Murray Valley Winegrowers

Murray Darling and Swan Hill

Wine Grape Crush Report

2025 Vintage

Murray Valley Winegrape Industry Development Committee

iDC

July 2025

Wine Australia

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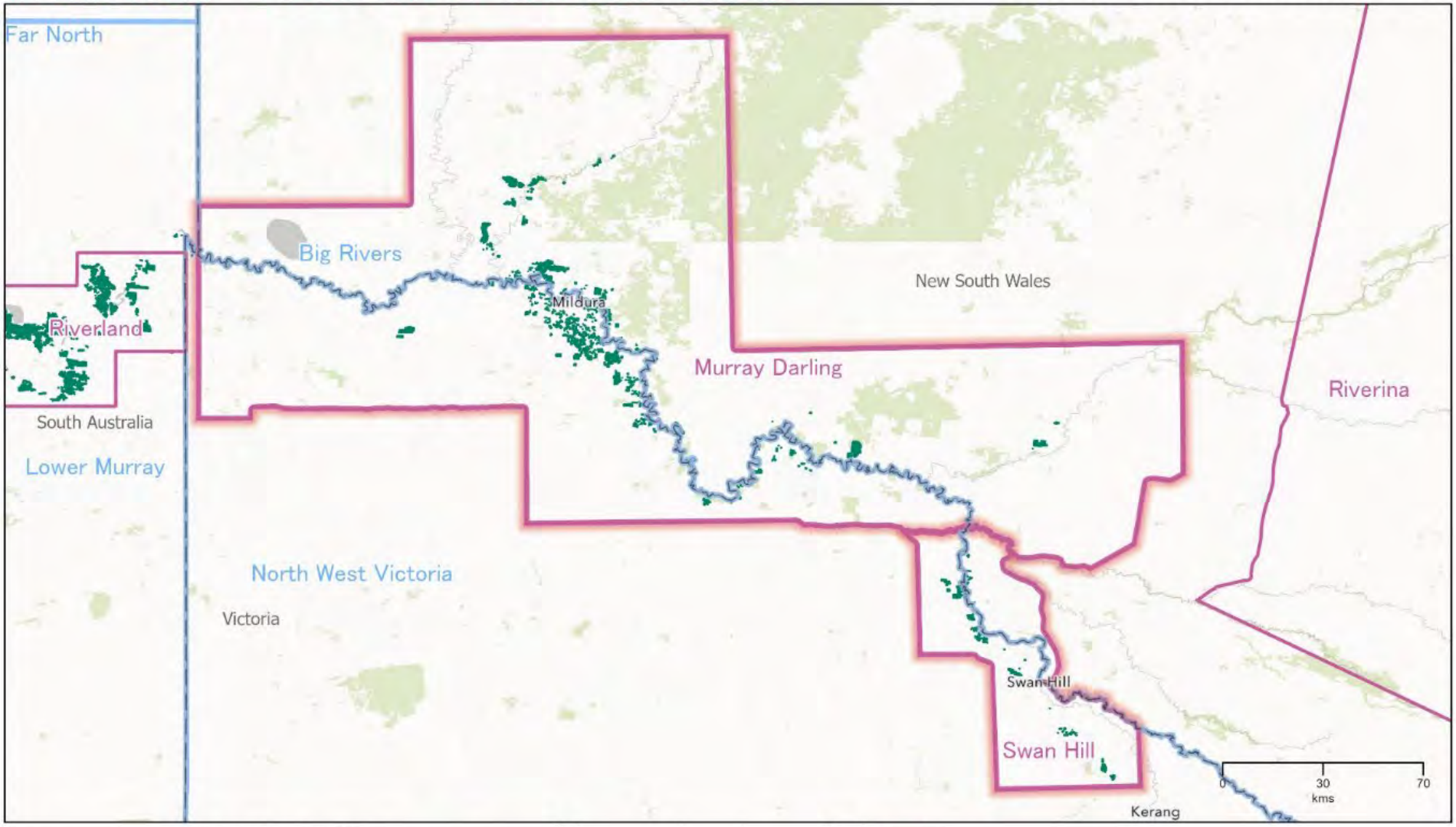
MURRAY DARLING-SWAN HILL

Victoria-New South Wales



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Map produced by Locatable Solutions Pty Ltd, June 2020

GI Regions
GI Zones
Vineyards (GAIA 2019)

This map provides a visual representation of the Geographical Indication (GI) boundary defined in the textual description for this GI. The textual description is the legal definition of the GI and in case of any discrepancy or ambiguity, the textual description prevails.

Wine Australia for Australian Wine

GAIA agricultural intelligence

Summary data and yearly trends

Section 1

Season report – vintage 2025

Vintage 2025 has been one of mixed emotions for many winegrowers in the Murray Valley region. Perhaps happy that most have grown their crop with minimal weather and disease pressures, but unhappy that red grape prices remain well below the cost of production, and many yearning for a more viable industry.

Before the commencement of the growing season, the industry message was that growers should not expect any meaningful improvement for red varieties in 2025. With increased costs at vineyard level and cost-of-living pressures, growers should have carefully considered their options before committing to producing reds in anticipation of 2025.

Conversely, demand and pricing for white varieties were expected to remain relatively stable.

Through the growing season, there were few weather events of note, and only a couple of disease alerts were issued through the GrapeWatch/GrowCare platform – this is in stark contrast to the calamities of recent years.

Unfortunately, there were pockets of frost damage around the region, whilst this has not had a major effect on regional production it is devastating for those that have been affected – the situation is similar for variable spasms of storm and hail damage.

The Murray Valley region fared much better than our two other inland counterparts – the Riverina being smashed by both frost and severe storms, whilst the Riverland incurred significant frost damage.

With the improved weather conditions came a drier year and the necessity to resort to more normal irrigation schedules, thankfully water costs were manageable, although massive increases in pumping expenses added to the continued drain on growers' financial reserves.

The misfortune of both the Riverina and Riverland may have influenced some of the improved conditions in the market locally; there was a turn of demand for some reds and a generally more positive outlook for most varietal values, evidenced by the number of wineries seeking fruit in 2025 compared to recent years.

Generally, the improved demand translated into improved prices but unfortunately, red prices were still below the cost of production, challenging growers' resilience to remain in the industry.

Approximately 25,000 tonnes of fruit was listed on the V2025 MVW Grapes for Sale Register (51% Whites, 49% Reds), compared to 27,000t (52% Whites, 48% Reds) in 2024. Most of the listed fruit was sold, with roughly 1,000t unsold at the end of harvest and around 750t removed due to unsatisfactory pricing and/or shrivel, quality issues.

The start of vintage on the 6th of January saw the industry in the full swing of harvest much earlier than is traditionally experienced in the region and with long and hot dry spells both growers and winery operations were tested. The usual vintage compression issues presented challenges for wineries that were trying to manage both red and white intake simultaneously.

Of note, approximately 25,000t of fruit was diverted to non-wine products at low pricing but short payment terms.

Winemakers have indicated that while 2025 was challenging in terms of quickness (7-8 weeks instead of the normal 10 weeks), the high quality of the fruit will see some exceptional wines produced this year in the Murray Valley.

Of note, standout whites include Pinot Gris, Sauvignon Blanc, and Chardonnay, all presenting bright and fresh wines, exhibiting excellent varietal characteristics. Of the Reds, both Shiraz and Cabernet Sauvignon were the pick of the crop, with Cabernet, in particular, showing superb colour.

Vintage statistics 2025

The total wine grape harvest from the Murray Darling and Swan Hill (MD-SH) regions in 2025 was 329,621 tonnes, an increase of 17 per cent compared with 2024 and 5 per cent above the 5-year average of 313,294 tonnes. Despite this, it was the fourth-smallest reported crush for at least 10 years.

Nationally, the 2025 vintage was 1.57 million tonnes, 8 per cent below the 10-year average of 1.71 million tonnes but 11 per cent higher than the 2024 crush of 1.41 million tonnes.

