

An Economic Snapshot of the Massachusetts Winery Industry

There are over 8,200 wineries in the United States. Seventy licensed farm-wineries in Massachusetts produced and sold product made from viniferous and cold hearty grapes as well as a variety of fruit including apples, cranberries, peaches, and blueberries in 2015. Of the 70 wineries, 15 produced hard cider and five made both.

Overview of MA Wineries

The Massachusetts wine industry has continued to expand. In 2015, Bay State wineries hand-crafted and bottled over 172,737 gallons of still and sparkling wine, an increase of 28% from 2010 when 134,724 gallons were produced. Over \$17 million in sales were generated in 2015, a 55% increase from \$9.3 million in 2010.

Direct sales to consumers represented 70.5% of farm winery sales with the remaining 29.5% wholesale. Over two-thirds of direct sales were generated from farm winery tasting rooms. Almost three-quarters of the wholesale sales were from self-distribution. About a fifth of direct sales were from agricultural events and similarly, almost a fifth of wholesale sales were generated through the Boston Public Market.

Bay state wineries employed 312 people, including 63 full-time and 234 part-time employees. Overall, there were more employees in the industry compared to 2010, with more part time positions.

Overview of MA Hard Cider Businesses

Hard cider production has significantly increased since the last survey and contributes substantially to the overall growth of the Bay State's industry. In 2015, hard cider businesses produced over 525,743 gallons and generated \$26.5 million in sales.

For hard cider businesses, 31% of sales were direct to consumers while the other 69% were wholesale. Similar to wineries, the majority of direct sales take place at tasting rooms and for wholesale through self-distribution. Compared to wineries, over a third of direct sales took place at agricultural events.

There were 20 hard cider producers in 2015, of which five were wineries the produced both. Three of the businesses produced over 10,000 gallons, ten produced between 500 to 10,000 gallons, and the remaining seven produced less than 500 gallons each.

Expected Production by 2020

The average per capita consumption of wine in the U.S. was 2.83 gallons in 2015, an increase from 2.58 gallons in 2010. This upward trend is expected to continue at a steady rate of two-three percent per year. Based on self-reported expected growth by 2020, Massachusetts wine production is expected to

increase by 75% and hard cider by over 300%. This optimism suggests that opportunities in these industries bode well for the future.

Summary 2015: Wine, Hard Cider Comparison

	Wine	Cider
Number of businesses	55	15
Total sales (millions)	\$17.00	\$26.54
Gallons produced	172,736.637	525,743.122
Employees	297	60
Full time vs. Part time	63 : 234	45 : 15
Wholesale vs. Retail sales	29.5% : 70.5%	69% 31%

Summary 1994 – 2015

Year	1994	1998	2005	2007	2010	2015
Number of wineries	12	15	22	29	36	55
Total sales (millions)	\$2.28	\$3.92	\$6.54	\$7.80	\$9.34	\$17.00
Gallons produced			95,688.230	111,446.000	134,724.000	172,736.637
Employees			182	178	205	297
Full time vs. Part time			90 : 92	144 : 34	77 : 128	63 : 234
Wholesale vs. Retail sales			37% : 63%	29% : 71%	34% : 66%	29.5% : 70.5%

This survey was conducted by the MA Department of Agricultural Resources, Division of Agricultural Markets, in collaboration with the Massachusetts Farm Winery and Growers Association. Information on gallons produced was based on reports from the MA Alcohol Beverage Control Commission. The value of wine and hard cider per bottle is based on the Association's price estimates.