

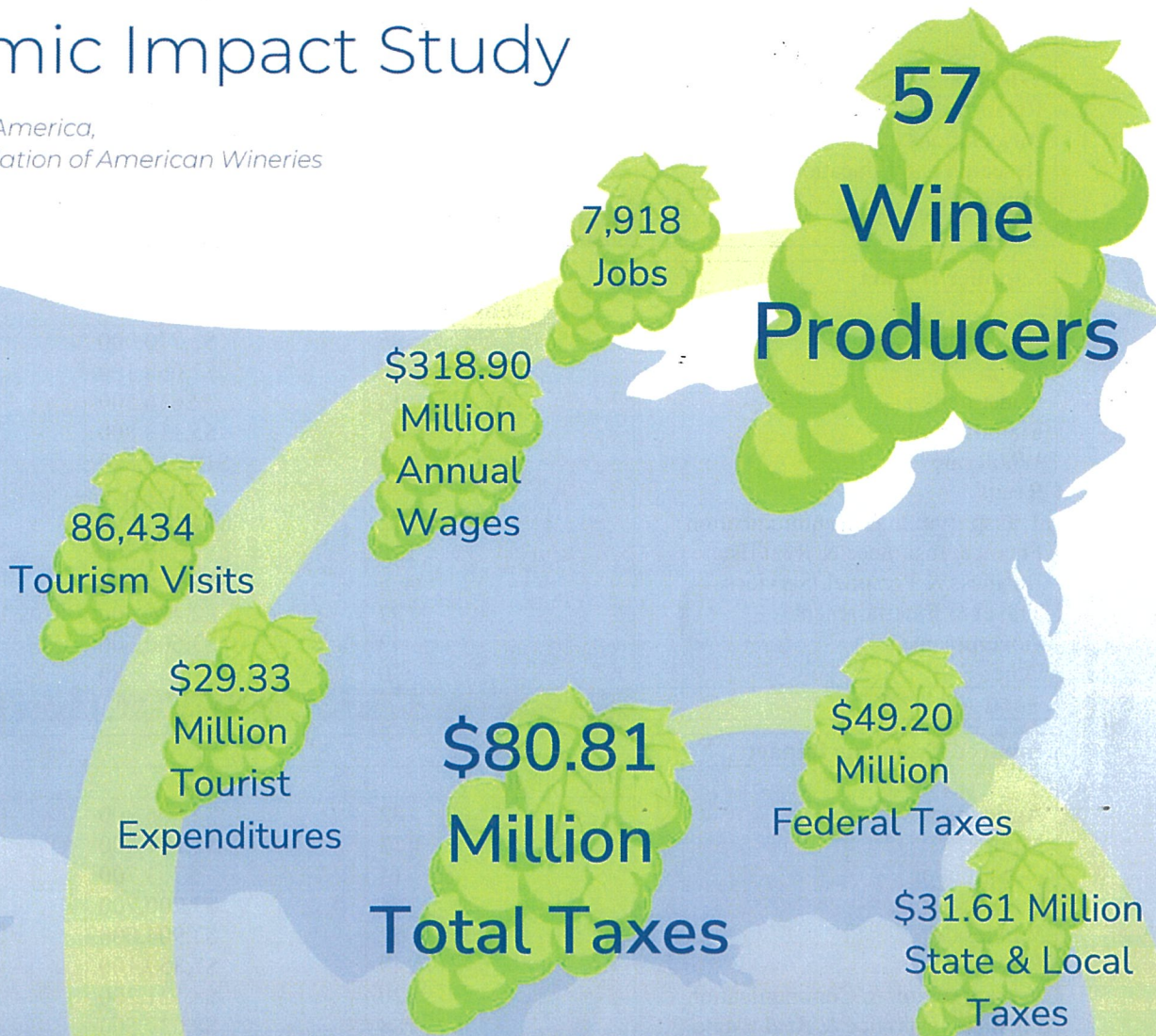


# What's Wine Worth?

2022 New Mexico

Economic Impact Study

presented by WineAmerica,  
The National Association of American Wineries



## WHAT'S IN A BOTTLE OF WINE?

**\$1.12  
BILLION**

Total Impact

National Economic Impact Study of the American Wine Industry 2022\* by John Dunham & Associates, New York. Details at [www.wineamerica.org](http://www.wineamerica.org)

