

TEXAS DEPARTMENT OF AGRICULTURE

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\$1.35 Billion Economic Impact Uncorked for Texas Wine Month

AUSTIN – As Texas prepares for a monthlong celebration of its winemakers and grape growers, the Texas Department of Agriculture salutes the industry’s unprecedented production and revenue growth. Texas wine’s total economic impact jumped to \$1.35 billion in 2007, according to a study conducted by MKF Research and jointly funded by the Texas Wine & Grape Growers Association and Texas Tech University. The figure represents an increase of 35 percent since 2005.

“These numbers are great news for the wine and grape-growing industry, and they come just in time for Texas Wine Month,” Commissioner Todd Staples said. “The industry continues to expand its markets, create new jobs and increase production. That’s a result of greater exposure through events such as Texas Wine Month, which provides consumers an opportunity to experience the excellent quality of our wines.”

Texas Wine Month is celebrated each October as the harvest concludes at most Texas vineyards. The month has developed into a statewide wine promotion that includes sales incentives, winery tours, wine festivals, in-store tastings, restaurant pairings and other activities in communities across the Lone Star State.

“Texas is the fifth-largest wine-producing state in the nation, and the industry creates substantial revenues,” said Bobby Champion Jr., TDA’s state coordinator for wine marketing. “We’re excited about the awards and acclaim earned by our winemakers, but we’re just as enthusiastic about rural job growth and wine-related agri-tourism. Texas is making great strides in all areas.”

Like a late-harvest viognier, the numbers are refreshing. According to the study, the Lone Star State has 43 percent more wineries today than it did three years ago, jumping from 113 to 162. Tourism dollars related to the wine industry have increased by 34 percent, and tax revenue collected by the state is up a whopping 62 percent.

“Texas is very well suited to producing premium wines,” Commissioner Staples said. “Our soil, our climate and our long growing season put us in an enviable position for grape production and an exciting future. Texas Wine Month is the time of year when we bring all these elements together and present them to the public. It’s both fun and highly educational.”

TDA posts Texas Wine Month events online at www.gotexanwine.org <<http://www.gotexanwine.org/>>. The site also includes a complete listing of Texas wineries. To find out about Texas Wine Month activities in your area, contact a local winery or call TDA at (866) 4TX-WINE.

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