Murray Darling and Swan Hill together accounted for 23 per cent of the national reported crush; 30 per cent of the white crush and 16 per cent of the red crush.

Purchased grapes accounted for 66 per cent of the crush from MD-SH in 2025, 8 per cent higher than in 2024. The crush of winery-owned fruit in MD-SH decreased by 5 per cent compared with the 2024 crush, while the crush of grapes purchased from independent growers increased by 32 per cent.

The crush of red grapes was up by 23 per cent overall, while the white crush increased by 13 per cent, causing the white share of the total crush to decrease from 66 per cent in 2024 to 62 per cent.

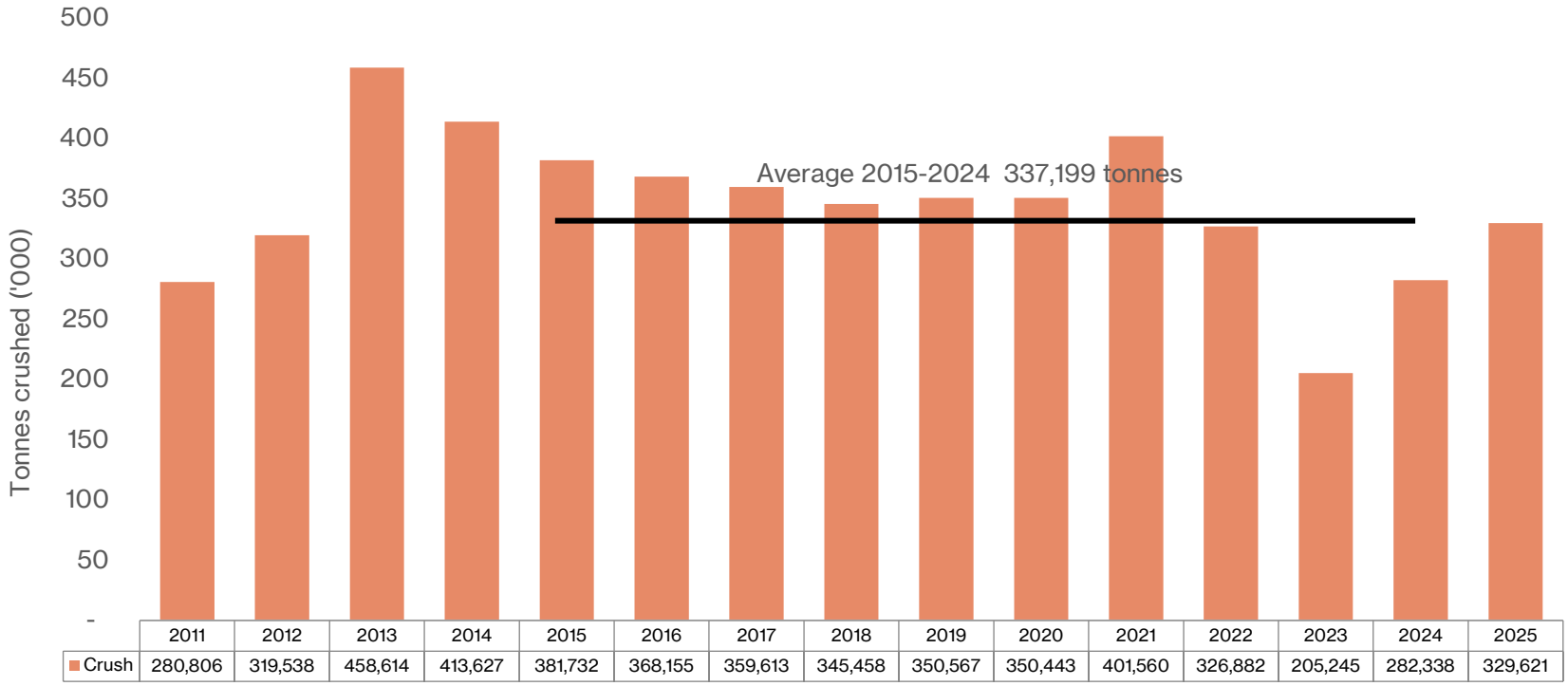
This is still significantly higher than the average share of whites nationally, which was 47 per cent in 2025.

Chardonnay, the largest variety, with a crush of 80,068 tonnes, had a decrease of 3 per cent year-on-year. Of the top 10 varieties, besides Chardonnay, Merlot (down 1 per cent) and Colombard (down 18 per cent) were the only varieties that declined, while the largest increases were for Cabernet Sauvignon (up 58 per cent), Prosecco (up 59 per cent) and Sauvignon Blanc (up 47 per cent). Prosecco climbed two places to 9th place, replacing Semillon in the top 10 largest varieties, just ahead of Pinot Noir.

The overall average purchase value for the Murray Darling and Swan Hill regions was virtually the same at $397 per tonne compared to $395 per tonne last year. A decline in reds (down by 10 per cent) was offset by an increase in whites (up by 7 per cent). Of the top 10 varieties, the largest increase in average value was in Chardonnay (up by 9 per cent). On the other hand, the largest decreases were of red varieties: Shiraz (down 9 per cent) and Pinot Noir (down 8 per cent). The average value for whites was also $122 per tonne higher than for reds.

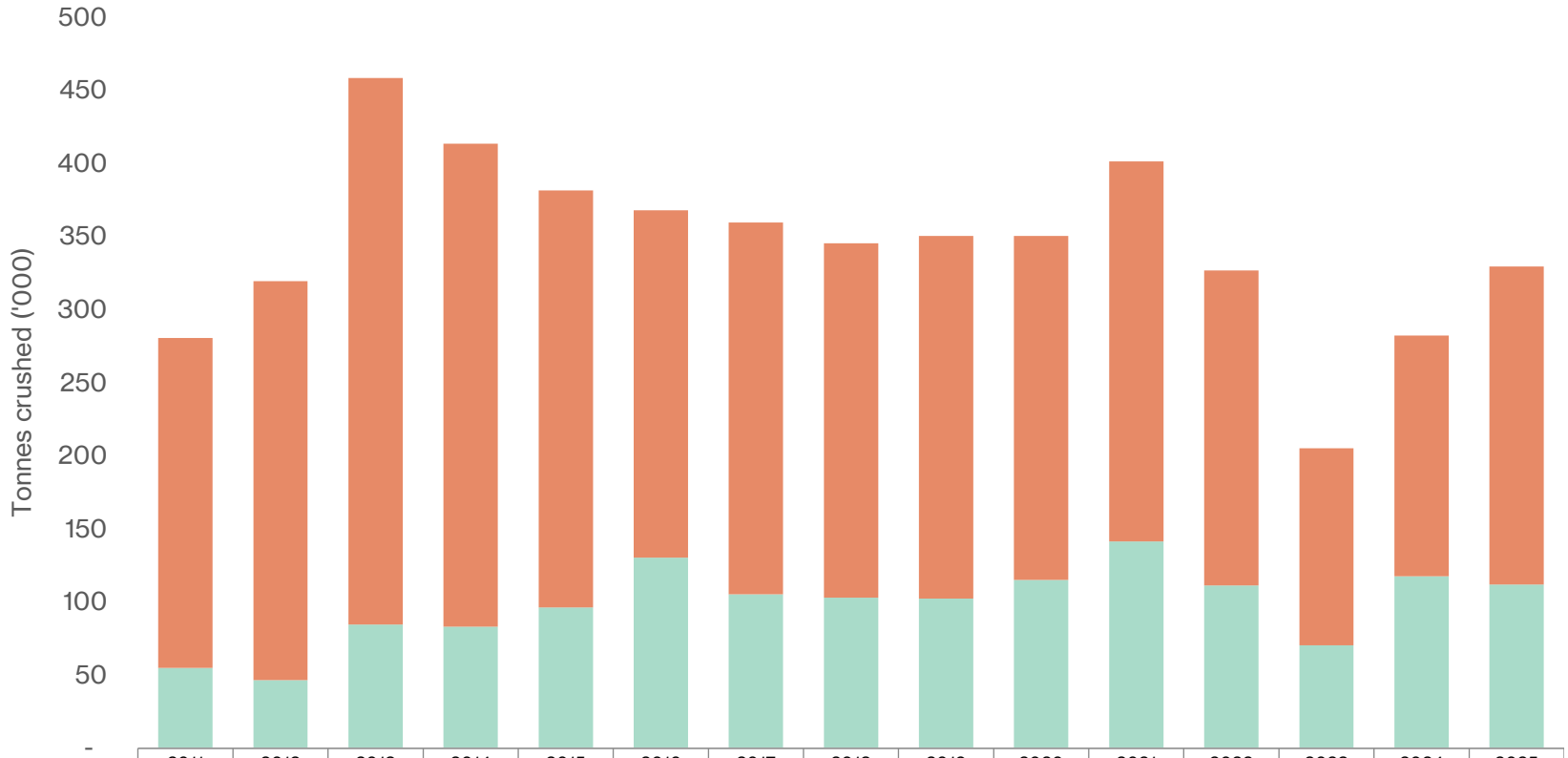
The value of the crush from Murray Darling and Swan Hill increased by $21.8 million (20 per cent) from $111 million in 2024 to $134 million in 2025. This was driven by increased tonnage from both reds and whites, but partly offset by the decrease in average value for reds. The value of purchased grapes increased by 33 per cent (just over $21 million) from $65.1 million to $86.7 million.