**Economic Impact of Wine Industry  
2022 Data  
New Mexico**



<b>Direct Economic Impact</b>			
	<b>Jobs</b>	<b>Wages</b>	<b>Output</b>
Winery <sup>1</sup>	669	\$28,567,100	\$211,522,400
Vineyard <sup>2</sup>	15	\$415,200	\$782,700
Wholesale	209	\$11,483,100	\$50,418,400
Retail	3,370	\$105,894,300	\$243,446,000
Associations	6	\$445,400	\$1,322,500
Research and Education	4	\$362,800	\$807,100
Tourism	333	\$8,088,000	\$22,294,800
<b>Total</b>	<b>4,606</b>	<b>\$155,255,900</b>	<b>\$530,593,900</b>

<b>Supplier Impact</b>			
	<b>Jobs</b>	<b>Wages</b>	<b>Output</b>
Agriculture	96	\$2,770,900	\$8,586,000
Mining	20	\$2,068,100	\$14,353,800
Construction	13	\$636,500	\$2,636,900
Manufacturing	73	\$5,118,800	\$38,164,000
Wholesale	164	\$10,315,800	\$36,794,800
Retail	28	\$964,600	\$2,866,900
Transportation & Communication	212	\$14,490,500	\$55,881,100
Finance, Insurance & Real Estate	210	\$7,349,800	\$48,650,400
Business & Personal. Services	435	\$25,026,900	\$54,514,300
Travel & Entertainment	97	\$2,476,700	\$5,566,200
Government	42	\$3,600,500	\$8,914,700
Other	0	\$0	\$0
<b>Total</b>	<b>1,390</b>	<b>\$74,819,100</b>	<b>\$276,929,100</b>

<b>Induced Economic Impact</b>			
	<b>Jobs</b>	<b>Wages</b>	<b>Output</b>
Agriculture	82	\$2,806,300	\$8,192,100
Mining	13	\$1,291,400	\$9,432,400
Construction	14	\$703,700	\$2,914,300
Manufacturing	54	\$3,200,700	\$30,273,700
Wholesale	52	\$3,904,000	\$15,319,100
Retail	249	\$7,859,100	\$22,720,900
Transportation & Communication	120	\$8,521,200	\$34,625,100
Finance, Insurance & Real Estate	188	\$8,039,500	\$73,877,000
Business & Personal Services	783	\$41,145,500	\$83,462,700
Travel & Entertainment	288	\$7,416,300	\$19,921,300
Government	25	\$1,899,200	\$6,387,500
Other	54	\$2,043,000	\$3,156,300
<b>Total</b>	<b>1,922</b>	<b>\$88,829,900</b>	<b>\$310,282,400</b>

	<b>Jobs</b>	<b>Wages</b>	<b>Output</b>
<b>Total Economic Impact</b>	<b>7,918</b>	<b>\$318,904,900</b>	<b>\$1,117,805,400</b>

	<b>Federal</b>	<b>State and Local</b>	<b>Total</b>
Business Taxes	\$49,198,000	\$31,612,300	\$80,810,300
Consumption Taxes	\$3,913,200	\$31,592,700	\$35,505,900
<b>Total Taxes</b>	<b>\$53,111,200</b>	<b>\$63,205,000</b>	<b>\$116,316,200</b>

<sup>1</sup> "Winery" includes all facilities including vineyards.

<sup>2</sup> "Vineyard" includes only independent farms not owned by wineries.