

| <b>WHAT'S REQUIRED TO MEET FOOD DEMAND IN VARIOUS CATEGORIES</b> |   |  |                                    |                                     |                                    |                                       |   |  |
|--|---|--|------------------------------------|-------------------------------------|------------------------------------|---------------------------------------|---|--|
|  | based on U.S. Food Market Estimator <a href="http://www.ctre.iastate.edu/marketsize/Default.aspx">http://www.ctre.iastate.edu/marketsize/Default.aspx</a> |  |                                    |                                     |                                    |                                       |   |  |
|  | <b>Vineyard production where plausible; otherwise imports</b>   |  |                                    |                                     |                                    |                                       |   |  |
|  | <b>SUMMARY</b>  |  |                                    |                                     |                                    |                                       |   |  |
|  | Draft January 9, 2008   |  |                                    |                                     |                                    |                                       |   |  |
|  | <b>present demand</b><br>(pounds)   | <b>present demand</b><br>(pounds per capita) | <b>acreage required per capita</b> | <b>10-ton truckloads per capita</b> | <b>acreage required for 16,385</b> | <b>truckloads required for 16,385</b> | <b>acreage required including seasonal (25,919)</b> | <b>truckloads required including seasonal (25,919)</b> |
| <b>total</b>   | 26,381,453  | 1,704.05                                     | 0.7502                             | 0.013076                            | 12,293                             | 214.3                                 | 19,445  | 338.9  |
| <b>dairy</b>   | 4,128,707   | 267  | 0.0341                             | 0.000366                            | 558                                | 6.0                                   | 883   | 9.5  |
| <b>fats &amp; sugars</b>   | 3,762,665   | 242.99                                       | 0.1846                             | 0.003622                            | 3,024                              | 61.0                                  | 4,784   | 93.9   |
| <b>fruits</b>  | 4,163,712   | 268.89                                       | 0.0202                             | 0.006791                            | 331                                | 114.3                                 | 523   | 176.0  |
| <b>grains</b>  | 2,986,189   | 192.84                                       | 0.0816                             | 0.000977                            | 1,337                              | 16.4                                  | 2,115   | 25.3   |
| <b>meats &amp; nuts</b>  | 5,059,567   | 326.74                                       | 0.3888                             | 0.000106                            | 6,371                              | 1.8                                   | 10,078  | 2.8  |
| <b>vegetables</b>  | 6,280,613   | 405.59                                       | 0.0410                             | 0.001215                            | 672                                | 20.4                                  | 1,063   | 31.5   |

| <b>ACREAGE REQUIRED TO MEET FOOD DEMAND IN VARIOUS CATEGORIES</b> |                                |   |                                    |                                    |   |  |
|---|--------------------------------|---|------------------------------------|------------------------------------|---|--|
| <b>VINEYARD MARKET BASKET (localized demand)</b>                  |                                |   |                                    |                                    |   |  |
| <b>SUMMARY</b>  |                                |   |                                    |                                    |   |  |
| Draft January 2, 2009   |                                |   |                                    |                                    |   |  |
|   | <b>present demand (pounds)</b> | <b>present demand (pounds per capita)</b> | <b>acreage required per capita</b> | <b>acreage required for 16,385</b> | <b>acreage required including seasonal (25,919)</b> |  |
| <b>total</b>  | 26,381,453                     | 1,704.05                                  | 0.5557                             | 9,105.1                            | 14403.1   |  |
| <b>dairy</b>  | 4,128,707                      | 267                                       | 0.0385                             | 630.6                              | 997.6   |  |
| <b>fats &amp; sugars</b>  | 3,762,665                      | 242.99                                    | 0.1846                             | 3,024.1                            | 4783.8  |  |
| <b>fruits</b>   | 4,163,712                      | 268.89                                    | 0.0450                             | 736.7                              | 1165.4  |  |
| <b>grains</b>   | 2,986,189                      | 192.84                                    | 0.0735                             | 1,204.6                            | 1905.6  |  |
| <b>meats &amp; nuts</b>   | 5,059,567                      | 326.74                                    | 0.1636                             | 2,679.8                            | 4239.1  |  |
| <b>vegetables</b>   | 6,280,613                      | 405.59                                    | 0.0506                             | 829.2                              | 1311.7  |  |