Crush from the Murray Darling and Swan Hill regions 2011-2025



	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Crush	280,806	319,538	458,614	413,627	381,732	368,155	359,613	345,458	350,567	350,443	401,560	326,882	205,245	282,338	329,621

Historical trends in production – winery grown vs purchased fruit 2011-2025



	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Purchased	225,806	272,781	373,900	330,387	285,402	237,714	254,160	242,276	248,144	235,221	260,065	215,423	134,769	164,710	217,490
Winery Grown	55,000	46,757	84,714	83,240	96,330	130,441	105,454	103,183	102,424	115,221	141,495	111,459	70,476	117,628	112,132

Vintage summary 2025 vs 2024

2025 Vintage	Total Winery Grown Tonnes	Total Purchased Tonnes	Total Crushed Tonnes	Total value of Purchased Fruit	Total Value of Crush	Colour Percentage of Total Value	Colour Percentage of Total Crush	Tonnes purchased as a % of total	Value purchased as % of Total value
Red	43,868	82,147	126,015	26,506,193	41,681,348	31%	38%	65%	64%
White	68,264	135,342	203,606	59,908,478	92,203,035	69%	62%	66%	65%
Total crush	112,132	217,490	329,621	86,414,671	133,884,384	100%	100%	66%	65%

2024 Vintage	Total Winery Grown Tonnes	Total Purchased Tonnes	Total Crushed Tonnes	Total value of Purchased Fruit	Total Value of Crush	Colour Percentage of Total Value	Colour Percentage of Total Crush	Tonnes purchased as a % of total	Value purchased as % of Total value
Red	52,617	49,756	102,373	17,745,272	35,782,905	32%	36%	49%	50%
White	65,011	114,954	179,965	47,375,444	75,248,157	68%	64%	64%	63%
Total crush	117,628	164,710	282,338	65,120,715	111,031,063	100%	100%	58%	59%

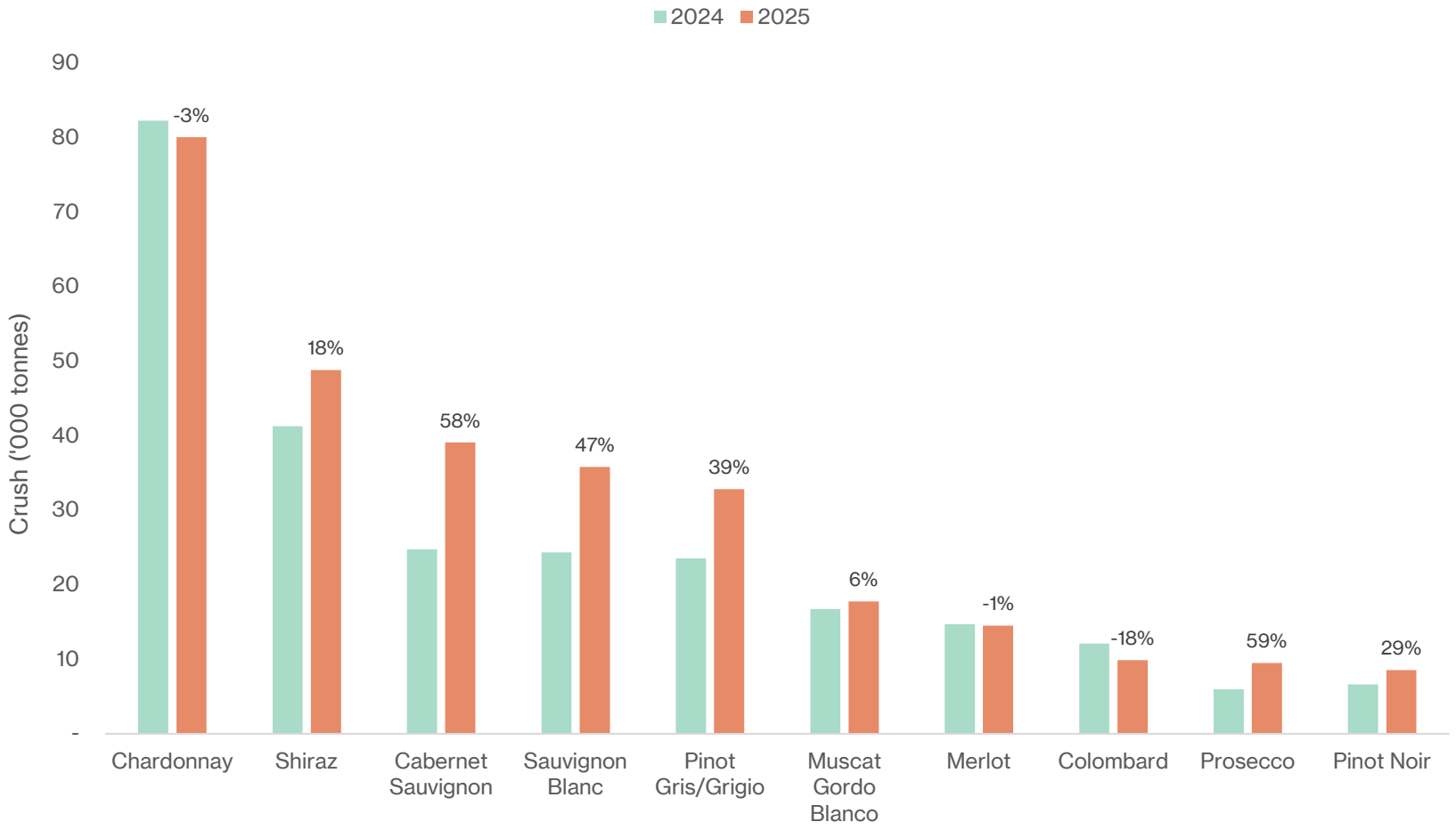
Vintage summary 2025 by component states within the Murray Darling and Swan Hill GI regions

2025 Vintage Murray Darling - Swan Hill NSW									
	Total Winery Grown Tonnes	Total Purchased Tonnes	Total Crushed Tonnes	Total value of Purchased Fruit	Total Value of Crush	Colour Percentage of Total Value	Colour Percentage of Total Crush	Tonnes purchased as a % of total	Value purchased as % of Total value
Red	13,689	25,193	38,882	7,839,616	13,139,463	21%	28%	65%	60%
White	52,045	49,533	101,578	23,363,824	48,053,227	79%	72%	49%	49%
Total crush	65,735	74,725	140,460	31,203,441	61,192,690	100%	100%	53%	51%

