1
0	106	0	105	0	106	0	104	1
0	107	0	106	0	107	0	105	1
30.4	4	0	107	40	97	0	106	1
0	108	0	108	0	108	0	107	1
18.4	13	0	109	38	98	0	108	1
0	109	0	110	0	109	0	109	1
0	110	4	95	0	110	0	110	1
0	111	0	111	0	111	0	111	1
0	112	0	112	0	112	0	112	1
0	113	0	113	0	113	0	113	1
0	114	0	114	0	114	0	114	1
0	115	0	115	0	115	0	115	1
Average %	Total (gallons)	389,546		294,474		521,612		
7.9								
	Average (gallons)	3387		2561		4536		
5.6	Average Group 4	18,334		12,938		23,532		
8.1	Average Group 3	4,161		3,274		7,509		
9.1	Average Group 2	1,746		1,419		2,429		
3.8	Average Group 1	18		224		0		