



United States
Department of
Agriculture

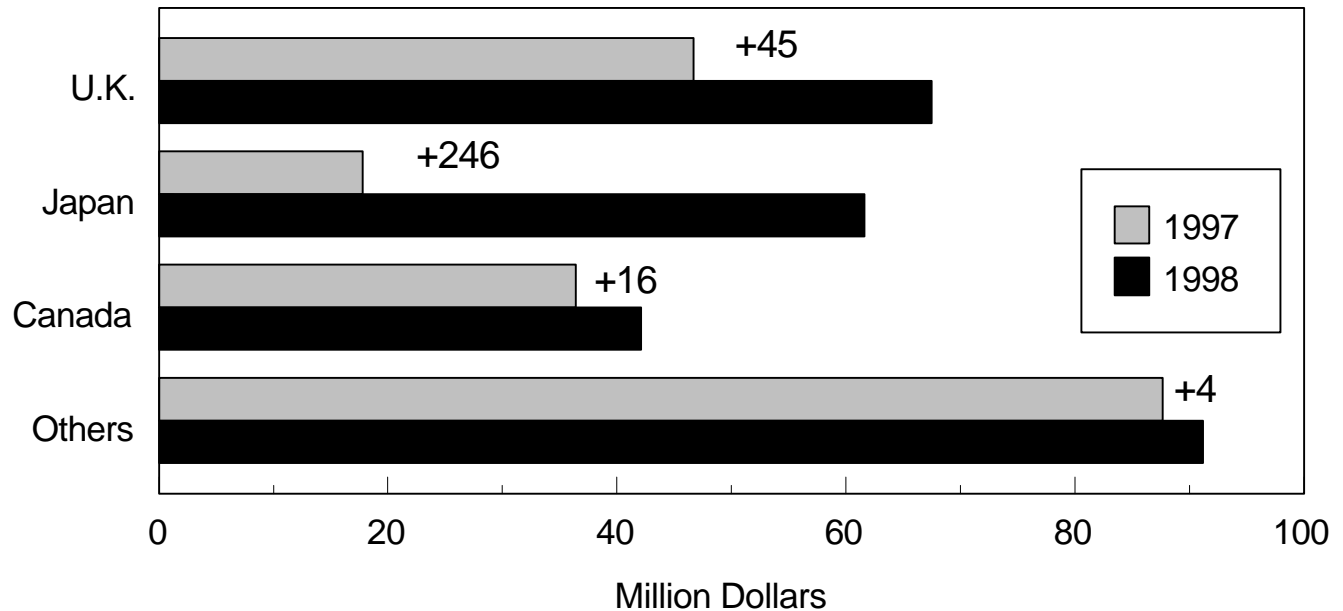
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World Horticultural Trade and U.S. Export Opportunities

U.S. Wine Exports On Track For Another Record Breaking Year

January-June Comparisons



Source: U.S. Department of Commerce, Bureau of the Census

U.S. wine exports for Calendar Year 1998 to date (January through June) were valued at \$263 million, or 39 percent above last year's shipments during the same period. The United Kingdom, Japan and Canada were the top three export markets. All three markets reported broad growth. Overall, U.S. wine exports to all other countries (excluding the United Kingdom, Japan and Canada) were up 4 percent for the period January through June, from the preceding year. Japan reported the largest growth for markets over \$1 million for the period January to June 1998, up 246 percent from 1997. U.S. wine exports to Japan reached \$62 million, surpassing its total export level for Calendar Year 1997 of \$39 million. Market promotion efforts under the Market Access Program coupled with increased consumer demand driven by studies highlighting health benefits of drinking wine have helped to spur U.S. wine exports. Although U.S. wine exports to Japan have been able to weather the Asian financial crisis, wine exports to Thailand (down 86 percent), Korea (down 77 percent), the Philippines (down 41 percent), Hong Kong (down 40 percent), Singapore (down 33 percent), Taiwan (down 4 percent), and Malaysia (down 1 percent) decreased significantly for the period January through June 1998, from the same period of the previous year. Strong sales in Canada, the European Union and Japan have offset the dramatic decline in wine exports to most Asian markets. U.S. wine exports are running at record pace and are forecast to reach \$520 million in 1998, up 25 percent from 1997. U.S. wine exports (including cider, fermented beverages, and must) are forecast to have their 14th consecutive record breaking year with continued accelerated growth. Grape wine will continue to represent the majority of exports.