2025 Vintage Murray Darling - Swan Hill Vic									
	Total Winery Grown Tonnes	Total Purchased Tonnes	Total Crushed Tonnes	Total value of Purchased Fruit	Total Value of Crush	Colour Percentage of Total Value	Colour Percentage of Total Crush	Tonnes purchased as a % of total	Value purchased as % of Total value
Red	30,179	56,955	87,133	18,666,577	28,541,886	39%	46%	65%	65%
White	16,218	85,810	102,028	36,544,654	44,149,808	61%	54%	84%	83%
Total crush	46,397	142,764	189,161	55,211,231	72,691,694	100%	100%	75%	76%

2025 Vintage Murray Darling - Swan Hill by state									
	Total Winery Grown Tonnes	Total Purchased Tonnes	Total Crushed Tonnes	Total value of Purchased Fruit	Total Value of Crush	Average value	State Percentage of Total Crush	Tonnes purchased as a % of total	Value purchased as % of Total value
NSW	65,735	74,725	140,460	31,203,441	61,192,690	418	43%	53%	51%
Vic	46,397	142,764	189,161	55,211,231	72,691,694	386	57%	75%	76%
Total crush	112,132	217,490	329,621	86,414,671	133,884,384	397	100%	66%	65%

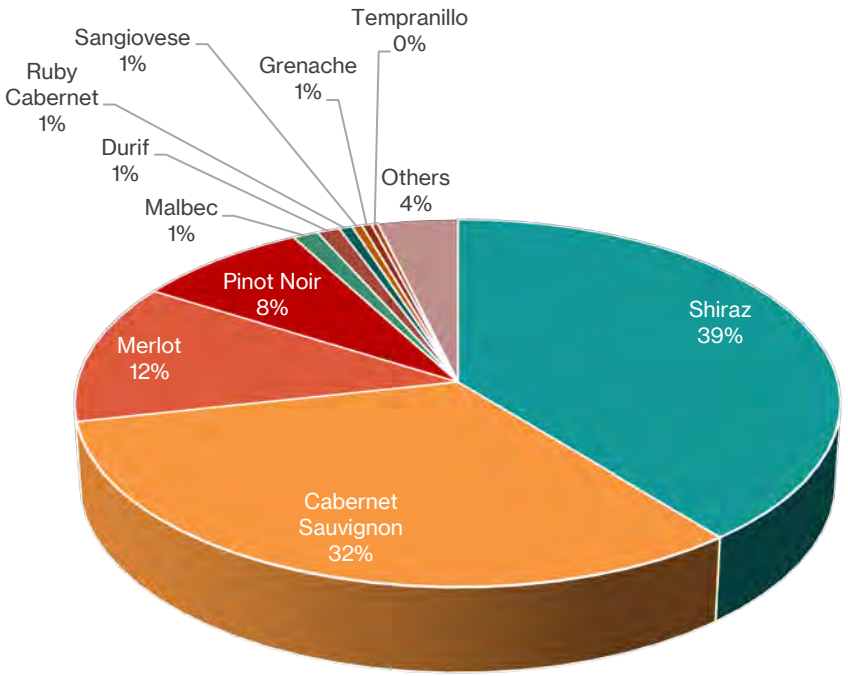
Vintage summary top 10 varieties – 2025 vs 2024



Total purchased tonnes 2025 – major red varieties

Reds (top 10 major varieties)	Purchased (tonnes)
Shiraz	32,206
Cabernet Sauvignon	26,583
Merlot	10,157
Pinot Noir	6,727
Malbec	989
Durif	882
Ruby Cabernet	505
Sangiovese	393
Grenache	369
Tempranillo	248
Others	3,087
Total red	**82,147**

Other reds detail	Purchased (tonnes)
Lambrusco Maestri	1,974
Muscat à Petits Grains Rouges	233
Petit Verdot	203
Montepulciano	36
Nero d'Avola	30
Graciano	20
Nebbiolo	1
Other varieties	590

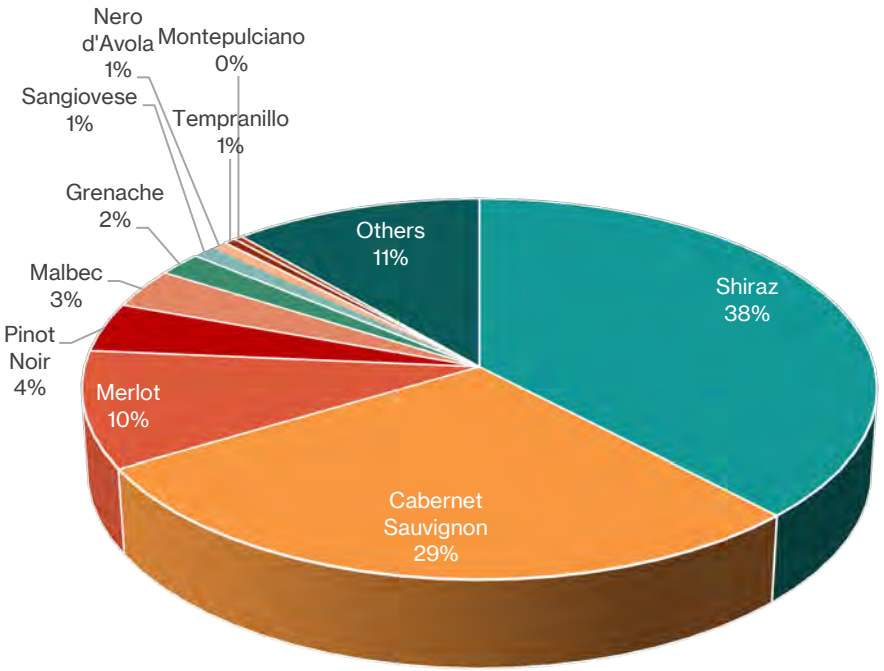


Note: other varieties reported by fewer than three different wineries are not identified

Total winery-grown tonnes 2025 – major red varieties

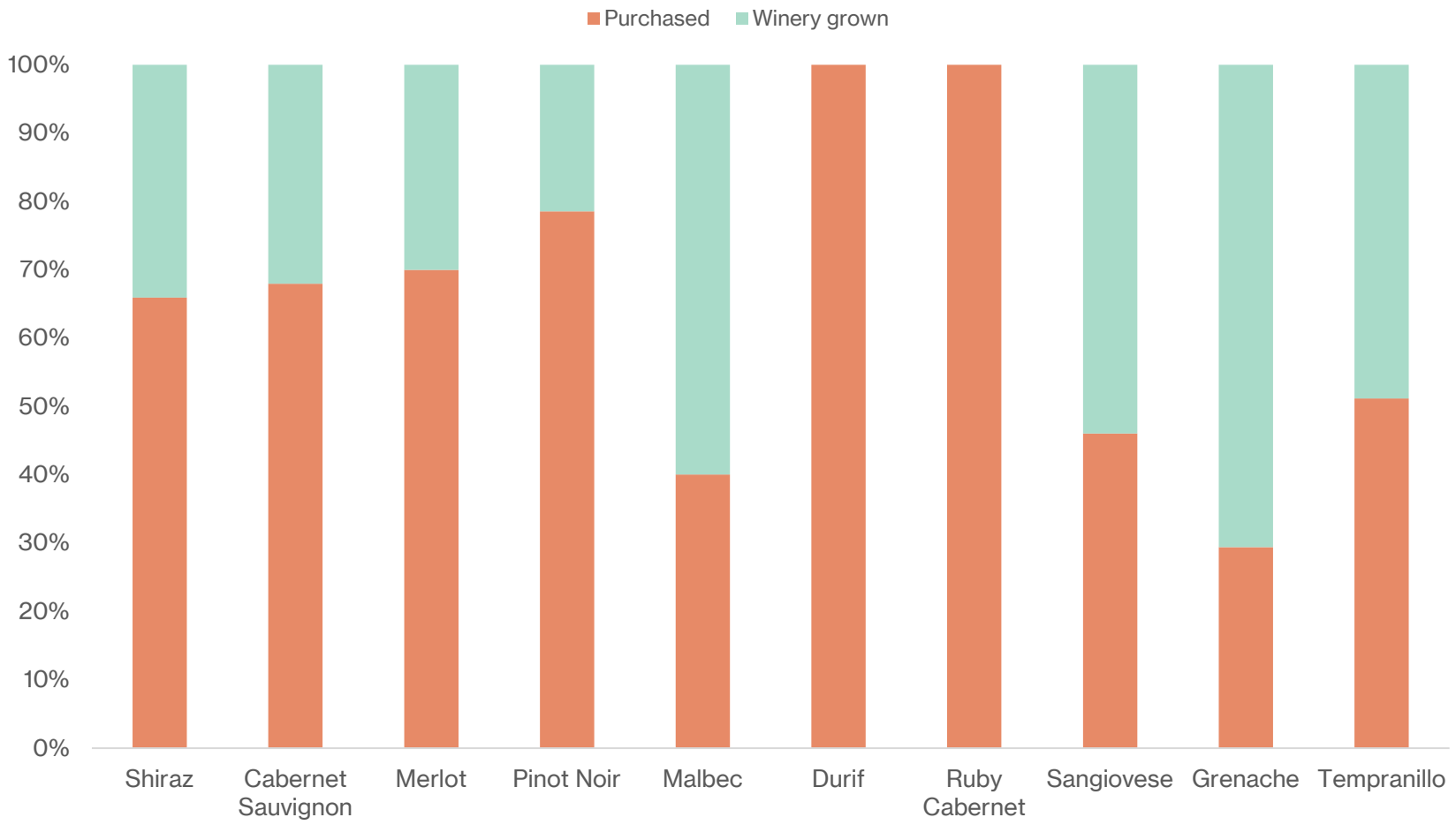
Reds (top 10 major varieties)	Winery grown (tonnes)
Shiraz	16,623
Cabernet Sauvignon	12,526
Merlot	4,356
Pinot Noir	1,835
Malbec	1,481
Grenache	884
Sangiovese	461
Nero d'Avola	309
Tempranillo	237
Montepulciano	170
Others	4,986
Total red	**43,868**

Other reds detail	Winery grown (tonnes)
Rubired	2,487
Petit Verdot	144
Mataro/Mourvedre	98
Nebbiolo	25
Other varieties	2,231



Note: other varieties reported by fewer than three different wineries are not identified

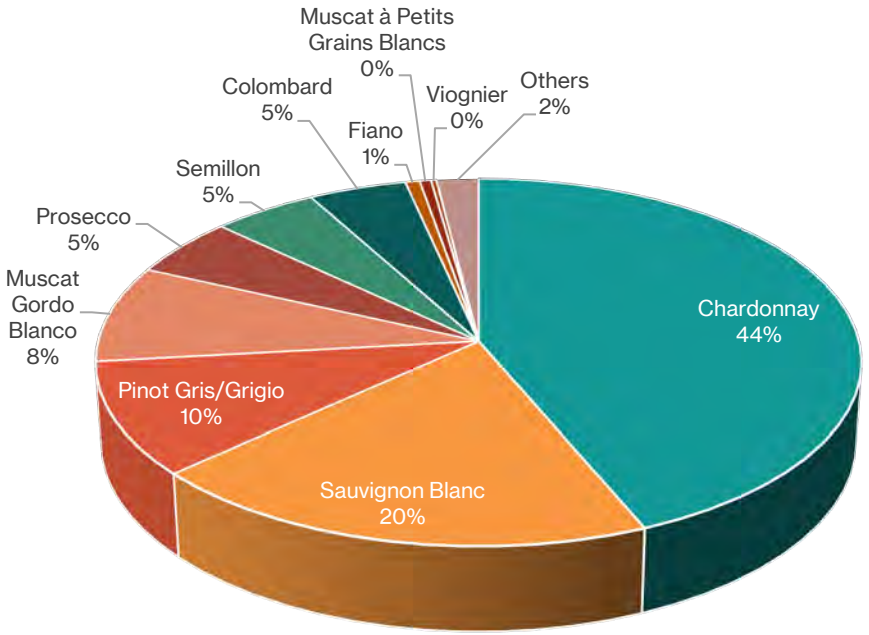
Share of purchased vs winery-grown tonnes 2025 – major red varieties



Total purchased tonnes 2025 – major white varieties

Whites (top 10 major varieties)	Purchased (tonnes)
Chardonnay	59,037
Sauvignon Blanc	26,555
Pinot Gris/Grigio	13,530
Muscat Gordo Blanco	12,145
Semillon	6,728
Prosecco	7,030
Colombard	6,231
Fiano	909
Muscat à Petits Grains Blancs	729
Viognier	334
Others	2,687
Total white	**135,342**

Other whites detail	Purchased (tonnes)
Moscato Giallo	1,610
Vermentino	296
Riesling	194
Gewürztraminer	146
Chenin Blanc	53
Other varieties	387

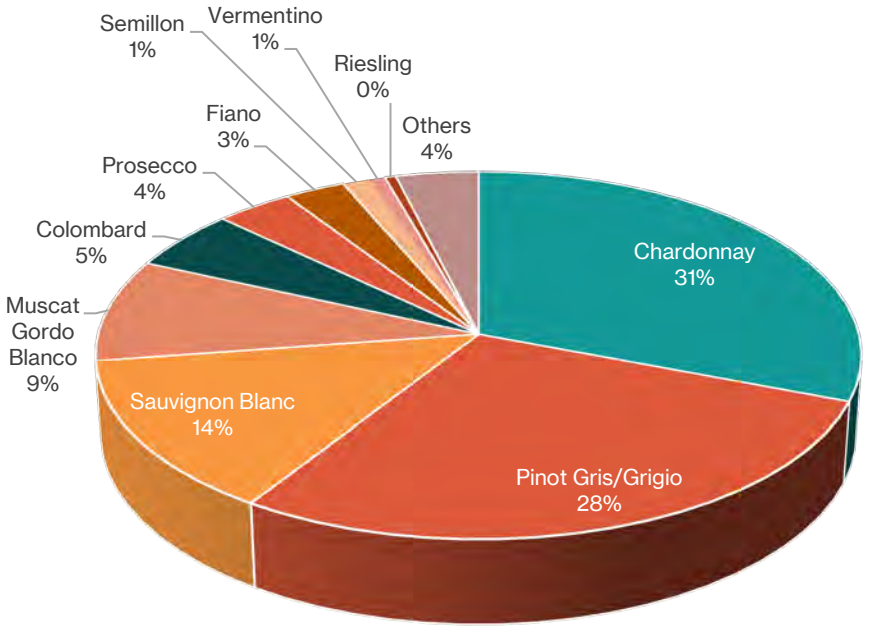


Note: other varieties reported by fewer than three different wineries are n

Total winery-grown tonnes 2025 – major white varieties

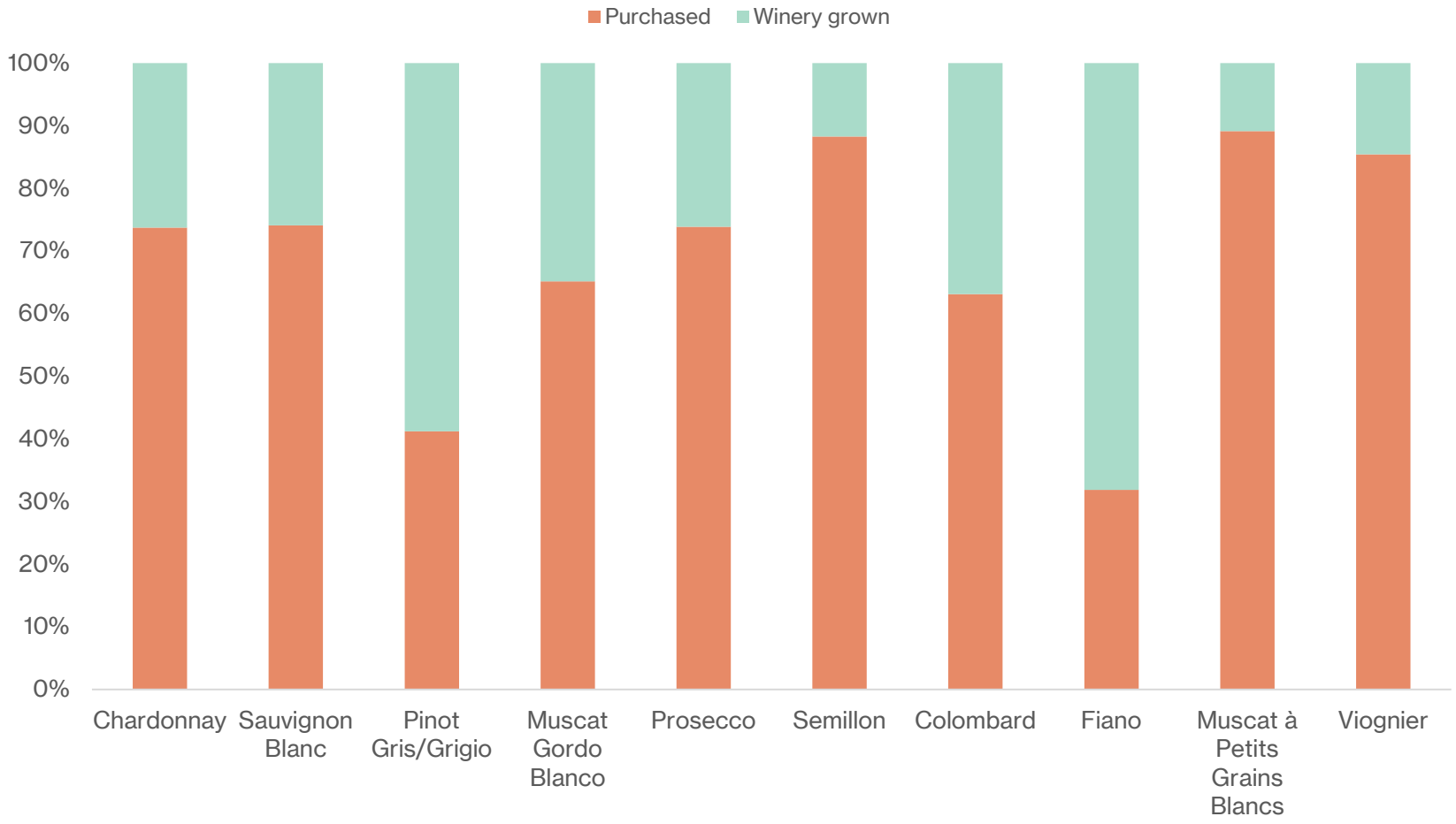
Whites (top 10 major varieties)	Winery grown (tonnes)
Chardonnay	21,031
Pinot Gris/Grigio	19,309
Sauvignon Blanc	9,274
Muscat Gordo Blanco	6,183
Colombard	3,639
Prosecco	2,485
Fiano	1,944
Semillon	892
Vermentino	496
Riesling	355
Others	2,654
Total white	**68,264**

Other whites detail	Winery grown (tonnes)
Verdelho	342
Canada Muscat	92
Muscat à Petits Grains Blancs	89
Viognier	57
Other varieties	2,074



Note: other varieties reported by fewer than three different wineries are n

Share of purchased vs winery-grown tonnes 2025 – major white varieties



Wine grape value and tonnage data 2025

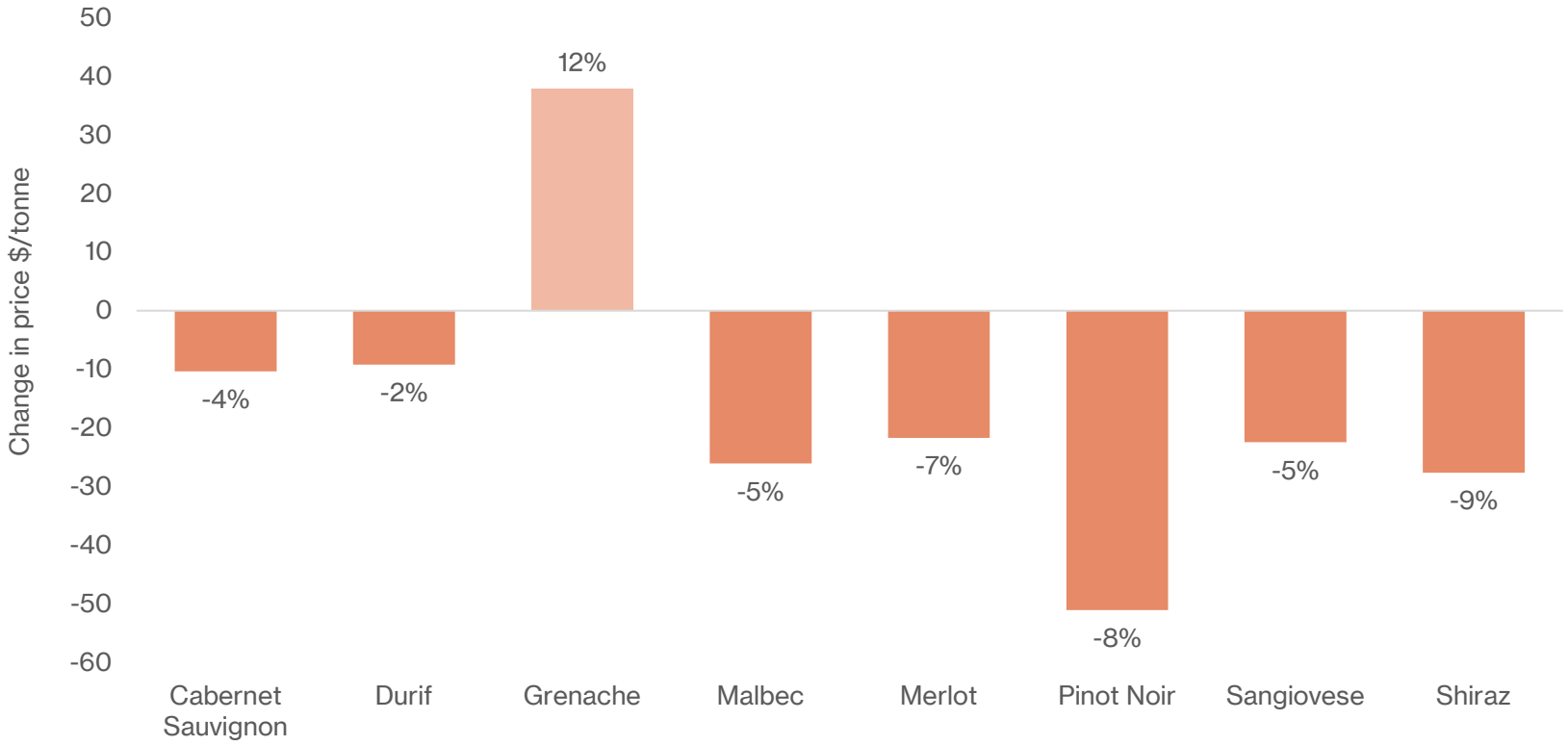
Section 2

Intake and price summary data by variety 2025 – red varieties

	Purchased Grape Summary			Winery	2025 Total			2024 Summary	
Variety	Purchased Tonnes	Value of Fruit Purchased	Average Purchase Price	Winery Grown Tonnes	Total Tonnes	Estimated Total Value	Tonnes as % of total reds	Average Purchase Price	Total Tonnes
Red									
Barbera	0				0	$18	0%		
Cabernet Sauvignon	26,583	$7,592,173	$286	12,526	39,109	$11,171,254	31%	$296	24,775
Durif	882	$333,626	$378		882	$333,626	1%	$387	615
Graciano	20				20	$17,820	0%		120
Grenache	369	$133,162	$361	884	1,253	$452,612	1%	$323	1,200
Lagrein	0				0	$120	0%		
Malbec	989	$481,928	$487	1,481	2,470	$1,289,440	2%	$513	1,564
Mataro/Mourvedre				98	98	$33,103	0%		83
Merlot	10,157	$2,998,385	$295	4,356	14,513	$4,282,524	12%	$317	14,693
Montepulciano	36			170	205	$125,593	0%		212
Muscat à Petits Grains Rouges	233	$105,599	$453		233	$105,599	0%	$552	154
Nebbiolo	1			25	26	$23,246	0%		21
Nero d'Avola	30			309	339	$321,087	0%		109
Petit Verdot	203	$52,132	$256	144	348	$91,931	0%		748
Pinot Noir	6,727	$4,197,388	$624	1,835	8,562	$5,337,663	7%	$675	6,621
Ruby Cabernet	505	$128,162	$254		505	$128,162	0%		1,647
Sangiovese	393	$161,446	$411	461	854	$350,648	1%	$433	1,011
Shiraz	32,206	$9,034,192	$281	16,623	48,829	$13,705,580	39%	$308	41,289
Tempranillo	248	$155,168	$488	237	486	$333,023	0%		524
Other red	2,564	$1,034,692	$388	4,718	7,282	$3,578,299	6%	$423	6,985
Red Total	**82,147**	**$26,506,193**	**$321**	**43,868**	**126,015**	**$41,681,348**	**100%**	**$357**	**102,373**

Note: value and average value are not displayed for varieties reported by fewer than three different wineries but are included in the calculation of the totals

Change in average price per tonne 2024 to 2025 – top 10 purchased red varieties



Price dispersion 2025 – red varieties

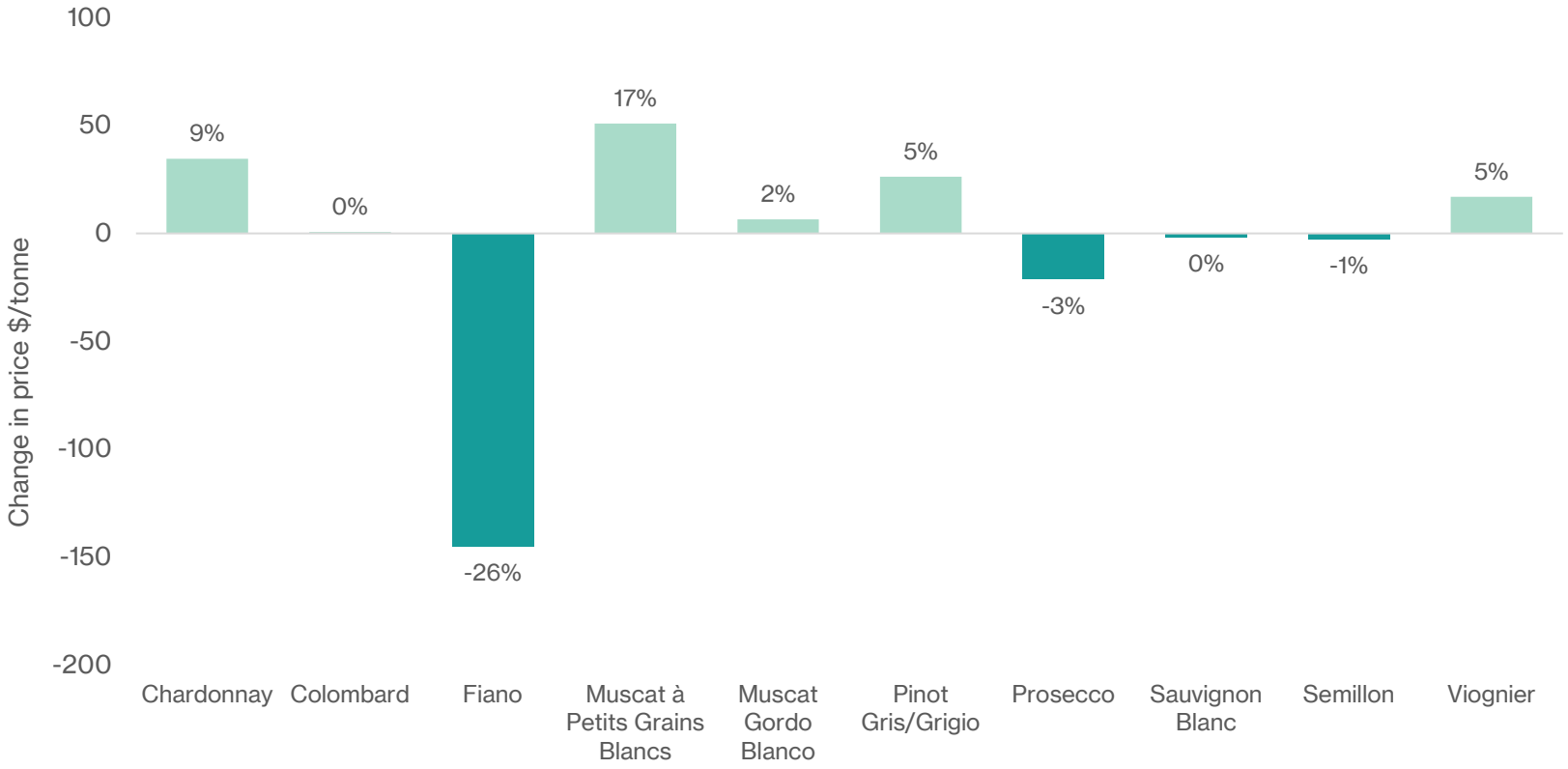
Varieties	Tonnes purchased in each price range							Total tonnes purchased
	<$300	$300-<$400	$400-<$500	$500-<$600	$600-<$700	$700+	Unspecified	
Red								
Barbera	0	0	0	0	0	0	0	0
Cabernet Sauvignon	16,746	5,032	3,835	950	0	20	0	26,583
Durif	60	462	361	0	0	0	0	882
Graciano	0	0	0	0	0	20	0	20
Grenache	230	0	0	9	130	0	0	369
Lagrein	0	0	0	0	0	0	0	0
Malbec	0	313	180	0	496	0	0	989
Merlot	5,890	2,687	1,317	242	0	20	0	10,157
Montepulciano	0	0	0	0	0	36	0	36
Muscat à Petits Grains Rouges	0	139	0	0	38	56	0	233
Nebbiolo	0	0	0	0	0	1	0	1
Nero d'Avola	0	0	0	0	0	30	0	30
Petit Verdot	150	0	53	0	0	0	0	203
Pinot Noir	0	0	0	1,796	4,269	575	86	6,727
Ruby Cabernet	505	0	0	0	0	0	0	505
Sangiovese	0	207	65	44	76	1	0	393
Shiraz	21,062	4,288	5,368	1,317	0	0	170	32,206
Tempranillo	0	69	0	0	0	50	130	248
Other red	244	752	1,094	324	0	18	131	2,564
Red Total	**44,888**	**13,950**	**12,274**	**4,683**	**5,008**	**827**	**517**	**82,147**

Intake and price summary data by variety 2025 – white varieties

	Purchased Grape Summary			Winery	2025 Total			2024 Summary	
Variety	Purchased Tonnes	Value of Fruit Purchased	Average Purchase Price	Winery Grown Tonnes	Total Tonnes	Estimated Total Value	Tonnes as % of total whites	Average Purchase Price	Total Tonnes
White									
Chardonnay	59,037	$23,819,660	$403	21,031	80,068	$32,520,755	39%	$369	82,306
Chenin Blanc	53				53	$20,246	0%		60
Colombard	6,231	$1,985,813	$319	3,639	9,870	$3,215,372	5%	$318	12,089
Fiano	909	$382,774	$421	1,944	2,853	$1,122,938	1%	$566	1,252
Gewürztraminer	146				146	$55,427	0%		117
Muscat à Petits Grains Blancs	729	$258,656	$355	89	818	$291,111	0%	$304	1,396
Muscat Gordo Blanco	11,571	$3,932,730	$340	6,183	17,755	$6,039,394	9%	$333	16,741
Pinot Gris/Grigio	13,530	$7,536,879	$557	19,309	32,839	$18,009,098	16%	$531	23,542
Prosecco	7,030	$4,408,908	$627	2,485	9,515	$5,936,715	5%	$648	5,993
Riesling	194	$74,741	$384	355	550	$188,345	0%	$394	790
Sauvignon Blanc	26,555	$14,386,790	$542	9,274	35,829	$19,602,957	18%	$544	24,328
Semillon	6,728	$2,071,103	$308	892	7,621	$2,358,773	4%	$311	7,336
Verdelho				342	342	$106,187	0%		496
Vermentino	296	$134,031	$453	496	792	$295,250	0%	$442	477
Viognier	334	$115,042	$344	57	391	$136,764	0%	$327	256
Other white	1,997	$725,676	$364	2,166	4,163	$2,303,703	2%	$374	2,788
White Total	**135,342**	**$59,908,478**	**$443**	**68,264**	**203,606**	**$92,203,035**	**100%**	**$412**	**179,965**
Grand Total	**217,490**	**$86,414,671**	**$397**	**112,132**	**329,621**	**$133,884,384**		**$395**	**282,338**

Note: value and average value are not displayed for varieties reported by fewer than three different wineries but are included in the calculation of the totals

Change in average price per tonne 2024 to 2025 – top 10 purchased white varieties



Note: average values are not displayed for varieties reported by fewer than three different wineries

Price dispersion 2025 – white varieties and total

Varieties	Tonnes purchased in each price range							Total tonnes purchased
	<$300	$300-<$400	$400-<$500	$500-<$600	$600-<$700	$700+	Unspecified	
White								
Chardonnay	184	31,456	24,156	2,974	108	20	140	59,037
Chenin Blanc	0	53	0	0	0	0	0	53
Colombard	831	5,400	0	0	0	0	0	6,231
Fiano	0	385	484	0	9	32	0	909
Gewürztraminer	0	146	0	0	0	0	0	146
Muscat à Petits Grains Blancs	195	422	24	0	20	0	68	729
Muscat Gordo Blanco	363	11,160	49	0	0	0	0	11,571
Pinot Gris/Grigio	0	0	6,583	3,290	2,448	1,174	35	13,530
Prosecco	0	0	0	3,170	2,497	1,241	122	7,030
Riesling	11	111	73	0	0	0	0	194
Sauvignon Blanc	0	0	6,614	13,253	6,138	478	71	26,555
Semillon	1,232	5,452	0	44	0	0	0	6,728
Vermentino	0	44	237	0	0	15	0	296
Viognier	0	334	0	0	0	0	0	334
Other white	0	1,884	0	0	0	40	72	1,997
White Total	**2,816**	**56,847**	**38,220**	**22,730**	**11,220**	**3,000**	**509**	**135,342**
Total Purchased	**47,704**	**70,797**	**50,493**	**27,413**	**16,229**	**3,827**	**1,026**	**217,490**

About the survey

Section 3

Respondents

Thank you to the following wineries that reported crushing grapes from Murray Darling and Swan Hill regions in 2025.

Accolade Wines
Andrew Peace Wines
Australian Vintage
Bellarine Estate
Berton Vineyards
Brokenwood Wines
Brown Family Wine Group
Buller Wines
Callipari
Casella Wines
Chalmers Wines
Duxton
Four Sisters
Geppetto Wines
Gill Estate
Hill Smith Family Estates
Idyll Wine Co.
Kingston Estate
Latitude 32 Wines
McPherson Wines
Oxley Wine Company
Pernod Ricard Winemakers
Pfeiffer Wines
Qualia Wine Services
Red Hill Estate
Redbank Wines
Symphony Hill Wines
Tahbilk Winery
The Bull Ant Wine Company
The Wine Group
Treasury Wine Estates
Trentham Estate
Victorian Alps Wine Co.
Weilong Wine Company
Whimwood Estate Wines
Zilzie Wines

Explanations and definitions

Australian National Vintage Survey

The information for this report has been collected and analysed by Wine Australia as part of the Australian National Vintage Survey 2025. The Murray Darling & Swan Hill Summary Report has been prepared by Wine Australia on behalf of Murray Valley Winegrowers Inc.

Vineyard map

The vineyard boundaries shown in the map were derived from the National Vineyard Scan 2019, conducted on behalf of Wine Australia by Consilium Technology Inc.

Photo credits

Image credits: Murray Valley Winegrowers and Wine Australia

Disclaimer

This information has been made available to assist on the understanding that Wine Australia is not rendering professional advice. Wine Australia does not accept responsibility for the results of any actions taken on the basis of the information contained in this report, nor for the accuracy, currency or completeness of any material contained in it. Wine Australia expressly disclaims all and any liability and responsibility to any person in respect of consequences of anything done in respect of reliance, whether wholly or in part, upon this report.

Note: data published in this report supercedes that in earlier reports. Minor variations in reported figures can occur due to data revisions.

Any questions about the report should be directed to:

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Explanations and definitions (continued)

Intake (current vintage) data

Definition of regions

Regions have been defined in accordance with Geographical Indication (GI) boundaries.

Total crush

The total crushed is the total tonnes of grapes crushed from a particular source region, whether processed in that region, another region in Victoria or interstate. All wineries in Australia are included in the survey collection process. However, not all wineries respond to the survey - therefore the total tonnage reported may underestimate the true crush. It is estimated that the overall response rate for the survey is 92 per cent; however, individual regions may vary. Generally, regions will have a higher response rate when there is a high proportion of purchased winegrapes within the region.

Reported fruit is separated into fruit produced from the winery's own or associated vineyards ("winery grown") and from independent vineyards ("purchased").

Varieties are classified into 'major' varieties and 'other red/white' varieties, according to their national importance. It is possible that an 'other' red or white variety could have a larger crush in MD-SH regions than one of the major varieties, but will not be included in the top 10 list or separated in the intake summary tables.

Calculated average purchase value

The survey requests wineries to provide the total amount paid for each parcel of fruit purchased (or the price per tonne). This is the price paid for fruit of a particular variety at the point of receival – NOT including freight. It includes any penalties or bonuses (eg Baumé) applied at the weighbridge, but DOES NOT INCLUDE other bonuses or adjustments such as end use quality bonuses, which are not available at the time the survey is conducted (May-June 2025).

The calculated average purchase value per tonne is the average amount paid per tonne of fruit across all wineries.

Winery grown grapes are not included in the calculation of average purchase value; nor are grapes grown by companies connected with the winery or under lease arrangements.

Average and total purchase values are not reported where there are fewer than three purchasers of a variety in a particular region. However, the values are included in the calculation of totals for each region.

Important note on average purchase value

There is considerable variation in the pricing arrangements made by different wineries. For example, some wineries make adjustment payments based on the average value per tonne reported in this survey and some pay quality bonuses based on the end use of the product. These additional payments are not included in the reported figures. The average price also does not give any indication of the distribution of prices, or variables that go into individual contracts.

Price dispersion data (shaded columns in Intake Summary tables)

All purchases for each variety are grouped into price segments according to the price paid for that batch of fruit. The sum of tonnes in all the price segments may not match the total tonnes purchased where there are tonnes reported without an associated price.

Estimated total value of all grapes

The estimated total value of all grapes is calculated by multiplying the average purchase value per tonne by all tonnes crushed. If there is a variety where there are no purchases, then the average purchase value for the same variety across similar regions, or across all other varieties of the same colour in the same region is used to determine an estimated value for the own grown grapes.